

**Analysis of International Students' Consumption
Behavior: Evidence from EMU/TRNC**

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ABSTRACT

This study investigates the international students' purchasing behavior in Eastern Mediterranean University (EMU), applying Chan's (2005), the consumer behavior model. Consumer behavior is the study of when, why, how, and where people do or do not buy a product. It has sociological, psychological and economic dimensions and elements. It attempts to understand the consumer decision-making process, both individually and in groups (Jayaraj, 2017). Consumer behavior research is based on consumer buying behavior, with consumers playing the role of users, payers and buyers (Jayaraj, 2017).

This study employed the constructs of demographic characteristics including age, gender, educational level, monthly income, length of residency in TRNC and nationality. This study also aimed to understand the international students' consumer behavior in relation to promotion, product, price, quality, environmental characteristics, logistics, as well as, considering the online shopping behavior. For the purpose of this research, a survey questionnaire was administered to about 201 international students. The survey instrument contained demographic information and 31 measurement items. For the purpose of data analysis, SPSS (version 20.0.0) was utilized. The study revealed that international students' consumer behavior is influenced by environmental characteristics, promotion, product, price, quality, logistics and access to online shopping. Study also revealed that different age groups are responding to the influencers differently. The gender differences, as the study showed, demonstrated different behavior in shopping decisions. The implications and limitations has also been discussed.

Keywords: consumer behavior, international students, shopping decisions, environmental characteristics, promotion, product, price, quality, online shopping, logistics.

ÖZ

Bu çalışma, uluslararası öğrencilerin Doğu Akdeniz Üniversitesi'nde (DAÜ) satın alma davranışını araştırmakta ve tüketici davranışları modeli Chan'ı (2005) uygulamaktadır. Tüketici davranışı, insanların bir ürünü ne zaman, neden, nasıl ve nerede satın alıp almadıklarının incelenmesidir. Sosyolojik, psikolojik ve ekonomik boyutları ve unsurları vardır. Tüketici karar verme sürecini hem bireysel olarak hem de gruplar halinde anlamaya çalışır (Jayaraj, 2017). Tüketici davranışı araştırması, tüketicilerin kullanıcı, ödeme yapan ve alıcı rolünü üstlendiği tüketici satın alma davranışına dayanmaktadır (Jayaraj, 2017).

Bu çalışmada, yaş, cinsiyet, eğitim düzeyi, aylık gelir, KKTC'de ikamet süresi ve uyruk dahil olmak üzere demografik özellikler yapıları kullanılmıştır. Bu çalışma aynı zamanda uluslararası öğrencilerin tüketici alışkanlıklarını promosyon, ürün, fiyat, kalite, çevresel özellikler, lojistik ve online satın alma davranışını göz önünde bulundurarak anlamaya yöneliktir. Bu araştırmanın amacı doğrultusunda, yaklaşık 201 uluslararası öğrenciye anket formu uygulanmıştır. Anket aracı demografik bilgiler ve 31 ölçüm maddesi içermektedir. Veri analizi amacıyla, SPSS (versiyon 20.0.) Kullanılmıştır. Çalışma, uluslararası öğrencilerin tüketici davranışlarının çevresel özellikler, tanıtım, ürün, fiyat, kalite, lojistik ve online alışverişe erişimden etkilendiğini ortaya koydu. Çalışma ayrıca, farklı yaş gruplarının etkileyenlere farklı şekilde tepki verdiğini ortaya koydu. Çalışmada görüldüğü gibi cinsiyet farklılıkları nakliye kararlarında farklı davranışlar sergilemiştir. Etkileri ve kısıtlamaları da tartışılmıştır.

Anahtar Kelimeler: tüketici davranışı, uluslararası öğrenciler, nakliye kararları, çevresel özellikler, tanıtım, ürün, fiyat, kalite, online alışveriş, lojistik

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TABLE OF CONTENTS

ABSTRACT	iii
ÖZ	v
ACKNOWLEDGMENT	vii
LIST OF TABLES	xii
LIST OF FIGURES	xiv
1 INTRODUCTION	1
1.1 Introduction	1
1.2 Statement of Problem	1
1.3 Significance of the study and research questions	2
1.4 Research questions	3
1.5 Outline of the thesis	3
2 LITERATURE REVIEW	5
2.1 Consumer behavior: an overview	5
2.2 Theoretical framework	5
2.3 Theories and concepts of consumer behavior	7
2.3.1 Consumer behavior	7
2.3.2 Decision-making models	9
2.3.3 Factors affecting consumer behavior theory	10
2.3.3.1 Environmental characteristics	10
2.3.3.2 Promotion	11
2.3.3.3 Product	12
2.3.3.4 Price	13
2.3.3.5 Quality	14

2.3.3.6 The role of online shopping	15
2.3.3.7 Logistics	17
2.4 Male and female consumers	18
2.5 International students and their impact on the destination.....	19
3 MARKETING AND INTERNATIONAL STUDENT' CONSUMER BEHAVIOR	
.....	22
3.1 What is meaning of marketing?	22
3.1.1 Consumer behavior and marketing are interactive relations.....	24
3.1.2 What are the factors that affect consumer behavior in marketing?.....	24
3.1.3 Consumer own factors.....	25
3.1.4 Social factors	26
3.1.5 The decision-making process of consumers	27
3.2 Advertisement	30
3.2.1 Advertisement from market	31
3.2.2 The impact of advertising on consumer behavior	32
3.3 Clever marketing.....	34
3.3.1 Clever marketing creates value by	34
3.3.2 Smart marketing means being an enterprise that is good at showing, not just telling.....	35
3.4 Students as a special market.....	38
3.5 Analysis of college students' consumption psychology and behavior.....	39
3.5.1 Individual factors of college students' consumers.....	40
3.5.2 Consumption psychology and behavior characteristics of contemporary college students	41
3.5.2.1 Realistic and cheap consumption	41

3.5.2.1.1	Personality, fashion consumption	41
3.5.2.1.2	Impulse, compare consumption	42
3.5.3	Scientific and effective marketing strategies for college students' consumption	43
3.6	Discuss marketing domain	44
4	THE CASE OF ESTERN MEDITERRANEAN UNIVERSITY(EMU)	48
4.1	The international students' consumption behavior	48
4.1.1	Role of international students.....	49
4.1.3	Characteristics of international students' consumption behavior	50
4.2	The economic impact of international students	53
4.2.1	The influence of international students on economy	55
4.3	Who will benefit from international students.....	58
4.4	Related this topic to destination marketing	61
4.4.1	What is destination marketing?.....	61
4.4.2	Tourism in Northern Cyprus	62
4.4.3	Guidance of tourism destination marketing	64
5	METHODOLOGY	68
5.1	Research method	68
5.1.2	Study area.....	69
5.2	Sample size.....	69
5.3	Data analysis	70
6	RESULTS AND FINDINGS	72
6.1	Demographic characteristic of the samples.....	72
6.2	Measurement results.....	75
6.2.1	Reliability analysis	75

6.3 Findings.....	100
7 CONCLUSION.....	105
7.1 Conclusion	105
7.2 Recommendations	108
7.3 Limitations	110
REFERENCES.....	111
APPENDIX.....	123

LIST OF TABLES

Table 1: The frequency of the Age variable.....	72
Table 2: The frequency of the Gender variable	73
Table 3: The frequency of the Educational level variable	73
Table 4: The frequency of the approximate monthly income in Dollars variable	73
Table 5: The frequency of length of residency in north Cyprus variable	74
Table 6: The frequency of the Nationality variable	74
Table 7: Reliability and Item-Total Statistics for Environmental Characteristics	76
Table 8: Reliability and Item-Total Statistics for Promotion.....	76
Table 9: Reliability and Item-Total Statistics for Product	77
Table 10: Reliability and Item-Total Statistics for Price	77
Table 11: Reliability and Item-Total Statistics for Quality.....	77
Table 12: Reliability and Item-Total Statistics for Online shopping	78
Table 13: Reliability and Item-Total Statistics for Logistics	78
Table 14: The frequency of variables.....	79
Table 15: The comparison between the 7 factors and Gender by independent T-Test Group Statistics (Descriptive).....	81
Table 16: The comparison between the 7 factors and Gender by independent sample T-Test	82
Table 17: The comparison between the 7 factors and Educational level by independent T-Test Group Statistics (Descriptive).....	85
Table 18: The comparison between the 7 factors and educational level by independent sample T-Test	86
Table 19: Group Statistics for age variable by One Way ANOVA(Descriptive)	88

Table 20: Group Statistics for age variable by ANOVA	89
Table 21: Group Statistics for age variable by Tukey.....	91
Table 22: Group Statistics for monthly income(\$) variable by One Way ANOVA(Descriptive)	91
Table 23: Group Statistics for monthly income variable by ANOVA.....	93
Table 24: Multiple Comparisons.....	94
Table 25: Group Statistics for length of residency in north Cyprus variable by One Way ANOVA(Descriptive).....	95
Table 26: Group Statistics for length of residency in north Cyprus variable by ANOVA	96
Table 27: Multiple Comparisons.....	98
Table 28: Group Statistics for Nationality variable by One Way ANOVA (Descriptive).....	99
Table 29: Group Statistics for nationality variable by ANOVA.....	100

LIST OF FIGURES

Figure 1: Consumer behavior model.....	7
Figure 2: North Cyprus Universities	54
Figure 3: Discover North Cyprus	56
Figure 4: Introduction to Northern.....	63
Figure 5: Location of Famagusta city in Cyprus.....	69

Chapter 1

INTRODUCTION

1.1 Introduction

Consumers and marketing are inseparable dimensions of long-term and mutually beneficial aspects of business domain. Especially, in recent years, with the rapid development and changes in the processes of production and consumption that is coupled with new pursuit of marketing strategies, consumers' purchasing behavior are constantly changing (Mooij & Hofstede, 2002). In order to continue to build long-term mutually beneficial relationships between the two parties, marketing researchers have tried to understand the consumer behavior in order to match the demand and supply of goods and services, as well as, to achieve a competitive edge (Quester et al, 2007). The consumer decision-making process is affected by different elements including price, promotion, quality, product, convenience, income and various socio-economic as well as demographic factors. Nowadays, green buying has also become an important factor affecting consumer behavior (Mainieri et al, 1997).

1.2 Statement of Problem

This study focuses on Edu-tourists who can be categorized into a homogeneous block notwithstanding their differences. This is the case as they share many similar circumstances. Edu-tourists purchasing decisions and their behaviors will have implications for the businesses in various ways. This is the first study that addresses Edu-tourists purchasing behavior; knowing that the economy of the university town

as Famagusta depends on this vital market. This will add to the new knowledge about this segment of the larger market.

1.3 Significance of the Study and Research questions

Understanding consumer behavior is a challenging task for marketers. Therefore, consumer behavior has become independent discipline (Jayaraj, 2017). On the other hand, the university's student group has a strong practical consumption ability, become good source of profits for enterprise. University students play a significant role in university towns and they have become the source of flourishing many businesses. The purpose of thesis study will shed light on Edu-tourists' consuming behavior which will have productive implications for the business community. They continue the advocating the fields of fashion and science and technology. They are considered as the leaders of social trends and have strong influence and radiation to other groups in society. The homogeneity of the university students is reflected in the great commonality of university students in terms of environment, age, behavior, life stage and experience. They have strong desire for new products and they like to follow the trend. Businesses should be aware that "one critical advantage is their ability to target very specific groups of customers with individualized marketing programs" (Peltier and Schribrowsky, 1999, p. 53).

University students' group is the most active social group in the new era. In addition, the unique social relationship chain of university students is simple but highly intensive. Also, International students initiate a largest sojourner groups (Bochner 2006), which helped the international students to grow in number across the world, by prompting researchers to study their global significance (Safdar and Berno 2016).

Contributions of International students to global society and economy are presently well documented (Jamaludin et al, 2016). International students can be divided into two types: short term students, who only stay for a few weeks to a year, and long-term students who generally stay longer than one year to complete a degree at an overseas university. Although short-term students have shorter boarding times, they have measurable economic contribution to the destination as long-term students. Therefore, consumption behavior of international students has increasingly become the focus of corporate marketing.

Gender is a social structure that is almost intertwined with all aspects of human behavior. There are gender differences in all kinds of purchases and consumption behaviors (male and female) (Kolyesnikova, Dodd, Wilcox, 2009). So, through this research, I also want to have a deeper understanding of the differences in consumption behavior between male and female among international students.

1.4 Research Questions

- What are the characteristics of Edu-tourists' purchasing behavior?
- What are the motivations of Edu-tourists' spending?
- What challenges Edu-tourists experience in their purchasing decisions?
- Is there an awareness among businesses about Edu-tourists' consuming behavior?

1.5 Outline of the thesis

This thesis consists of seven chapters. The first chapter simply explains the statement of the problem, the significance of the study and research questions. Chapter two will provide a theoretical framework by consumer behavior model and present a brief review of the literature in order to provide about researches carried out so far

on consumer behavior, Factors affecting consumer behavior theory, male and female consumers and International students and their impact on the destination. Chapter five is methodology, will use a quantitative method, a survey questionnaire was administered to about 201 international students. The survey instrument contained demographic information and 31 measurement items. For the purpose of data analysis, SPSS (version 20.0.) was utilized. Chapter six will contain the results of the study. Conclusions will be in chapter seven.

Chapter 2

LITERATURE REVIEW

2.1 Consumer behavior: an overview

Consumer behavior refers to the actions, taken by the consumers to acquire, purchase or service, including the decision-making process that determines these actions. Consumer behavior consists of two parts: first is consumer's decision-making process, which defines as the purchase decision is the psychological activity and behavioral tendency of the consumer before purchasing the products and services and is the formation process of the user attitude. Second is the action of consumers, which refers to consumer action as the practice of purchasing decisions. In real consumer life, for the consumer behavior, these two parts are mutually infiltrated and mutually influential, which together form a whole process of the consumer behavior.

2.2 Theoretical framework

The theoretical framework is a structure that can support the theory of inquiry learning. It is a "blueprint" or guide for research (Adom, Adu-Gyamfi, Agyekum, Ayarkwa, Dwumah, Abass & Obeng-Denteh, 2016). The theoretical framework introduces and describes the theories that explain why the research problems in the research exist. The theoretical framework is an introduction to the theories cited in the article and related theories, generally involving only theoretical things, not applications and personal views. The key to the application of any theoretical framework is to apply the inference logic behind this theory (the so-called theory is a statement that there is a certain relationship between two or more phenomena)

(Osanloo & Grant, 2016). For this reason, it is necessary to put the main aspects involved in the theory into your own research situation and apply them concretely, including concept definition and operation definition.

In this study, we focus on the consumer behavior of international students. The so-called consumer behavior theory refers to the activities and processes, in which people find, choose, purchase, use, evaluate and provide services to meet their needs and desires. Following this theory, the main purpose of this study is to find out what factors will affect international students in the decision-making process.

This study idea of model based on customer behavior model. In this consumer behavior model of results showed us the decision-making process would be influenced by the promotion, product, price, quality, characteristics of personal and environment, the technology, and the logistic (Chan, 2005). According to consumer behavior is his role, his circle of relatives, stimuli, logistics, generation elements, etc. (Rani, 2014). We want to study international students' making-decision whether influence by those factors or not through the model of consumer behavior.

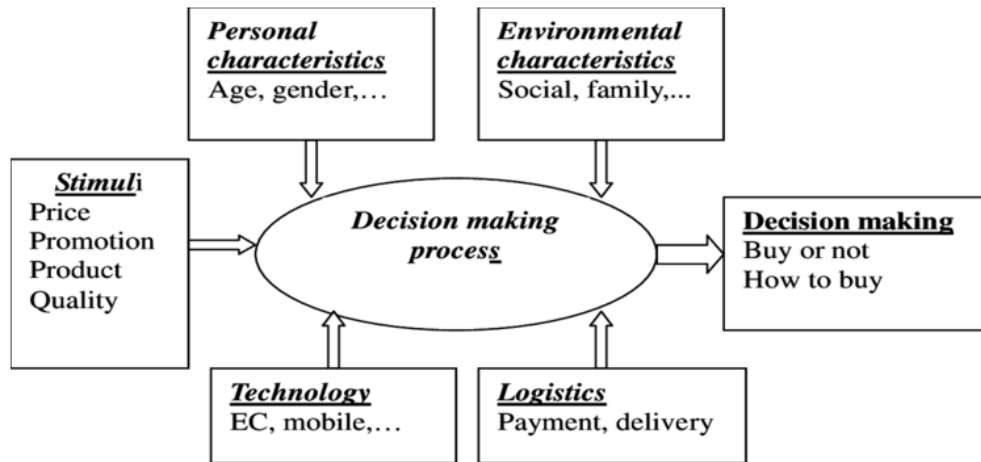


Figure 1: Consumer behavior model.

2.3 Theories and concepts of consumer behavior

What are theory and concept of consumer behavior?

Consumer behavior theories predict how customers make shopping choices and display entrepreneurs how first-rate to capitalize on predictable behaviors. Though impulse purchases are a sizeable a part of a purchaser's shopping for styles, rational selection-making methods dominate client behavior and affect advertising concept.

Consumer behavior concept –client conduct involves the take a look at of ways human beings--either in my view or in organizations--gather, use, experience, discard, and make selections approximately goods, services, or maybe lifestyle practices inclusive of socially accountable and healthful ingesting. Consumer behavior entails services and thoughts as well as tangible products.

2.3.1 Consumer behavior

Consumer behavior is the study of people behavior as when, why, how, and where they buy or not buy a product. Elements from sociology, psychology, social anthropology and economics are included in consumer behavior. This helps to know the process behind the decisions made by individuals and groups. It also helps to

study the characteristics of the individual consumers like demographics and behavioral variables, to understand the needs and wants of people. Consumer behavior study is mainly relying on the behavior of consumer buying, along with the consumer acting three distinct roles: user, payer and buyer (Jayaraj, 2017).

Consumer behavior is a widely studied field. It relates to human mind, so it is impossible to understand it fully, only estimations can be made regarding the human behavior by seeing the previous decisions made. Decisions are made by humans on daily basis, which are backed up by different factors, mostly are unknown even to consumers (Lautiainen, 2015). After the Second World War, field of consumer behavior started to develop. The manufacturers' attention from product to consumer and specially focused on the consumer behavior (Jayaraj, 2017).

Shopper conduct speaks to all demonstrations of choices, which are made at the individual or gathering level, straightforwardly identified with the accumulation and utilization of merchandise and enterprises, so as to meet the present and future needs, including basic leadership forms that go before and decide these demonstrations. Consumer behavior is very perplexing procedure, with couple of exacting rules that an advertiser ought to comprehend, so as to wind up fruitful. Customer conduct alludes to definite buyer conduct, similar to people and family units who buys products and get administrations for conclusive use (Dumitrescu & Fuciu, 2015).

Consumer behavior is not only related to the behaviour of consumers in buying the products, but it also includes to know the factors that affect the decision making process of consumers (Lautiainen, 2015). The concept of "consumer behaviour" is the behaviour that consumers show in searching, buying up, use, evaluation and

disposition of certain products and services to which they await the needs to be met. Consumer behaviour also refers the science behind the decisions made by consumers, in exchange of their available resources like time, money and efforts (Dumitrescu & Fuciu, 2015).

2.3.2 Decision-making models

Decision-making fashions try and take a look at the complete selection manner of the individuals, concentrating on the cognitive method (e. G., the transformation process among an enter and an output), which is generated previous to making the final selection. In different phrases, those fashions provide records about the consumer's behavior at some stage in the selection process, which is advanced to that furnished with the aid of the character people in their reports on conduct, once the final selection has been taken. The variable in processional fashions is the decision process itself, in addition to the factors that during influence this manner (Demir, Kozak & Correia, 2014).

Consumer decision-making style can be defined "as a mental orientation characterizing a consumer's approach to making choices". Research on this construct can be categorized into three main approaches: the consumer typology approach: the psychographics /lifestyle approach and the consumer characteristics approach. The unifying theme among these three approaches is the tenet that all consumers engage in shopping with certain fundamental decision-making modes or styles including rational shopping, consciousness regarding brand, price, quality and promotion among others (Lysonski, Durvasula & Zotos, 1996).

2.3.3 Factors affecting consumer behavior theory

Consumer buying behavior process begins when the consumer recognizes a problem or need. Need recognition also occurs when you have a chance to change your buying habits (Pakasi & Tumiwa, 2016).

Customer shopping for behavior refers to the buying behavior of the closing consumer. Many elements, specificities and characteristics have an impact on the person in what he's and the customer in his choice making technique, shopping behavior, shopping conduct, the brands he buys or the retailers he is going. A purchase choice is the result of each and every any such factor. A character and a purchaser is his businesses, his circle of relatives, his persona, stimuli, logistics, generation elements, etc. (Rani, 2014).

2.3.3.1 Environmental Characteristics

The important characteristic factors are: reference personal, social, family, environment and status. Culture is the part of every society and is the important cause of person wants and behavior. Throughout his existence, an individual will be influenced by his family, his friends, environment, society or status that will affect consumers' purchase behavior (Rani, 2014).

Consumers' change during their life and buying of products alter depending on age and stage of life. Age related factors are such as taste in food, clothing, recreation and furniture. Moreover, environment, values, lifestyle, hobbies and consumer habits evolve during lifetime. Also Physiological, family, friends, environment and status can change purchasing behavior and brand selection (Lautiainen, 2015).

Personality changes from man or woman to character, time to time and vicinity to place. It has different traits consisting of: dominance, aggressiveness, self-assurance and so forth. Which can be useful to decide the consumer behavior for unique products or services? Psychological elements affecting our purchase decision consists of motivation, notion, gaining knowledge of, beliefs and attitudes. As an instance, feel valued of their self-idea through buying a product from apple. The position of a person within his circle of relatives, his paintings, his country club and his organization of friends and many others. All this could be defined in phrases of surroundings and social popularity. Many brands have understood it with the aid of developing a photograph associated with their merchandise reflecting an essential social, surroundings or reputation (Rani, 2014).

2.3.3.2 Promotion

Sales promotions are used to get the desired sales results, as a form on incentive to consumers. It is used by manufacturer to boost their sales to wholesalers, retailers or consumers, by encouraging them to buy brands. They also ask their sales force for aggressive selling (Farrag, 2017). Sales promotion is considered as most effective tool after the advertisement. However, there has been much emphasis on coupons at the expense of other equally important promotional tools such as bonus packs and price discounts (Farrag, 2017). Affirmed that the phrase sales promotion refers to numerous types of selling inducements and methods planned to create direct or short-term sales impacts (Jallow & Dastane, 2016).

Also, promotions encourage the consumer to buy more than they wanted, so they end up buying more products than the planned products. There are many sales promotion tools, that does not boost the brand awareness but also motivate the consumers to try

newly launched products, whether they needed them or not. Such trails of products can make possible through promotions, like in store demonstrations, as it helps to satisfy the consumers regarding the risks associated with new and unfamiliar products. So, consumers also spend more than regular spending due to attractions raised due to promotions (Farrag, 2017).

Free sample are also an important promotional activity, in which a sample of product is given to consumer so they could try the products and later on buy them, if they will like them. “Buy one get one free” is also one of the famous sale promotional technique. Trade or price discounts is also a significant tool, that offers some reduction in total prices, mentioned on the tag of products. Coupon advertisement is also used to attract the customers, to gain the attention by offering the concessions on the normal price of products. Advertisements through magazines, social media, electronic media and others are also being done for attracting the customers (Rizwa et al, 2013).

2.3.3.3 Product

Product is defined as a bundle of characteristics of benefit to the consumer. The value of the product can be subdivided into a basic value and an additional value. The basic value is understood to be the technical functional basic characteristics of a product. The additional value, however, provides the satisfaction of mental and intellectual desires (Hamm et al, 2011).

Also all products and services could be demonstrated by functional, symbolic or experimental elements to present consumers (Zhang, 2015). The factor which drive the consumer behavior vary according to the type of products, the consumer decides

to buy. Brands create the sense of status consciousness in many consumers which leads to the sense of recognition and using different brand products is the new trend of fashion (Sarwar, Aftab & Iqbal, 2014).

Normally, people feel good, when stand out in family, friends and even in society, on the basis of a product, which is commonly in use of them. Now, people are more brands conscious, regarding their food, clothes, shoes and others, which is also main influencing factor in consumer behavior. Age, gender and family background also matter in getting brand conscious, while buying products (Sarwar, Aftab & Iqbal, 2014).

Stimuli can be for example an advertisement that can get you to thinking about buying a new computer. Marketers are trying to create demand where consumers are encouraged to use a product regardless of the brand they choose. Marketers will try to convince consumers to choose their brand instead of others (Lautiainen, 2015).

The stimuli can be divided into four parts: product, promotion, price and quality.

2.3.3.4 Price

For more than 40 years, price has considered as most important research topic in studying the consumer behavior. Organizations consider price as most important factor. The standard economic analysis of pricing studies about the desire of customers is based upon the income and other factors of the customer. Some customers are willing to pay high prices, while other buy low price products. Organizations prefer to differentiate the customers, on the basis of their price choices, and thus they offer products in different price range. According to customers, value is only influencing factor for choosing price, and most of times customers lack

understanding about the cost of products. But, some customers understand their value. Overall, its consumer choice to decide which product is to purchase and which not (Gorchels, 2000).

A price discount is a temporary reduction in the list price of the products. The major strategic goal of a price discount is to differentiate between the informed and uninformed consumers, or between loyal users and switchers. Research has suggested that price discounts are particularly very important in speeding the product buying and spending more (Farrag, 2017).

2.3.3.5 Quality

Sometimes, customers become over conscious about the quality and expected usage benefits, about the buying of certain products (Shimp & Sinha, 2010).

At the point when buyers pick among contending items, they face quality and item execution vulnerability. In this way, they are probably going to depend on heuristics to pass judgment on quality crosswise over focused items since customers have limited time skylines and no motivation perform intensive relative investigations preceding buy. Albeit few of the outcomes from these examinations can be summed up, brand names have been observed to could easily compare to value, which is thusly more significant than physical appearance. Retail notoriety or store name has been observed to be least important in flagging item quality (Pires, 2008).

It has been contended that the absolute most significant distinction among items and administrations are the normal for immaterialness. Truth be told, it has been said that

impalpability is the way to deciding if an offering is an administration or item (Pleger, 2000).

2.3.3.6 The role of online shopping

Online shopping is a type of web based business which licenses buyers to legitimately buy merchandise or administrations from a vender by utilizing the Internet. Different names are: e-shop, e-store, Internet shop, web-store, virtual store and online store. (Singh & Sailo, 2013).

The Internet, a notable and broad data superhighway, is characterized as "a system of PC systems, which is equipped for giving essentially moment access to an immense storage facility of data traversing the globe". The Internet offers shoppers not just access to a tremendous measure of data yet additionally an elective method for making buys at home. In any case, examine has discovered that shoppers are accomplishing more data search on the Internet than genuine buying. Customarily, Internet clients have been accomplished and affluent men. Be that as it may, the changing socioeconomics among Internet clients propose that this gathering is moving from world class to standard. Regarding sex, albeit still male ruled, over 40% of Internet clients are ladies and ladies include half or the greater part of the new clients. Customarily, about 43% of grown-up Web clients were accounted for as having a higher education (Forsythe & Shi, 2003).

The Internet enables purchasers to peruse item/administration broadly, gather information, find data, download data, analyze costs, purchase items, put in/change arranges, and get input without venturing out to a shopping center. Purchasers can peruse or shop online 24 hours every day, 7 days seven days, from office or at home.

Comfort has been accounted for as the essential explanation behind customers to shop on the Internet. Extra factors, for example, setting aside cash and time, no transportation cost, progressively decision, no holding up lines and no weight from the sales reps were likewise answered to add to an increasingly pleasant shopping background on the Internet (Forsythe & Shi, 2003).

Web is giving an expanding measure of generation data. So as to build the effectiveness of data preparing and diminish endeavors of insight, online customers will in general settle on choices through the heuristic methodology. As per the prompt use hypothesis, items offer a progression of signals, and buyers use them to survey item quality. Various sorts of data and signals may impact buyers' obtaining wants and observations on item quality, for example, merchants' notoriety, ensure, the outsider confirmation, site quality, item nearness and remarks, which have been distinguished (Tan & Hu, 2018).

With the development of internet shopping, comes an abundance of new market impression inclusion open doors for stores that can fittingly take into account seaward market requests and administration necessities. Web based shopping is a developing region of innovation. Building up a store on the Internet, takes into consideration retailers to grow their market and connect with shoppers who may not generally visit the physical store. The accommodation of internet shopping is the fundamental fascination for the purchasers. Web based shopping offers better value, efficient, comfort, wipe out urgent purchasing which some way or another figure out how to bargain the inconveniences, for example, higher conveyance costs. Online venders need to continue developing to make shopping increasingly pleasurable (Gupta, Bansal & Bansal, 2013).

Online shopping has developed in fame throughout the years, chiefly on the grounds that individuals think that its advantageous and simple to deal shop from the solace of their home or office and efficient. Online shopping conduct has turned into a developing examination territory with an expanding number of distributions every year. Web based shopping conduct is characterized as the procedure a customer takes to buy an administration or item over the web. As such, a buyer may at his or her relaxation purchase from the solace of their own home items from an online store (Machado, 2005).

Customer behavior as the investigation of people, gatherings, procedure and associations they use to verify, select, and orchestrate of understanding, items, administrations, encounters, or thoughts to fulfill the buyer and society (Singh & Sailo, 2013). Consumer's choices whether to shop online are likewise impacted by the sort of item or administration under thought. The absence of physical contact and help just as the need to "feel" by one way or another item impacts the reasonableness separates items as per their appropriateness for internet shopping. Sex contrasts likewise identified with various frames of mind towards internet shopping. Despite the fact that men are increasingly positive about utilizing Internet as a shopping medium, female customers that want to shop on the web, do it more every now and again than male (Machado, 2005).

2.3.3.7 Logistics

Payment methods that affect consumer behavior, such as cash and credit cards, it can be affect consumer purchase decisions (Braga, Isabella & Mazzon, 2013). Previous studies have proved that product returns bring potential benefits to purchasing behavior (Pfrang, 2015). The quality of customer service is also one of the concerns

of customers (Musasa, 2014). The degree of service quality plays an important role in consumer behavior. (Medrano et al, 2016). Good outlets' environment will make consumers feel happy or excited (Steen, 2016). The appearance or feeling of outlets can affect the mood of customers and even make them want to buy (Musasa, 2014).

2.4 Male and female consumers

Gender is a significant variable, which is used in segmenting the consumers, in the field of marketing. Previous research suggests that shopping is mostly associated with females. But afterwards, some authors indicate that this trend is changing; now men are more into shopping activities than the females (Maurer, Pizzutti, & Costa, 2014). Male and females have different needs and their thinking regarding the shopping is also different. While studying consumer behavior, gender segment plays an important role in research, due to huge difference of expectations, needs, wants, lifestyles and mind set of men and women (Vijaya, Aparanjini & Lahari, 2017).

Females are considered more comprehensive, subjective, intuitive and relational processing while men are more selective logical, analytical and item-specific processing. Women are considered as being compassionate, expressive, warm and understanding. People get more positive vibes from women than men and, also, prefer to like women to men. This fashionable paradigm of the differences between men and women are known to marketers across the world (Bakshi, 2012).

One specific component of gender difference in purchase choice are males tend to make their purchasing choices primarily based on instant needs and the way well the services or products will fulfill desires now and into the on the spot destiny. Long-time period issues seem to play little component for guys. For women, but, this

fashion is almost reversed. Frequently the long-term concerns, and whether or not the acquisition can be used over and over time, May additionally also be a stronger factor within the females' buying decision than immediate satisfaction. With regards to truly making the choice, women commonly make buy choices on a greater emotive degree, while guys go extra with the facts and information. (Bakshi, 2012).

Consumers are increasingly engaging in creating, enhancing and accomplishing their gender identity through consumption the same vein; academicians are also studying the importance of gender identity in the context of consumption (Ye, Bose & Pelton, 2017).

A gender orientation Contrast over shopping conduct technique may be great explored range and imperative fragment to the marketers. Females invest a greater amount the long haul over shopping over men. Utilization designs what's more propensities from claiming males what's more females are distinctive. Done past writing it is identifier that customers approach shopping for diverse practices Furthermore needs distinctive aspects or shopping styles which affect their choice making. For example, mark steadfast alternately personal satisfaction (Shabbir & Safwan, 2014).

2.5 International students and their impact on the destination

Student market is attractive for the marketers, as they face many problems in making decisions in their lives, regarding the product purchasing or getting services due to limited resources and influence of parents. This area is still unexplored; very few researches have been done to understand this. It is important now, to understand the shopping behavior of students too, as they are becoming equally important for the

economy of the countries, especially international students (Muniady, Al-Mamun, Permarupan & Zainol, 2014).

As a sojourner group, students are moving to different countries for study purpose and thus it increases the need to study about them (Jamaludin, Sam, Sandal, & Adam, 2016). International students made significant contributions to the local economy; international students have become an economic resource for the destination. The contribution of foreign students to the national, state, and destination economies, as well as to higher education institutions, is substantial. Growing of global integration of economies is in large part due to increasing international students. (Apanda, 2002).

A report was issued sometimes ago, which reflected the overall shift in buying habits of international students, which may be attributed to more spending money, among the young. Now a day, they spend on luxurious and branded items (Muniady, Al-Mamun, Permarupan & Zainol, 2014).

It was revealed that foreign students are economic resources that can make contributions in the destination. Indeed, no country in the world benefits more economically from international students. International students have become an economic resource for the country. The contribution of foreign students to the national, state, and local economies, as well as to higher education institutions, is substantial. (Apanda, 2002).

The destination is having foreign students is a good business for schools, good for communities, and good for the country. Foreign students spend large sums of money that contribute to the financial well-being of the colleges and universities they attend

and the cities and states in which they live. International students were a significant source of economic activity in a regional economy international student had a significant economic impact upon the destinations economy (Apanda, 2002).

Chapter 3

MARKETING AND INTERNATIONAL STUDENT' CONSUMER BEHAVIOR

Marketing and consumer behavior

3.1 What is meaning of marketing?

Marketing is an action, procedure, and framework that carries an incentive to clients, clients, accomplices, and society overall in the creation, correspondence, scattering, and trade of items. It fundamentally alludes to the procedure where advertisers' direct business exercises and deals practices against the market (Kotler, 2001).

Marketing is a procedure wherein an association conducts gainful and productive exercises available. Showcasing is the craft of making and fulfilling clients (Shalchizadeh, 2014). Marketing is to give showcase items and administrations to the correct shoppers at the ideal time and at the ideal spot at the correct cost, with the correct methods for data correspondence and advancement. Advertising is a movement planned for fulfilling different needs of people and Desire and changing potential trade into the genuine trade through the market.

The ten major aspects of marketing are the combination of traditional 6p (products, prices, promotions, channels, public relations, responsibilities) new 4p (research, division, priority, positioning) (Omran, 2015).

The details are as follows:

- Products: quality, function, style, brand, packaging, etc.
- Price: appropriate pricing, setting corresponding prices in different Life cycle products.
- Promotion: to do a good job in the promotion and advertisement of commodities.
- Distribution: establishing appropriate sales channels; For example, if the company's products are more suitable for college students, it is necessary to establish channels with the sales areas around the university.
- Government power: rely on negotiations between the two governments to open the door to the market of another country, and rely on government contracts to open up all aspects of relations.
- Public Relations: Use the news to publicize Power of the Press, establish favorable image reports for enterprises, and eliminate or slow down unfavorable image reports for enterprises.
- Research (exploration): It is market research, through the research to understand the market demand for a certain product, and what are the more specific requirements.
- Division is the process of market segmentation: segmentation according to factors affecting consumer demand; Need an in-depth understanding of the consumption needs of different customers.
- Priority: that is, to select the market targeted by the company.
- Positioning: to give certain characteristics to the products they produce and form a certain impression in consumers' mind. In other words, it is the process of establishing a competitive advantage of products.

Marketing is the study of the whole transaction process, then applying the research results to make profits for one or the enterprise is marketing. The whole transaction process is very complicated, which also gives rise to problems in marketing, such as research and development, market research, strategy, subdivision, etc. All of this process is a whole. To do a good job in marketing, all the links involved must be done well. This is the perfect marketing (Aaker, Kumar & Day, 2008).

3.1.1 Consumer behavior and marketing are interactive relations

The influence of consumer behavior on marketing is mainly manifested in marketing decisions or strategies. A good marketing decision must be based on a comprehensive understanding of consumer behavior and a macro understanding of consumer preferences. For example, from the analysis of consumer behavior, it can be concluded how to formulate market segmentation, products, prices, channels, and promotion strategies.

The influence of marketing on consumer behavior is mainly manifested in influencing popular items among consumer groups through marketing strategies and motivates consumers to consume.

Studying consumer behavior enables marketing researchers to predict how consumers will react to promotional messages and to understand why they make the purchase decision they do. Marketers realized that if they know more about consumers' decision-making criteria, they can design marketing strategies and promotional messages that will influence consumers more effectively.

3.1.2 What are the factors that affect consumer behavior in marketing?

The main factors that affect consumers' purchasing behavior include consumers' own factors, social factors, enterprises and product factors, etc. Analyzing the factors that

affect consumers' purchasing behavior is of great significance for enterprises to correctly grasp consumers' behavior and carry out targeted marketing activities (Peter, Olson & Grunert, 1999).

3.1.3 Consumer own factors

Consumer buying behavior is first affected by its own factors, which mainly include:

First, the economic situation of consumers. The monetary circumstance of customers which will emphatically influence the level and utilization scope of buyers, and decide the degree of interest and acquiring capacity of buyers, shoppers with a superior financial circumstance may have higher-level interest, buy higher-level wares and appreciate higher-level utilization. Actually, the shopper's financial circumstance is moderately poor and typically can just offer need to fundamental living needs, for example, nourishment, attire, lodging, and transportation (De Matos, & Rossi, 2007).

The second is the occupation and status of consumers. Consumers of different occupations often have different needs and hobbies for commodities. For college students, usually buy more school supplies, good quality, pursues fashion and pays attention to online shopping. For fashion models, beautiful clothes and elegant cosmetics are even more needed. Different positions of consumers also affect their purchase of goods. Consumers in high positions will buy higher-level goods that can show their identity and status (De Matos, & Rossi, 2007).

Third, the age and gender of consumers. Consumer demand for products will change with age. For example, college students need school supplies, cosmetics, games, fashion, etc. In the old age, more health care and life-prolonging products are needed. Consumers of different genders also have very different purchasing

behaviors. Tobacco and alcohol products are mostly bought by male consumers, while female consumers like to buy fashion, jewelry and cosmetics.

The fourth is the consumer's personality and self-concept. Character refers to a person's unique psychological quality, which is usually described by being doughty or sheepish, enthusiastic or withdrawn, extroverted or introverted, creative or conservative, etc. Consumers with different personalities have different purchasing behaviors. Doughty consumers show boldness and confidence in purchasing, while sheepish consumers are often timid in choosing products (De Matos, & Rossi, 2007).

3.1.4 Social factors

People live in society, so consumers' purchase behavior will be affected by many social factors.

In the first place the effect of various social and ecological factors on purchaser purchasing conduct. Culture as a rule alludes to the qualities, virtues, and different sets of accepted rules and living traditions that people have developed in long haul life rehearses (Abusrour, 2016).

Second the effect of social related gatherings on customers' buying conduct. Applicable gatherings allude to associations, gatherings and gatherings that affect buyers' frames of mind and acquiring practices. As an individual from society, purchasers regularly have different contacts with families, schools, work units, neighbors and social associations in their day by day lives. The family is the most essential related gathering of buyers, so the impact of relatives on customers' buying conduct is clearly most grounded. Relatives, companions, cohorts, associates, neighbors, and so on are likewise significant related gatherings that influence

customers' acquiring conduct. These related gatherings are a few people that customers regularly contact and are firmly related. Since they regularly study, work and talk together, buyers are frequently impacted by these individuals' effect on audits, now and then even conclusive impact, when acquiring merchandise. The fundamental factors that influence shoppers' acquiring conduct incorporate not exclusively purchasers' very own elements and social variables, yet in addition undertaking and item factors, for example, item quality, value, bundling, trademark, endeavor advancement and staff administration, and so on (Abusrour, 2016).

3.1.5 The decision-making process of consumers

The basic leadership procedure of shoppers is that individuals' buy of a ware does not occur all of a sudden. Before the buy happens, purchasers will have thinking exercises or practices to guarantee that the products they buy later on can fulfill themselves. For promoting undertakings, it is imperative to comprehend the entire buyer's buying basic leadership process, in light of the fact that in the purchaser's obtaining procedure, ventures can detail a few methodologies to enable customers to address their own issues (Abusrour, 2016).

To begin with, the shopper's buy basic leadership process Consumers' buy basic leadership procedure can be plainly separated into five phases: they are: mindfulness needs, data search, assessment decision, buy choice and post-buy assessment.

Awareness needs: Perceiving the requirement for shoppers to initially perceive the requirement for a specific item, they will pick and buy. Along these lines, mindfulness needs are the primary stage in the shopper buying choice procedure. For instance, when understudies see the icebox vacant, they will purchase vegetables, organic products, drinks, and so forth to fill the cooler. It is unequivocally on the

grounds that numerous components can animate customer mindfulness needs, so promoting organizations can utilize publicizing to invigorate individuals' requirements for new items, so they surrender those items that are regularly utilized or are not the focused item in the market (Abusrour, 2016).

Information search: Information search is a step taken by consumers when they realize their needs. However, for repeatedly purchased goods, consumers will go beyond the information search stage, because the required information has been mastered by consumers through past searches. In addition, for a consumer, the more expensive the commodity, the more it can make the consumer pay attention to information search. There are many external sources of information: (1) Personal Sources: Relatives and friends are typical external sources of information, and gain knowledge and information about commodities through relatives and friends. (2) Public sources: for example, through newspapers, fashion magazines, media or television broadcasts and organized programs to learn about product reviews and introductions. (3) Commodity sources: Commodity sources include product advertisements, introduction of salesmen, store display or instructions on product packaging, etc. (Abusrour, 2016).

Evaluation choice: (1) Consumers evaluate the brands of commodities within their needs according to certain standards. (2) The decisive factor is in the criteria of consumer evaluation and selection. Decisive factors vary according to the types of commodities and many factors such as consumers' feelings, lifestyles, attitudes, needs, etc. For example, when a senior employee of a company wants to buy a watch that is commensurate with his status, he will usually buy Omega brand. At this time, the brand is the decisive factor in his evaluation and selection. For an enterprise,

making a commodity unique is not the whole job. What matters is that this feature must be combined with the decisive factors in the eyes of consumers, so as to attract consumers and meet their urgent needs. For example, the detergency of detergents and the side leakage prevention of sanitary napkins are examples in this regard.

Purchase Decision: Consumers will make purchase decisions after evaluating and selecting products through searching information. Of course, consumers may also postpone or cancel their purchase decisions due to problems in the evaluation and selection process, when the consumer's purchase decision-making process is at a standstill.

Post-purchase evaluation: After the goods are bought home, the consumer's purchasing decision-making process has not been terminated, because in the initial process of using the goods, the consumer will check and measure the goods he bought back based on the expectation before purchase, in order to see if there are any problems or dissatisfaction.

Marketers should always be aware of consumer behavior and should be as a psychologist to attract consumers. By remembering the influencing factors, marketing can be made beneficial and the goal of consumer satisfaction can be achieved. By grasping the different characteristics of the above consumer purchasing decision-making process, through advertising, promotion, good quality or reasonable price, etc., to arouse consumers' attention and interest in goods, stimulate consumer desires and needs, and promote consumer purchases. Determined to achieve sales purposes (Abusrour, 2016).

3.2 Advertisement

Advertisement assumes a significant job in our regular day to day existence. It for the most part decides the picture and lifestyle and it affects our deduction just as on the disposition towards ourselves and our general surroundings. Advertisement indicates us prepared types of conduct in a specific circumstance. (Frolova. 2014).

Before 1890, a definition that was more generally accepted by Western countries for advertising was that advertising was news about goods or services. In 1894, the United States believed that advertising was promoted in print form. By 1948, the American Marketing Association redefines advertising: advertising is an identifiable advertiser that states and promotes its ideas, goods, or services. But advertising is a paid mass communication. The ultimate goal is to transmit intelligence, change people's attitude towards advertising products, and induce their actions to benefit advertisers (Frolova, 2014).

Nowadays advertising is considered a form of purposeful information that is conveyed using the media rather than verbally. Its purpose is to evoke the customer's demand for goods and to generate a good impression and understanding of the company that produces or sales.

Advertising is different from general mass communication and publicity activities, mainly in: (1) Advertising is a communication tool. The advertiser will transmit all the information of a certain item to the user and the consumer; (2) Advertising requires payment ; (3) The communication activities carried out by the advertisement are persuasive; (4) Advertising is purposeful, planned, and

continuous; (5) Advertising is not only good for advertisers, but also good for the target audience, it can give users and consumers useful information.

The existence of advertising is of great significance. It can convey the information, brand and image of the plane to attract consumption. Clear advertising design and accurately communicate the information of the advertisement. In modern business society, most of the goods and services information is transmitted through advertisements. Graphic advertisements express information through words, colors, graphic sounds and dynamic effects, and let consumers accept and recognize goods or services through various ways. Because each customer's cultural level, personal experience, education level, and comprehension ability are different, and consumers' feelings and reactions to information will be different, so design should be carefully grasped. The image and brand of the company determine the position of the company and the product in the minds of consumers, so it is necessary to use the strength and advertising to create an image. Not only through the media, but also through newspaper ads, magazine ads to pass information to customers.

All advertising designs can through exaggeration, association, symbolism, metaphor, humor, humor and other methods to satisfy consumers' aesthetics and guide consumers to purchase.

3.2.1 Advertisement from market aspect

Need to consider the attributes of the consumer: Consumers will choose the media that suits them according to their personal tastes. For example, those with higher education will focus on the print media; those with lower education will focus on the

media, so they must match the gender, age, education level of consumers, Career and regionalist determine which media to use.

Need to consider the characteristics of the goods: The media should be considered according to the characteristics of each product. For example, the media strategy for advertising of household goods and industrial products is completely different; because the former is the whole consumer, and the latter is a specific factory, boss, and so on.

Need to consider the scope of sales of goods: Whether the commodity market is a national sale or limited to local regional market sales, which is related to the size of the advertisers, so that you can decide which more economical and effective media to choose, so as not to use inappropriate advertising media.

3.2.2 The impact of advertising on consumer behavior

The function of advertising is to enable consumers to form a clear concept of goods, trigger the feelings of consumers and induce their desire to buy, promote the occurrence of consumer buying behavior.

Cause attention and need: Market operations special need to awaken the attention and needs of consumers. Advertisers should choose some practical examples related to the type of advertising product and understand the potential needs of consumers. Stimulate consumers' desire for product demand at the right time and place by a stimulating, fun, and vivid way.

Memory information: In most cases, consumers will not meet the demand immediately. At this time, it is necessary to first enter the memory of consumers, and first continuously collect information about products and make advertising content meet the future needs of consumers. Secondly, information is continuously transmitted through different media, such as Facebook, Instagram, Snapchat, etc. Consumers will remember the contents of advertisements intentionally or unintentionally. If consumers' attention is attracted through visual and auditory media, consumers will be helped to remember the contents of advertisements, thus completing the psychological process from perception to belief and completing the purchase decision.

Comparative evaluation: Consumers use the information obtained from advertising to analyze, compare, evaluate and make choices. Which is more suitable for your similar products? Is the price reasonable? Does it match the identity of the user? There are great differences in the standards and methods used by different consumers to evaluate commodities.

Choice: Not every consumer who feels the need will buy it. Before buying, some people's psychological needs will gradually decline. For example, because of personal behavior factors, environmental factors, economic factors etc. Or consumers choose the most popular and ideal of many commodities through comparison. Therefore, advertising needs to ensure that consumers who have concerns about products provide advertisers with contracts, guarantees and promises. At the same time, all kinds of sales services should be used to create conditions to

facilitate customers, deepen their good impression of enterprises and commodities, and urge them to decide to purchase their own products.

In short, consumer demand is affected by many factors. Various factors determine the development direction and trend of marketing and advertising. Advertising borrows methods of impact to improve its own efficiency. But for advertisement the most important is a psychology. It gives the basic parameters for the development of advertising concepts (Frolova, 2014). The correct use of advertising psychological strategy needs to arouse consumers' attention and interest in commodities through advertising media, stimulate consumers' association, guide consumers' feelings and promote consumers' purchase determination, so as to achieve the purpose of sales.

3.3 Clever marketing

Today, smart marketing is no longer about creating the best advertising campaigns, but about understanding customers' world view and how they want to feel-and then achieving this goal. Everyone has experienced sales promotion activities, that is employees of large enterprises wear clothes with company Logo on the streets and distribute free products to attract the attention of passers-by. That's what we used to call clever marketing ("Clever Marketing", 2015).

3.3.1 Clever marketing creates value by

Connecting people who benefit from being connected, Such as TaskRabbit Company. TaskRabbit is an online and mobile market that can match freelancers with local needs so that consumers can immediately find help in their daily work, including cleaning, moving, delivery and hard work. the company background-checked "Taskers" available to help consumers across a wide variety of categories. Basing

company on the idea of "neighbors helping neighbors". ("TaskRabbit Business and Revenue Model", n.d.).

Revitalizing an industry or making a monopoly wobble. (monopoly wobble: It gradually erodes like silkworms eating mulberry leaves). For example: Adidas chip away at Nike North American market. From 2016, the tastes and preferences of consumers in North America began to turn to replica shoes and casual sports styles. In these fields, Adidas is the leader.

Giving people a story to tell. Like the hundreds of iPhone user videos uploaded to YouTube every week. Making something people want, rather than wondering how to make people want something. (Dropbox, Skype and iPod fit the bill).

3.3.2 Smart marketing means being an enterprise that is good at showing, not just telling.

The "free distribution of merchandise samples" mentioned earlier. In fact, there is no free lunch in the sky'. People think that they have got free goods, but in fact the marketers who distribute free goods will also get benefits. Also some people will question whether there will be any loss if the enterprise distributes the product for free. For this question, Jean-Pierre Dube, a professor of marketing at the University of Chicago Booth School of Business, explained very well: "The samples of freely distributed products come from the company's marketing budget, which is based on the company's overall business. ("Clever Marketing", 2017). The amount of products is actually a marketing strategy, but the effect is very different. It depends mainly on two points - the first is the quality of the product itself; the second is that the company will do before the product is released, market research and strategic

positioning, including its audience, location, brand culture and so on. For example, there is such a story in the "free philosophy" of the BBC business section. Staff from Propercorn Company, a British high-end popcorn brand, once handed out free products in front of the Tate British Museum, which held a concert at night. We can imagine the popularity of popcorn at that time. After all, the evening is the time to enjoy snacks. It is even more interesting for the enthusiastic tourists to enjoy free popcorn while enjoying the concert. The staff of Propecorn also did a free distribution event in the London Fashion Week event area. When Propercorn distributes free products, their primary target group is young people who are active in various large-scale fashion activities. These young people are keen on fashion, like new things, familiar with all kinds of new media methods, and most of them like to post their daily life. Therefore, Propercorn specially chooses young people as the first choice, hoping that they can spread their products to the maximum extent and create a good brand impression handed down by word of mouth ("Clever Marketing", 2017).

This kind of public praise in Propercorn's opinion is far better than those expensive advertisements that invite big-name stars or celebrities to speak for them. Indeed, nowadays people have long been somewhat paralyzed about the products endorsed by various big stars or celebrities. Believe it or not, they will easily be shaken. Whether they buy or not depends on their personal preferences. But clever marketing methods like Propercorn, which transmit information through people around them, is considered to be more authentic and cost-effective ("Clever Marketing", 2017).

From the case of Propercorn above, the location they choose is usually in a bustling metropolis. For example, if the brand is in the UK then it will choose London; if it is in France, it will choose Paris. In addition to this, it is not possible to distribute products on the bustling streets like street flyers. Most of the time, people don't really care what you are handing them. They just want to rush to their destination, so what employee thinks of Best Intentions will inevitably be rejected mercilessly. So choosing a suitable occasion is equally important. Like Propercorn, they chose venues such as concerts or fashion week events. In that relaxed moment people who come to participate will enjoy this "treatment" rather than refusal. Smart marketing such as this is also very common in other big brands. The more successful one is the case of Lipton Black Tea. Lipton also offered free tea drinks at "breakfast events" on the streets of London. In the early morning, the most intimate service is provided to those who rush to work and do not have time to buy breakfast, which saves their time, money and met their needs. They have no reason not to like it.

Propercorn's philosophy is to look for design inspiration from fashion and trend. Not only is it limited to the product itself, but also involves the operation of the whole enterprise, keeping freshness and becoming an active part in the exchange of fashion culture. Lipton's philosophy is to create a brand-new brand experience. In order for people to know their Lipton iced tea (new product) from a brand new perspective, they try to find the most suitable occasion and then give them a strong reason to try it. After all, this is the fastest way to get people to recognize the product.

Regarding the project of "free distribution of products", behavioral economist Enrico Trevisan pointed out: "From a professional business perspective, this kind of

marketing can be roughly divided into three types of tendencies-"future-selling", "cross-selling" and "up-selling".

"Future-selling trend" means that when the company distributes free samples, they hope that customers will buy more in the future. "Cross-selling trend" means that the company hopes to increase the number of customers through this activity, thus driving the sales of other products; While "Up-selling tendency" means that the company will distribute some basic products free of charge, but once customers want to experience further upgraded products or more advanced products, they will have to pay a fee. ("Clever Marketing", 2017).

In addition, Trevisan also mentioned: "It may not be very complicated to distribute free products to potential customers, but if really want to turn people into loyal consumers who are willing to spend money through this means, should pay attention to the scheme and be meticulous in detail, otherwise the products that send will be just optional pleasing."

This is the story of "free product". A seemingly simple action can build up a strong brand culture of the enterprise, but if it is not done well, it will only be unnecessary and waste resources. Therefore, really have a smart marketing strategy is the real winner! ("Clever Marketing", 2017).

3.4 Students as a special market

The consumption market of college students has been gradually stimulated by the prosperity of the current commodity economy. College students are a special consumer group in the modern era. The number of college students is increasing, and

consumer demand is also growing rapidly. This has a great impact on the consumption of the whole society (Slaughter, Slaughter & Rhoades, 2004). If commodity manufacturers and marketers want to occupy a high share of the market share of college students in the fierce market competition, they must fully grasp the characteristics and laws of college students' basic consumption. With the upgrading of college students' consumption, college students also pay more attention to the brand and quality of commodities. Take two brands for example. Xiaomi brand has changed from its original focus on high-cost performance to its constant use of marketing and products to strengthen its sense of quality. iPhone is not just a high-price strategy. iPhone products have set prices that are generally acceptable by college students. Therefore, it is not difficult to find that brands in various fields are constantly developing various strategies to try to grasp the young group, and whoever seizes the young group will seize the future (Slaughter, Slaughter & Rhoades, 2004).

3.5 Analysis of college students' consumption psychology and behavior

College students have relatively high cultural attainments and relatively broad consumption horizons. They have great interest and understanding of all kinds of new things and fashionable commodities. The consumption psychology of college students reflects the psychological state and life pursuit of contemporary college students. Through the combination of several different factors. (Shahgerdi, 2014). The main characteristics of college students' consumption market are as follows.

3.5.1 Individual factors of college students' consumers

The individual factors of college student's consumers' include Physiological factors, Psychological factors, and Economic factors. From the perspective of Physiological factors, college students are full of desire and interest in new things, pursuing novelty, keenly grasping fashion, and fearing to lag behind the trend, which is their common feature. In the pursuit of consumption, it fully reflects the individuality, fashion, and diversity.

In terms of Psychological factors, the psychological state of college students is in an unstable state, which is easily affected by the external environment (for example: advertisement, socially, economy, etc.) or internal environment (for example: family, friends, classmates etc.). Majority college students extremely want to affirm their own values and identities in their environment ("Analysis of Consumption Behavior", 2019). In terms of Economic factors, because each country's economic development and residents' income are different, each college student's monthly expenses will be different. The vast majority of college students receive monthly funding from their parents, so their funds are limited and their expenses are basically fixed. However, the proportion of single-child college students is increasing, and they are getting more and more financial support from their parents. Therefore, the consumption needs of each college student are also diverse and trendy. Therefore, further division and exploiting of this market will have great potential and commercial value ("Analysis of Consumption Behavior", 2019).

3.5.2 Consumption psychology and behavior characteristics of contemporary college students

Modern college students are a large and active consumer group in the market. They have positive thoughts and a strong desire for knowledge of new things. They like to pursue new trends and dare to innovate in consumer behavior. They are followers and spokesmen of the fashion market. They pursue brand and fashion, and because of the concentration of living areas and the mutual influence of lifestyles, they have strong acceptance and cognitive performance of new products. The demonstration of college students' consumption behavior has a strong influence and is very attractive to young people in society. On the other side, their consumption ideas and behaviors reflect the college students' views on life, values, and morality in the new era. (Shahgerdi, 2014).

3.5.2.1 Realistic and cheap consumption

College students' consumption has the psychology of seeking honesty and realism. College students are a group of people who have no independent economic ability. Their financial source is mainly from their parents. They are mainly used to pay for food and daily necessities. Therefore, most college students pursue high-quality and low-cost goods when they consume. When they buy goods, the first factor they consider is price and quality. The main purchasing purpose is to pay attention to the actual use value of the goods. They emphasize that the products are durable, safe and reliable, beautiful and generous, economical and applicable. In consumer behavior, it shows a more mature value orientation ("Analysis of Consumption Behavior", 2019).

3.5.2.1.1 Personality, fashion consumption

Due to the development of commodity economy, the explosive growth of new knowledge, the wide application of new technologies and the profound influence of

new information from media on people's daily life, fashion has become a new concept pursued by young people. College students are in the era of pursuing individuality development, improving self-image and accepting new things. Faced with a colorful consumer market, college students demand that goods have personality characteristics, and like to use unique style products to highlight their identity and self-esteem. They pursue unique, innovative, stylish goods and more spiritual enjoyment. The consumption of college students presents a diversified trend. Mobile phones, computers, brand-name products, tourism, and sports are hot spots for college students (“Analysis of Consumption Behavior”, 2019).

3.5.2.1.2 Impulse, compare consumption

Due to immature psychological development and insufficient shopping experience, their consumption behavior is vulnerable to external influences and suggestions. Media advertisement has a great influence on college students' consumption behavior, affecting their consumption tendency and choice. The mood of college students is very volatile, sensitive to external stimuli, and there is no definite purchase plan. They quickly buy goods with emotional and intuitively. They are thoughtless when choosing goods and often feel very sorry after buying them. In addition, due to their environment and their own group characteristics, when most students do the same thing, there will be having group pressure, and other students will imitate them. This is an important psychological reason for imitation and comparison in college students' consumption behavior (“Analysis of Consumption Behavior”, 2019).

3.5.3 Scientific and effective marketing strategies for college students' consumption

Setting commodity prices that is acceptable by college students: Most college students are not financially independent yet. Enterprises that produce commodities should ensure sufficient market for college students by setting reasonable prices. to some university students' regular purchase and the interested-commodity takes the appropriate price-off promotions and guarantees the product quality to stimulates the college students' purchase interest and positivity (“Analysis of Consumption Behavior”, 2019).

The marketing process focuses on emotional consumption and experiential consumption: In the process of commodity marketing, emotional consumption and experiential consumption should be properly added. First of all, let college students' consumers be at ease with the quality of the products. In marketing, emotional consumption should be strengthened through excellent sales services to gain college students' emotional recognition and increase their trust in products. Effectively use the advantages of products to stimulate and improve the desire of college students to purchase (“Analysis of Consumption Behavior”, 2019).

Enhance corporate brand and develop marketing channels: Commodity production enterprises need to intensify research, promote the innovation of commodities and the introduction of new products, pay close attention to the trend of the times, absorb social fashion trends, integrate all the factors that stimulate students' interest in consumption into commodities, and gradually increase the popularity of corporate

brands and products and vigorously develop marketing channels (“Analysis of Consumption Behavior”, 2019).

Exploit consumption potential and formulate scientific marketing methods: Carefully review the achievements of enterprise commodities marketing, predict the trend of college students' consumption behavior, fully explore the potential consumption resources of college students, expand enterprise production projects, and further strengthen the connection with the era and campus culture. And produce products that are more in line with the psychological characteristics of college students. Optimize marketing tools and strive for greater market share (“Analysis of Consumption Behavior”, 2019).

College students are a special market in the modern era. The number of college students is increasing and the demand for consumption is also growing rapidly. The consumer market of college students and various consumer activities of college students play an important role in stimulating enterprise commodity production and promoting the development of a market commodity economy. If commodity manufacturers and marketers want to occupy a large share of college students' market share in the fierce market competition, they must formulate scientific and applicable marketing strategies to provide effective reference experience.

3.6 Discuss marketing domain

The rapid development of the Internet and technology has constantly changed the marketing world, creating various possibilities, but also brought a lot of uncertainty. Marketing is undergoing a technological revolution. For the development of new marketing domain, technological innovation must be accepted to help marketers

maintain and improve their growing customer expectations. If enterprises want to be outstanding, only by grasping the trend, understand these trends and make full use of them to ensure that the enterprise is moving in the right direction (Levy, 2002).

In 2017, since Alpha Dog, driverless, smart speaker, unmanned retail and machine writing, etc. became hot spots in the field of commercial finance, we have also been rapidly brought into the imagination and worry about the era of artificial intelligence, and the same in marketing. Suddenly, the word "intelligent marketing" has become a hot topic. Many Internet companies have shown "intelligent marketing" ("Domain Marketing", 2018).

With "Intelligence & Marketing", enterprises can obtain user information online and offline, conduct fine management and analysis according to consumer behavior rules and interest points, then find more similar groups, and then recommend more products that may be of interest to them according to their browsing and Buying habit ("Domain Marketing", 2018).

This shows that the next step of new marketing domain will focus on the following key points: First, Intelligence --- Intelligentization is a marketing mode that can be realized only based on the deep understanding of users. Using artificial intelligence technology, learning and analyzing the characteristics of high-value customers of enterprises, and using self-built massive big data to predict and recommend accurate target customers for enterprises, help enterprises better understand how to display to different audience groups ("Domain Marketing", 2018).

Second, Socializing --- In the early marketing mode, its CPM growth was linear polarization. The CPM (cost per mile) model refers to the advertising revenue that can be obtained for every 1,000 displays. The display units can be web pages, advertising units, or even individual advertisements. However, in today's social era, word of mouth among users has turned marketing into a Powerful number-level spread. For example, there are some websites, such as “socialbird” a website developed by China as I know it, it is a global sales clue recommendation platform. It integrates the leading ABM precision marketing thinking, ABM (full name is access brand management; Established in Sydney, Australia, at the end of April 2017, it is a new distribution management platform. It uses its own resources and advantages to select high-quality international brands so that individual distributors can directly distribute international brands and provide perfect storage, delivery, after-sales, training and marketing support). Such as this socialize can provide enterprises with simple and easy-to-use marketing tools such as smart mail, social networking, Marketing activities, automation, etc. to help enterprises track the dynamic behavior of customers' needs, promote customers rapidly, and facilitate more, faster, better and cheaper transactions for customers (“Domain Marketing”, 2018).

Third, Personalization --- Only by truly understanding users, caring about users and knowing what users think and need, can personalized services be provided. For example, the LinkedIn Lead Gen form can be used to customize the form (using seamless pre-filled forms to collect more high-quality potential customers from advertisements on LinkedIn), thus enabling a better understanding and optimization of the customer purchase experience. Now we can customize the question to capture

the details of unique potential customers we really want. Through this information, we can have a deeper understanding of the audience group for use in all cross-platform advertisements (“Domain Marketing”, 2018).

Fourth, Service --- Marketing is to serve consumers. Enterprises need to formulate strategies to use Internet technology and artificial intelligence technology to help businesses better serve consumers, because service is the biggest pain point and demand of customers.

Finally, the world is progressing and technology is improving, while there is no reason for future marketing to stagnate. Today, the big data trend is leading us into a huge maze of data ecology. Without guidance, it is inevitable to hit a wall. Therefore, enterprises need a platform like “social bird” to help them solve marketing promotion problems, lead enterprises to open up the market when they are confused, promote products, carry out accurate marketing and service, and help enterprises to continuously attract more core user groups (“Domain Marketing”, 2018).

Chapter 4

THE CASE OF ESTERN MEDITERRANEAN UNIVERSITY (EMU)

4.1 The international students' consumption behavior

The Eastern Mediterranean University (EMU; Turkish: Doğu Akdeniz Üniversitesi), located in Northern Cyprus, was established in 1979 as a higher-education institution of technology for Turkish Cypriots. In 1986, it was converted to a state university, it is also an international university. The campus is located within the city of Famagusta (Aliyeva, 2015).

The university has 141 programs (11 Faculties and 5 Schools) offering undergraduate and postgraduate degrees, as well as a research infrastructure. The medium of instructions is in Turkish and English (Aliyeva, 2015).

Currently, EMU boasts about 20 thousand students from 106 different countries and the number of international students is on the rise every year (Aliyeva, 2015).

With the increasing number of international students, the role of international students and consumer behavior are also gradually changing in the 21st century (Aliyeva, 2015).

4.1.1 Role of international students in EMU

Society and life are just like a stage. Everyone should act as a social role at this stage. Due to the different division of labor and social position of each role, their social responsibilities and tasks are different. After self-cognition, this role requires that they have the corresponding psychological quality and psychological adjustment ability, and can adjust their mentality in time to meet the needs of social roles according to changes in external conditions. International students have several kinds of role consciousness: student role, friend role, children role, the role of members of society with higher education, tourist role and the role of citizens. Therefore, international students' understanding of their own roles and expectations, as well as their grasp of the changing rules and trends of roles, directly affect all fields of international students, including consumer behavior (Rabiee, 2015).

4.1.2 International students' consumption behavior

The consumption behavior of universities students is an important part of social consumption behavior, as is the consumption behavior of international students. international students under the influence of modern society's consumption behavior concept, lifestyle and fashion that international students' consumption psychology and consumption behavior often produce mutual influence and form unique group consumption behavior characteristics (Rabiee, 2015).

Most of the economy of consumption channels of international students come from families, scholarships, grants, school subsidies or part-time job income, etc. which constitute the economic sources of international students. The diversified consumption structure of international students is obvious, mainly including catering expenses, study consumption, entertainment consumption, self-image consumption,

social consumption, etc. In addition, modern communication tools consumption, tourism consumption and love consumption have also become important parts (Rabiee, 2015).

4.1.3 Characteristics of international students' consumption behavior

Single source of economy, rational consumption: Brand, quality and fashion are the main factors that attract international students to consume. Practical and rational consumption is still the main consumption concept of international students (Rabiee, 2015). In order to promote consumption, merchants have a series of sales methods and carefully planned promotion schemes, such as holiday discounts, buy one get one, shopping gifts, and some smart merchants also offer telephone reservation discounts and other promotion methods. At the same time, major brands joint-up promote sales and swipe cards to promote sales. While shopping, most international students first consider the factors of price and quality. Because most international students have a single source of income and rely mostly on family support, loans or part-time jobs (Rabiee, 2015). In the student era, the single source of economic resources led to the limited consumption ability of international students, who were often very cautious when consuming. Therefore, the economy is a major factor affecting international students' consumption.

The gap between the rich and the poor is large and the consumption level is polarized, as the economic source is single, the living standard of the family determines the consumption level of the international students (Rabiee, 2015). Due to the differences in the development of various countries and the imbalance in the level of economic development, the income of the families in various countries varies. This will have an important impact on the consumption pattern and

consumption structure of international students, mainly reflected in the consumption of tourism, computers, accommodation, mobile phones, and brands and so on. It can be seen that people's living standards are polarized, and the consumption gap of international students is increasing. This is the inevitable result of the current drastic social transformation (“College Student Consumption Gap”, 2018).

Knowledge consumption: With the improvement of the quality of the population, international students are no longer hot talents (Rabiee, 2015). The entry requirements for employment units are also constantly improving. The requirements for high education and comprehensive ability are strengthened. Some international students with financially well-off, while they study their own majors, at the same time minor in other professions, accumulate knowledge capital for their own employment. This clearly reflects the pragmatism of consumer behavior tendencies of some international students with well-off economic conditions (“College Student Consumption Gap”, 2018).

Emotional consumption: The emotional nature of international students' consumption is also manifested in the continuity of consumption (Ghaedi, 2014). If they feel satisfied after one consumption, they are likely to continuously consume the same or different products with the enterprise or merchants and recommend their classmates, friends for consumption. If they are not satisfied, they are likely to stop repeat buying, this action will infect the students around because of the rapid exchange of information between university students. At the same time, the emotional side is impulsive consumption, which is easily influenced by advertisements, media, magazines, merchants, classmates, friends around and guided

by promotion methods. So international students also have a consumption behavior of impulsive (Ghaedi, 2014).

There are unreasonable factors in the consumption structure: International students' consumption content is diversified, and living expenses and study consumption dominate. In daily life, the cost of food is the most prominent, and for students studying in Northern Cyprus, clubs and cafeterias all over the place are very attractive, they spend a large amount of money on such entertainment activities, electronics, movies, culture, making friends, fashion and so on, also with the popularity of the Internet, human beings have really entered the information era, and online shopping is also increasing (Ghaedi, 2014). The consumption patterns of international students are also beginning to increase. International students are the over-consuming on Internet. this kinds of over-consuming consumption behaviors of international students will gradually change the consumption structure and lead to their consumption structure imbalance.

Comparison consumption and brand consumption tends to be serious: For accepting new things, international students are more likely to be affected, and enjoying life has gradually become a new concept to guide consumption. In addition, international students also have the phenomenon of brand consumption (Ghaedi, 2014). They pursue fashion avant-garde and enjoy the consumption process. Consumption is also gradually increased. As a result, international students' consumption exceeds the actual economy ability to pay, liabilities appear, and their family's economic burden is increased.

Spending on love: Some international students who fall in love, most of whom invest material in pursuit of emotion, often cannot rationally grasp the principle of moderate consumption. This is a worrying aspect. Today's women even spend more on love than men. For example, while women in love spend more on cosmetics and grooming.

Poor sense of independence and poor concept of financial management: International students have independent economic control after going abroad. However, due to the immaturity of consumption concept and single economic source, there is a lack of concepts on savings and financial management, resulting in over-consumption and even premature consumption. Debt consumption has become the mainstream way of consumption and economical use is no longer the recommended way of life (Ghaedi, 2014).

Above unique consumption consciousness and characteristics of international students are influenced by society, family, friends, school and students' psychology. The consumption behavior of international students has a direct impact on the outlook on life and values of international students and has an important impact on their study, life and even future work and success.

4.2 The economic impact of international students

Northern Cyprus is a small island in the Mediterranean with limited natural resources and a small internal market that cannot take advantage of economies of scale. Therefore, the domestic agricultural market and industrial sector contribute to the island's economic development not much (Katircioğlu & Bicak,1996).

Like many other small island states, the development of Northern Cyprus is based on the services sector. Tourism and higher education were selected as the main sectors that contributed significantly to the economic development of the island. In 1995, there are five universities in Northern Cyprus: Eastern Mediterranean University (the oldest and largest). the five universities had only 11,249 students, 28% of whom were Turkish Cypriots, 66% were Turkish from mainland Turkey, and 6% were from different overseas countries (Katircioğlu & Bicak,1996).

By 2019, it is expected that there will be more than 30 universities. As the number of international students' increases, the total number of international students is almost half of the total number of students. According to the Turkish Cypriot Minister of Education Cemal Ozyigit, out of a total of 102,944 college students, 12,506 are Turkish Cypriots, 54,966 are Turkish and 35,472 are foreign nationals. It is conceivable that the expenditure of 35,472 overseas students and their relatives has contributed greatly to the economic life of Northern Cyprus. (Aliyeva, 2015).



Figure 2: North Cyprus Universities

4.2.1 The Influence of International Students on Economy

Educational Tourism: The economy of Northern Cyprus is based on a free market and in 2014 became the most powerful entrepreneurial country in Europe. According to data from official North Cyprus, the economy of Northern Cyprus is dominated by the service sector (69% of GDP in 2007), including the public sector, trade, tourism and education. (Aliyeva, 2015). Tourism is considered to be one of the driving forces of the Turkish Cypriot economy. Another role for international students is tourists. In 2012, this country hosted more than 1.1 million visitors, including international students and their families, relatives and friends. Hotels and restaurants generated \$328 million in revenue, accounting for 8.5% of GDP. (Özşen, 2012). Accommodation and dining created more than 10,000 jobs in the same year. Official estimates indicate that tourism revenue in 2013 was about \$700 million. In 2011, the education sector earned \$400 million. More than half of the education sector's income comes from international students, and international students contribute far more to the education sector than Cypriot and Turkish. (Aliyeva, 2015).

Educational tourism can be seen as a continuum, from “universal interest in travel” to “purposeful learning and travel”. Every year, millions of people receive higher education international students; therefore, higher education is seen for a student tour (Rezapouraghdam, Behraves, Ari & Doh, 2018). The most prominent example: "Due to the development of EMU, the center of Famagusta has undergone tremendous changes and the local people turned their eyes to the campus of the EMU in recent years (Rezapouraghdam, Behraves, Ari & Doh, 2018). After coming to Northern Cyprus, international students will explore and visit every tourist attraction,

cultural relics, museums, beautiful seas and other places in this country. Moreover, during the period of international students' study, their families, relatives, friends, etc. will visit them. at the same time, visit every corner of Northern Cyprus during the stay. So not only international students but also their families, relatives and friends are creating increase economic opportunities for Northern Cyprus (Özşen, 2012).



Figure 3: Discover North Cyprus

New job opportunity: The integration of different departments such as food, construction, stationery and travel agencies has directly promoted economic. In addition, due to the demand for international students that establishment of some new businesses in Famagusta, such as the second-hand goods market, dry cleaning, computers and photocopying are directly linked to the international students in Famagusta (Rezapouraghdam, Behraves, Ari & Doh, 2018). Obviously, in recent years, the services for international students have increased. In order to meet the accommodation needs of international students, many construction companies also have been established. Nowadays, many people work as construction workers, wall painters, plasterers, plumbers, etc. And other sectors have also benefited from this

development. These are contributing to local national income, employment and the wealth of local citizens (Rezapouraghdam, Behraves, Ari & Doh, 2018).

Banking and insurance: International students will also have a great influence on the banking and insurance departments in the region. For example, international students have to pay insurance fees while paying tuition fees every semester in EMU and Some international students also bring their cars to this country or buy them locally (Rezapouraghdam, Behraves, Ari & Doh, 2018). This situation encourages the establishment of new insurance agencies to provide insurance for students with cars. In addition, if some international students want to do business or open a shop, they need banks to provide them with letters of credit and loans. This is very profitable for the banking industry. On the other hand, the direct influence of international students on the banking industry includes remittance service, savings account service and currency exchange service (Rezapouraghdam, Behraves, Ari & Doh, 2018).

Municipal income: The local government made a lot of money from international students. Every international student has to pay school registration tax, temporary residence tax, driving license tax and other taxes (Rezapouraghdam, Behraves, Ari & Doh, 2018).

The economy of Northern Cyprus relies heavily on international students, so when international students leave the city during the summer holiday, businesses are facing recession and market sales are falling sharply (Rezapouraghdam, Behraves, Ari & Doh, 2018).

From the above points, we can see that the development of Northern Cyprus is inseparable from international students. Therefore, if Northern Cyprus wants to develop various fields of sustainable development, it needs to grasp the real consumption needs of international students and provide quality services.

4.3 Who will benefit from international students

The International Student Union chose to study abroad in order to acquire knowledge, increase knowledge and skills. After coming abroad, they began to attach importance to family ties, broaden their horizons, learn more about different things, learn how to be independent, and expand their human pulse. However, in fact, international students will also bring many benefits to local countries. (Rabiee, 2015).

I use the following points to explain what benefits international students have for Northern Cyprus.

Economics: According to Yodak, the government body responsible for supervising these universities, there were 9 universities in Northern Cyprus with a population of over 300,000 in 2014, and one-tenth of them are under construction. (Özşen, 2012). These universities have a total enrollment of 63,000 students, of which only 13,000 are Turkish Cypriots, accounting for about 20%. Another 35,000 are from Turkey and 15,000 are international students from different countries. By 2019, with the increasing number of international students, the total number of international students is almost half of the total number of students. According to Turkish Cypriot 'education minister' Cemal Ozyigit said that a total of 102,944 students enrolled in the school year, an increase of 1,933 students over the 2017-2018 school year. (Özşen, 2012). Ozyigit added that out of a total of 102,944 college students, 12,506

were Turkish Cypriots, 54,966 were Turkish and 35,472 were foreign nationals. There are only six universities in 2011, and by the end of 2019, this number is expected to exceed 30 universities (Özşen, 2012).

From the above data, it can be seen that the arrival of international students is a very valuable "business" for Northern Cyprus educations. In this "business", international students spend high tuition fees in order to gain knowledge in universities. Moreover, international students will also stimulate and drive a series of consumption in the vicinity of the school. For example, restaurants, clubs, shopping malls, shops, networks, communications business departments, travel agencies, airports, transportation, housing rentals and entertainment, etc. All will get benefit from international students. Therefore, every product or service that international students consume locally that is contributing to the local economy.

Provide Elite: The deputy minister in charge of the national planning organization Odul Muhtaroglu said that it is estimated that there are about 230,000 citizens of the Turkish Republic of Northern Cyprus in the population. He pointed out that if foreign workers and students were added to this projected population, the number of residents in the Turkish Republic of Northern Cyprus would reach 351,965 “This is the number which we accept as the population”, he said. (“Foreign Students”, 2018).

Most of the international students are representatives of diligence and intelligence and More than half of the foreign workers are international students who graduated locally. They study hard, practical and willing to work, and show no weakness in academic aspects. (“Foreign Students”,2018). In the face of cultural differences,

international students also showed strong adaptability, actively integrated into the society of Northern Cyprus, and worked hard to testify their own values in foreign countries. "After finishing their studies, many international students choose to stay in the workplace in Northern Cyprus. The fact that these people can stay proves that they have higher abilities. After entering all sectors of society in Northern Cyprus, they will often become top talents in all sectors of society. Therefore, international talents are also talents "welfare" brought to the society of Northern Cyprus by international students. Their presence is very important to enhance the competitiveness of Northern Cyprus in the global technology field.

Culture: The arrival of international students will enrich the local culture. "International Student Culture" will have a certain influence on local culture and people's values (Ghaedi, 2014). Local people are paying more and more attention to countries outside their own countries, especially to what happens in friends' countries. They have a certain interest in other countries' cultures and bring what they think is right or appropriate to their own lives and values. This quiet change is reflected in festivals, customs, consumption views, etc. In the process of studying, international students also act as messengers of cultural transmission. Their actions affect the local culture and the values of the local people and also affect the local people's views on the international student country.

Closer relations with other countries: After studying in Northern Cyprus, domestic students often consult about studying in Northern Cyprus. Every holiday, parents' friends or relatives always consult. This phenomenon has virtually put a small advertisement for education in Northern Cyprus.

More importantly, international students have positive comments on education in Northern Cyprus. When international students return home and participate in social work in various capacities, their words and deeds will exert a subtle influence on the communication and understanding between Northern Cyprus and their own countries. It is possible that the effect will not be seen in a short period of time and it is difficult to prove it with figures, but its existence cannot be ignored.

Summary: International students are like the activator of the relationship between Northern Cyprus and their own country, making their country's understanding of Northern Cyprus faster. The experience of international students also paves the way for students who plan to study in North Cyprus in the future. All these will be conducive to the harmonious development of the relationship between the international students' countries and Northern Cyprus.

4.4 Related this topic to destination marketing

4.4.1 What is destination marketing?

Destination marketing is the marketing of a promotion destination (town, city, region, and country) aimed at increasing the number of visitors. In other words, destination marketing is a tourism advertisement aimed at a specific location (Pike, & Page, 2014). Unlike product marketing, products are delivered to customers through distribution channels, while in destination marketing, consumers travel to the destination.

In the increasingly globalized and competitive tourist market, destination marketing has now been recognized as the pillar of the future growth and sustainability of tourist destinations (Pike, & Page, 2014).

The main challenge of Northern Cyprus destination marketing is to get consumers interested in location before using social media marketing and search engine optimization. For this:

- Displays the privileges of your country (region, city, town, etc.)
- Create and share stories about advertised destination.
- Focus on customer experience-ensure the website is attractive, convenient and fast to load.
- Create posts on best sightseeing, magnificent sights or traditional festivals through Google.
- Focus on tourist consumer behavior and international students' consumption behavior on destination marketing.

4.4.2 Tourism in Northern Cyprus

I mentioned earlier that the economy of Northern Cyprus is mainly dominated by the service sector (accounting for 69% of GDP in 2007), including the public sector, trade, tourism, and education. Tourism is regarded as one of the driving forces of the Turkish Cypriot economy. International students and their families, relatives and friends as tourists contributed the destination marketing in Northern Cyprus (Shahgerdi, 2014).

Northern Cyprus or Turkish Republic of Northern Cyprus is the northern part of Cyprus Island which was declared independent due to high tensions between Turkey and Greece in 1974. Northern Cyprus is consisting of 5 districts, Iskele, Gazimagusa, Lefkosa, Girne and Guzelyurt. Located at 35 degrees 11' north latitude and 33 degrees 22' east longitude, the island covers an area of 3355 square kilometers and contains 2.7% of water. It is one of the largest islands in the Mediterranean Sea.

(Shahgerdi, 2014). The capital Nicosia is located in the Lefkosa region and borders on the south. There is a UN buffer zone between North and South. The weather is typical of Mediterranean islands (Ghaedi, 2014). It is cool and rainy in winter, although there is no snow in Northern Cyprus in winter. Spring is very short, summer is very dry and very hot (Ghaedi, 2014).

In the past ten years, tourism has played an important role in the economy of Northern Cyprus. As a tourist destination, Northern Cyprus has many cultural, historical and natural attractions and many potential international tourism opportunities (Ghaedi, 2014). Tourism activities in Northern Cyprus can be broken down into many different categories, for example, enjoying water sports-related activities in beach resorts, the beaches are naturally beautiful and clean, enjoying historical and cultural attractions, enjoying sunshine and different monuments of different times and past civilizations. (Ghaedi, 2014).



Figure 4: Introduction to Northern

4.4.3 Guidance of tourism destination marketing

In addition to paying attention to displaying tourist destinations, creating meaningful advertisements, posting relevant destination posts on Google and other apps, and studying the experience of customers, destination marketing should also need understanding consumer behavior. Nowadays many tourist destinations have realized the importance and necessity of analyzing tourist consumer behavior. Only by fully understanding the behavior of tourism consumers can destination marketing be carried out effectively (Shahgerdi, 2014).

As mentioned earlier, when consumers consume different products, for example, when consumers buy daily necessities, entertainment, mobile phones, etc., their purchasing processes and methods are different. Therefore, as marketing personnel, they need to give corresponding marketing guidance to different types of products. However, tourism is characterized by concealment, the simultaneity of production and consumption, non-storage, seasonality, similarity, uniqueness and complementarity. It is obviously different from other industrial products and tourism consumers who consume tourism products are also obviously different from ordinary consumers. For tourism consumers, what they buy is intangible products or services. (Shahgerdi, 2014). It is invisible and cannot be grasped, touched or smelled. This is an idea, a dream or an experience.

In essence, tourism should be a service, not a product, which will have a great impact on consumer behavior. The invisibility of services has a great influence on consumers' decision-making in the purchasing process. The invisibility and high cost of tourism activities make the consumer's decision-making process very complicated.

Although consumers will have a strong interest in the whole decision-making process and participate in it. Sometimes tourism consumers spend a lot of money on tourism that cannot be seen or evaluated, but they cannot get what they expect. They will no longer choose disappointed destinations and will verbally publicize negative information to colleagues, relatives, friends, etc. International students should be one of the biggest customers and targets of marketing personnel because international students will know the tourism destination more closely, so it is very important to obtain the satisfaction of international students. As educational tourists, international students will visit every corner of the destination and tell their experiences to their families, relatives, classmates, friends, colleagues, etc. Getting favorable comments from international students will bring a lot of wealth to tourism destinations, there are at least 150 potential tourism consumers behind each international student, so oral publicity by international students will bring incalculable influence to tourism destinations. Therefore, marketers need to make plans to understand how international students and other tourism consumers of consumer behavior, how to achieve their expectations, what kind of advertising media to choose, and how to choose appropriate distribution channels or marketing agencies.

According to the consumer behavior of international students in Northern Cyprus, tourism destinations should develop in these aspects after defining the decision-making behavior of international students.

Establishing a relative competitive advantage in tourism destinations: To establish the relative competitive advantages of tourism destinations, the most important thing is to highlight their relative competitive advantages and make an article on the

relative competitive advantages. Comparative advantage refers to the unique, extraordinary, pleasant and attractive characteristics of a specific tourist area compared with other tourist destinations. Generally speaking, it is not necessarily the best in a tourist area, but it is better than its competitors. For example, the beaches in Northern Cyprus are clearer and more beautiful than in Turkey.

Determine the differentiation of tourism destinations: There should be differences between tourism destinations and other destinations when publicizing and educational tourism consumers. Because when consumers accept a large amount of information, they will choose the difference between one information and other information and will become the basis of their choice. Therefore, as a tourist destination, in the image planning and marketing, attention must be paid to highlight its differences, so as to introduce the priority attention of tourism consumers, which is also a very important first step in tourism marketing.

Pay full attention to educational tourism' travel experience and get customer satisfaction: American economist Joseph Pine said: "Enterprises use the service as the stage, the product as the prop, the consumer as the center, and create activities that enable consumers to participate and deserve the memory of consumers. This is the experience" ("The Experience Economy", 2018).

Tourism has become a common way of consumption for international students. The preferences, expectations and behaviors of international students determine their travel experience. The scenic spots in which city they want to visit, what they want to do, and their imagination of the destination are all factors that ultimately affect the

quality of their tourism experience (Sarigul, 2017). In the final analysis, the experience is the most important factor in tourism. The significance of tourism lies not only in increasing one's own knowledge and broadening one's vision but also in promoting the understanding among international students and the exchange and recognition among different cultures.

Quality service: Consumers of educational tourism are all college students receiving higher education, so they pay more attention to the quality of service and the attitude of marketing personnel towards them. Therefore, tourist destinations need to have a certain service quality, service level and service awareness, and they must always sincerely think of tourists (Sarigul, 2017). For example, when consumers have potential safety hazards to the destination, the tourism destination needs to correctly relieve their worries and win the trust of education tourism consumers.

Chapter 5

METHODOLOGY

5.1 Research method

This chapter emphasizes on the research methodology used in my study. The aspects of the methodology are addressed. This includes descriptive survey method, quantitative, inductive and deductive approach. As I proceed in this chapter, data collection procedure, data analyses. The structure of the questionnaire and demographic information will be explained respectively.

Quantitate method used as a methodological approach to check the aim and objective of this study (Hesaraki, 2015). As Aliaga & Gunderson (2000), the quantitative research they said in the research refers to collecting statistical data, giving the details of the phenomenon, and carrying out mathematical analysis on the behavior of these digital data. Quantitative research methods are more useful and preferable when scholars and practitioners aim to systematically link their data and extend the data to the whole population or use hypothesis testing theory. Especially when these researchers want to widely compare or summarize information between specific population samples or between different populations. (Aliaga & Gunderson, 2000). This research technique is beneficial when the researcher's goal is to find the correlation between variables. For example, one may be a dependent variable and the other may be an independent variable. for take a positivist view on this issue.in this

method, the researcher tries to eliminate subjectivity and researcher' goal is more objective.so I adopt quantitative methods in this study.

5.1.2 Study area

A sampling collects data from international students who are studying at Eastern Mediterranean University (EMU), Famagusta, and North Cyprus. This study is only aimed at international students of EMU. The content of the study is consumer behavior of international students. 52.7 % of the questionnaires were filled by females and 47.3 % by males.



Figure 5: Location of Famagusta city in Cyprus

5.2 Sample size

The study consists of two parts. The first part consists of six multiple-choice questions and is about statistical analysis, such as (age, gender, educational level, monthly income, and nationality and residence time). The second part consists of 31 questions, and the interviewee must answer with a Likert scale of 5 points, of which 1 point indicates strong disagreement and 5 points indicates strong agreement. The 31 questions are divided into 7 factors and each item in the questionnaire on consumer behavior has specific questions.

which are Environmental Characteristic will be also represented by a Factor 1. (n = 4), Promotion will be also represented by a Factor 2. (n=5), Product will be also represented by Factor 3. (n=4), Price will be also represented by a Factor 4. (n=5), Quality will be also represented by a Factor 5. (n=4), Online shopping will be also represented by a Factor 6. (n=5), Logistics will be also represented by a Factor 7. (n=4).

The questionnaire was edited by English, and the target group responded by filling out the form and online. All investigations have been fully completed; The analysis included 201 survey results. Data analysis is based on the criteria of quantitative data analysis and combines reflexivity in this process. SPSS software was used for data analysis.

5.3 Data analysis

The first step is Cronbach α (or α coefficient) measurement concept, measurement reliability or internal consistency. It is a method of examining reliability, which was proposed by Lee Joseph Cronbach in 1951. It overcomes the shortcoming of partial folding method and is the most commonly used reliability analysis method in social science research. In this study, the questions are apart into 7 factors that have already been described, and in Tables: 7, 8, 9, 10, 11, 12, 13 show whether the Likert-scale multi-question survey was reliable.

Secondly, questionnaires using the Likert scale are among the most popular research projects. It is often used to measure their attitude by asking respondents whether they agree to a particular question or statement. The Likert scale problem is one of the most widely used tools in public opinion research. They use psychological tests to

measure beliefs, attitudes, and beliefs (Bowling, Burns, & Grove, 1997). Table 14 shows the degree of agreement and disagreement on each question.

Third, this study followed by a T-test analysis that is useful for analyzing simple experiments or for making simple comparisons between your independent variable levels. There are two variants of the T-test: an independent t test and a repeated measure t test. In this study, an independent T test was used: when there were two separate individuals or cases in the design between participants (e.g., male and female). Which were shown in table 15 the independent t-test was conducted to compare the male and female difference with 7 factors which were Environmental Characteristic, Promotion, Product, Price, Quality, Online shopping and Logistics.

Lastly, in this study Descriptive analysis is an important step in statistical analysis. It can let you know the distribution of data, help you detect abnormal values and spelling errors, and enable you to identify the correlation between variables, thus preparing you for statistical analysis. To examine the impact of the male and female variables on the seven factors, the One-way study was conducted between the ANOVA. (tables 19,20,21,22,23,24,25,26,27,28,29).

Chapter 6

RESULTS AND FINDINGS

6.1 Demographic characteristic of the samples

There were two hundred and one questionnaire distributed to the respondents, where collected back same number of responses. As a result, the result the response rate was 100 %.

As showing from the data collected, the highest frequency between 16-30 years old with (n=180, 89.6%). Between 31-40 years old was (n=19, 9.5%). The last category of age 41-55 years old with (n=2, 1%) (Table 1).

Table 1: The frequency of the Age variable

Items	Frequency	Percent
16-30	180	89.6
31-40	19	9.5
41-55	2	1.0
Total	201	100.0

In order to investigate the international students' consumer behavior in EMU, questionnaires were arranged in 31 questions that were subjected to 7 factors, and respondents (n = 201) were divided in terms of gender to Female (n = 106, 52.7%) and Male (n = 95, 47.3%) (Table 2)

Table 2: The frequency of the Gender variable

Items	Frequency	Percent
Female	106	52.7
Male	95	47.3
Total	201	100.0

For the educational level variable, the results showed a frequency of graduate students (M.S; M.A; PhD) with (n=72, 35.8%). And with the highest frequency of undergraduate students (B.S; B.A; A.A) with (n=129, 64.2%) (Table 3).

Table 3: The frequency of the Educational level variable

Items	Frequency	Percent
Graduate student (M.S; M.A; PhD)	72	35.8
undergraduate student (B.S; B.A; AA)	129	64.2
Total	201	100.0

Additionally, the frequency of the monthly income category for the above \$1000, with (n=15, 7.5%). The \$600-\$1000 category had a frequency with (n=19, 9.5%). The \$400-\$600 category had a frequency with (n=43, 21.4%). The \$300-\$400 category had a frequency with (n=72, 35.8%). Lastly the category of below \$300 had a frequency with (n=52, 25.9%). (Table 4)

Table 4: The frequency of the approximate monthly income in Dollars variable

Items	Frequency	Percent
Above 1000	15	7.5
600-1000	19	9.5
400-600	43	21.4
300-400	72	35.8
Below 300	52	25.9
Total	201	100.0

Furthermore, the years more than 6 years had a frequency with (n=16, 8.0%). Between 4-6 years had a frequency with (n=41, 20.4%). The years between 2- 4 had a frequency with (n=117, 58.2%). Which also showed the majority of the respondents? Lastly the less than one year had a frequency with (n=27, 13.4%). (Table5)

Table 5: The frequency of length of residency in north Cyprus variable

Items	Frequency	Percent
more than 6 years	16	8.0
4-6	41	20.4
2-4	117	58.2
Less than 1 year	27	13.4
Total	201	100.0

For the nationality variable, the result showed a frequency with (n=53, 26.4%) which were middle Eastern. The African had a frequency with (n=41, 20.4%). And the Asians had a frequency with (n=72, 35.8%) which is also the majority of the respondents. European had a frequency with (n=18, 9%). And lastly the American& Canadian had a frequency with (n=17, 8.5%). (Table 6)

Table 6: The frequency of the Nationality variable

Items	Frequency	Percent
Middle Eastern	53	26.4
African	41	20.4
Asian	72	35.8
European	18	9.0
American& Canadian	17	8.5
Total	201	100.0

6.2 Measurement results

6.2.1 Reliability analysis

Reliability analysis was performed on the scale of perceived task values including 31 questions. Cronbach's alpha for the reliability of The Environmental Characteristics item consisted of 4 questions ($\alpha = 0.703$) (Table 7), the promotion item consisted of 5 questions ($\alpha = 0.650$) (Table 8), the product consisted of 4 questions ($\alpha = 0.605$) (Table 9) and the price consisted of 5 questions ($\alpha = 0.815$) (Tables 10). the quality consisted of 4 questions ($\alpha = 0.639$) (Table 11). the online shopping consisted of 5 questions ($\alpha = 0.647$) (Table 12). the logistics consisted of 4 questions ($\alpha = 0.754$) (Table 13).

First, the Corrected Item - The total correlation indicates how much each item has to do with the overall score of the questionnaire. A correlation of less than $R = 0.30$ indicates that this item may not belong to the scale. Second and most importantly, the final column in the Alpha Cronbach table is if the item is deleted.

As its name implies, this column obtains the Cronbach's alpha score if each item is removed from the questionnaire. However, this survey didn't need to be eliminated. As the results, we can see that tables 8, 9, 11, 12 Cronbach a coefficient low than 0.7. but some scholars believe that Cronbach α coefficient should reach at least 0.8 in basic research to be acceptable, Cronbach α coefficient should reach at least 0.7 in exploratory research to be acceptable, while Cronbach α coefficient only needs to reach 0.6 in practical research. The Cronbach alpha generally should be upper than 0.7 however it can be decreased to 0.6 (Hair et al., 1998). In order to increase

Cronbach alpha delete items, it is based on item-total correlation (ITC), because it can be higher than 0.2 to indicate good discrimination (Shrock & Coscarelli, 2007).

So that tables' 7-13 results showed suggesting that the 7 factors have relatively high internal consistency.

Table 7: Reliability and Item-Total Statistics for Environmental Characteristics

Cronbach's Alpha =0.703	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
7. My purchase decision of a product can be for improving self-image.	0.526	0.619
8. Branded products can be consumed to promote self-esteem.	0.563	0.591
9. Purchasing products can give me an identity.	0.475	0.649
10. Family members, social and friends can influence my purchasing behavior.	0.397	0.694

Table 8: Reliability and Item-Total Statistics for Promotion

Cronbach's Alpha = 0.650	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
1. Fashion magazines play a role in my purchasing behavior.	0.293	0.654
2. Advertisements in the media motivate me are motivational and influence my purchasing behavior.	0.460	0.572
3. The sales people and their presentation influence my purchasing behavior.	0.515	0.542
4. Decision of the store manager to have varieties of outfits and models affect my purchasing decision positively.	0.398	0.600
5. Discount policies such as buy one get one free™, are positive motivation to make a purchase.	0.367	0.614

Table 9: Reliability and Item-Total Statistics for Product

	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
Cronbach's Alpha =0.605		
6. I purchase products that are not needed, but they are trendy and fashion of the day.	0.385	0.534
11. Outlets with varieties of products are motivational to purchasing behavior.	0.369	0.548
12. I follow the fashion in media to keep up with the latest products.	0.425	0.502
21. If I like the product, I will not care for quality that much and will purchase.	0.366	0.551

Table 10: Reliability and Item-Total Statistics for Price

	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
Cronbach's Alpha=0.815		
13. I always look for discount prices when I am shopping.	0.547	0.796
14. I always compare prices when I am shopping.	0.662	0.761
15. Offer value for price is important in purchase decision.	0.657	0.763
16. Price discounts directly affect buying behavior.	0.603	0.78
17. Price discounts motivate to purchase more.	0.558	0.794

Table 11: Reliability and Item-Total Statistics for Quality

	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
Cronbach's Alpha= 0.639		
18. Quality of the product is highly effective in purchasing decision.	0.456	0.544
19. I would rather to pay high price for high quality.	0.535	0.481
20. Low income people do not look for quality.	0.359	0.621
22. Durability of the product motivates me to purchase.	0.342	0.619

Table 12: Reliability and Item-Total Statistics for Online shopping

Cronbach's Alpha=0.647	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
23. Online shopping is very convenience.	0.408	0.590
24. Online shopping is always available.	0.427	0.581
25. Online shopping if less stressful.	0.420	0.584
26. Online shopping saves money.	0.386	0.600
27. Online shopping does not provide the experience I have with regular shopping.	0.356	0.614

Table 13: Reliability and Item-Total Statistics for Logistics

Cronbach's Alpha=0.754	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
28. Methods of payment is very influential in purchasing decision.	0.630	0.649
29. Accessible outlets are motivational for shopping.	0.645	0.642
30. Customer service is important for shopping.	0.222	0.836
31. Return policies are motivating shoppers.	0.734	0.583

In Table 14, Likert item was used to measure respondents' attitudes to questions. For analysis, data were coded as follows. (1= Strongly disagree, 2= Disagree, 3=Undecided\Neural 4=Agree, 5= Strong agree). The descriptive statistics for educational level groups. It is always useful to inspect this box before you do anything else, as it allows you to gain initial insight into the pattern of the data.

And describe the overall score obtained through the average score, so more than 50% of the problems are high scores with positive. (Average of strongly agree and agree = 64.38%) (Table 14)

Table 14: The frequency of variables

Items	Strong disagree		Disagree		Undecided or Neutral		Agree		Strong agree	
	Frequen cy	Percen t	Frequen cy	Percent	Frequen cy	Perce nt	Frequen cy	Perce nt	Frequen cy	Perce nt
Q1	6	3.0	47	23.4	7	3.5	114	56.7	27	13.4
Q2	7	3.5	19	9.5	8	4.0	134	66.7	33	16.4
Q3	4	2.0	30	14.9	9	4.5	119	59.2	39	19.4
Q4	4	2.0	27	13.4	10	5.0	119	59.2	41	20.4
Q5	6	3.0	18	9.0	8	4.0	113	56.2	56	27.9
Q6	12	6.0	46	22.9	5	2.5	118	58.7	20	10.0
Q7	2	1.0	25	12.4	21	10.4	111	55.2	42	20.9
Q8	7	3.5	29	14.4	36	17.9	99	49.3	30	14.9
Q9	8	4.0	36	17.9	26	12.9	101	50.2	30	14.9
Q10	5	2.5	28	13.9	21	10.4	108	53.7	39	19.4
Q11	6	3.0	30	14.9	5	2.5	132	65.7	28	13.9
Q12	10	5.0	41	20.4	6	3.0	108	53.7	36	17.9
Q13	7	3.5	23	11.4	51	25.4	74	36.8	46	22.9
Q14	10	5.0	19	9.5	58	28.9	61	30.3	53	26.4
Q15	12	6.0	21	10.4	51	25.4	70	34.8	47	23.4
Q16	7	3.5	27	13.4	32	15.9	93	46.3	42	20.9
Q17	13	6.5	25	12.4	42	20.9	78	38.8	43	21.4
Q18	7	3.5	24	11.9	24	11.9	87	43.3	59	29.4
Q19	13	6.5	26	12.9	44	21.9	73	36.3	45	22.4
Q20	22	10.9	47	23.4	46	22.9	53	26.4	33	16.4
Q21	11	5.5	60	29.9	5	2.5	96	47.8	29	14.4
Q22	3	1.5	24	11.9	49	24.4	89	44.3	36	17.9
Q23	9	4.5	22	10.9	77	38.3	56	27.9	37	18.4
Q24	11	5.5	30	14.9	51	25.4	74	36.8	35	17.4

Q25	16	8.0	32	15.9	49	24.4	76	37.8	28	13.9
Q26	14	7.0	33	16.4	75	37.3	65	32.3	14	7.0
Q27	4	2.0	30	14.9	52	25.9	76	37.8	39	19.4
Q28	29	14.4	28	13.9	37	18.4	75	37.3	32	15.9
Q29	20	10.0	34	16.9	32	15.9	86	42.8	29	14.4
Q30	2	1.0	17	8.5	19	9.5	82	40.8	81	40.3
Q31	21	10.4	24	11.9	33	16.4	76	37.8	47	23.4
Average	9.94	4.96	29.74	14.78	31.90	15.88	90.84	45.19	38.58	19.19

The comparison between the 7 factors with 2 demographics by independent T-Test Group Statistics. The descriptive statistics for gender groups. It is always useful to inspect this box before you do anything else, as it allows you to gain initial insight into the pattern of the data.

In Table 15; we can see that the mean about female for Environmental Characteristics is $m=3.65$, and $m=3.69$ is male. the mean about female for Promotion is $m=3.83$, and $m=3.76$ is male. the mean about female for Product is $m= 3.58$, and $m= 3.48$ is male. the mean about female for Price is $m=3.61$, and $m= 3.65$ is male. The mean about female for Quality is $m=3.69$, and $m= 3.83$ is male. the mean about female for Online shopping is $m=3.76$, and $m=3.58$ is male. The mean about female for Logistics is $m=3.48$, and $m= 3.61$ is male.

Results showed female highest mean than male in 3 factors which is promotion, product, online shopping. and male highest mean than female in rest of 4 factors which is environmental characteristics, price, quality, logistics.

Table 15: The comparison between the 7 factors and Gender by independent T-Test Group Statistics (Descriptive)

	Gender		Mean	Std. Deviation	Std. Error Mean
		N			
Factor1	Female	106	3.65	0.79	0.08
	Male	95	3.69	0.68	0.07
Factor2	Female	106	3.83	0.67	0.07
	Male	95	3.76	0.60	0.06
Factor3	Female	106	3.58	0.76	0.07
	Male	95	3.48	0.75	0.08
Factor4	Female	106	3.61	0.90	0.09
	Male	95	3.65	0.79	0.08
Factor5	Female	106	3.69	0.68	0.07
	Male	95	3.83	0.67	0.07
Factor6	Female	106	3.76	0.60	0.06
	Male	95	3.58	0.76	0.07
Factor7	Female	106	3.48	0.75	0.08
	Male	95	3.61	0.90	0.09

Table 16 was related to the t-test, Sig value is a final value and also the most important value for T-test. Sig value means significance, which means that the average value is equal in percentage.

Generally, this sig value is compared with 0.05. If it is greater than 0.05, it means that the average value is equal in probability greater than 5% and not equal in probability less than 95%. We believe that the probability of the average value being equal is still relatively large; indicating that the difference is not significant, thus the average value between the two sets of data is equal.

So we can see from the table16 that between female and male in 6 factors they sig value were greater than 0.05, that is means female and male had approximation on buying behavior which are in Environmental Characteristics, promotion, product, price, quality and logistics.

In this study, online shopping factor in independent t-test found this pattern to be significant [$t(199) = 0.36, p = 0.02, p < 0.05$]. So, this shown female and male had difference online shopping factor.

Table 16: The comparison between the 7 factors and Gender by independent sample T-Test

		Levene's Test for Equality of Variances		t-test for Equality of Means					95% Confidence Interval of the Difference	
		F	Sig.	t	df	Sig. (2-tailed)	MD	Std. Error Difference	Lower	Upper
Factor1	Equal variances assumed	3.89	0.05	0.35	199	0.73	-0.04	0.10	-0.24	0.17
	Equal variances not assumed			-0.32	198	0.73	-0.04	0.10	-0.24	0.17
Factor2	Equal variances assumed	1.46	0.23	0.76	199	0.44	0.07	0.09	-0.11	0.25
	Equal variances not assumed			0.76	199	0.45	0.07	0.09	-0.11	0.25
Factor3	Equal variances assumed	0.18	0.67	0.93	199	0.35	0.10	0.11	-0.11	0.31
	Equal variances not assumed			0.93	197	0.35	0.10	0.11	-0.11	0.31
Factor4	Equal variances assumed	0.76	0.38	-0.26	199	0.80	-0.03	0.12	-0.26	0.20

	Equal variances not assumed									
				-0.26	199	0.80	-0.03	0.12	-0.26	0.20
Factor5	Equal variances assumed	0.60	0.44	-0.20	199	0.84	-0.02	0.11	-0.24	0.20
	Equal variances not assumed			-0.20	199	0.84	-0.02	0.11	-0.24	0.19
Factor6	Equal variances assumed	2.93	0.09	-2.36	199	0.02*	-0.23	0.10	-0.42	-0.04
	Equal variances not assumed			-2.39	196	0.02	-0.23	0.10	-0.41	-0.04
Factor7	Equal variances assumed	0.30	0.59	0.38	199	0.70	0.05	0.13	-0.203	0.30
	Equal variances not assumed			0.38	197	0.70	0.05	0.13	-0.20	0.30

* P< 0.050, ** P< 0.010, *** P< 0.001

In Table17, graduate student including (M.S; M.A; Ph.D.) and undergraduate student including (B.S; B.A; AA). The descriptive statistics for educational level groups. It is always useful to inspect this box before you do anything else, as it allows you to gain initial insight into the pattern of the data. It showed that the mean graduate student (M.S; M.A; Ph.D.) consumption behavior for Environmental Characteristics is $m=3.78$, and $m=3.61$ is an undergraduate student (B.S; B.A; AA). the mean graduate student (M.S; M.A; Ph.D.) participants for Promotion is $m=3.94$, and $m=3.71$ is an undergraduate student (B.S; B.A; AA). the mean graduate student (M.S; M.A; Ph.D.) participants for Product is $m= 3.63$, and $m=3.47$ is an undergraduate student (B.S; B.A; AA). the mean graduate student (M. S; M. A; Ph.D.) participants for Price is $m=3.73$, and $m=3.56$ is an undergraduate student (B. S; B. A; AA). the mean graduate student (M.S; M.A; Ph.D.) participants for Quality is $m=3.53$, and $m=3.55$ is an undergraduate student (B.S; B.A; AA). the mean

graduate student (M. S; M. A; Ph.D.) Participants for Online shopping is $m=3.45$, and $m=3.36$ is an undergraduate student (B. S; B. A; AA). the mean graduate student (M.S; M.A; Ph.D.) participants for Logistics is $m=3.67$, and $m=3.50$ is an undergraduate student (B.S; B.A; AA).

Results showed graduate student (M.S; M.A; Ph.D.) highest mean than is undergraduate student (B.S; B.A; AA) in 6 factors which is environmental characteristics, promotion, product, price, online shopping and logistics. And undergraduate student (B.S; B.A; AA) highest mean than graduate student (M.S; M.A; Ph.D.) 1 factor which is quality.

Table 17: The comparison between the 7 factors and Educational level by independent T-Test Group Statistics (Descriptive)

	Educational level	N	Mean	Std. Deviation	Std. Error Mean
Factor1	Graduate Student	72	3.78	0.70	0.08
	Undergraduate Student	129	3.61	0.75	0.07
Factor2	Graduate Student	72	3.94	0.60	0.07
	Undergraduate Student	129	3.71	0.65	0.06
Factor3	Graduate Student	72	3.63	0.74	0.09
	Undergraduate Student	129	3.47	0.76	0.07
Factor4	Graduate Student	72	3.73	0.89	0.11
	Undergraduate Student	129	3.56	0.80	0.07
Factor5	Graduate Student	72	3.53	0.88	0.10
	Undergraduate Student	129	3.55	0.72	0.06
Factor6	Graduate Student	72	3.45	0.57	0.07
	Undergraduate Student	129	3.36	0.75	0.07
Factor7	Graduate Student	72	3.67	0.89	0.11
	Undergraduate student	129	3.50	0.91	0.08

So we can see from the table 18 that between Graduate student (M.S; M.A; PhD) and undergraduate student (B.S; B.A; AA) in 5 factors they sig value were greater than 0.05, that were means Graduate student (M.S; M.A; PhD) and undergraduate student (B.S; B.A; AA) had approximation on buying behavior which are in Environmental Characteristics, price, quality, online shopping and logistics. This was significant between promotion and product. Independent t-test found this pattern to be significant [$t(199) = -0.36, p = 0.01$, $t(157) = 0.36, p = 0.01$, $p < 0.05$]. this shown Graduate student (M.S; M.A; PhD) and undergraduate student (B.S; B.A; AA) had difference in promotion and product factors.

Table 18: The comparison between the 7 factors and educational level by independent sample T-Test

		Levene's Test for Equality of Variances		t-test for Equality of Means					95% Confidence	
		F	Sig.	t	df	Sig. 2	MD	SED	Lower	Upper
Factor1	Equal variances assumed	1.70	0.19	1.60	199	0.11	0.17	0.11	-0.04	0.39
	Equal variances not assumed			1.64	156	0.10	0.17	0.11	-0.04	0.38
Factor2	Equal variances assumed	1.88	0.17	2.51	199	0.01*	0.23	0.09	0.05	0.42
	Equal variances not assumed									
Factor3	Equal variances assumed			2.57	157	0.01*	0.23	0.09	0.05	0.41
	Equal variances not assumed	0.10	0.75	1.55	199	0.12	0.17	0.11	-0.05	0.39
Factor4	Equal variances assumed			1.56	150	0.12	0.17	0.11	-0.05	0.39
	Equal variances not assumed	1.80	0.18	1.34	199	0.18	0.17	0.12	-0.08	0.41
Factor5	Equal variances assumed	3.18	0.08	-0.17	199	0.87	-0.02	0.12	-0.25	0.21
	Equal variances not assumed			-0.16	124	0.88	-0.02	0.12	-0.26	0.22
Factor6	Equal variances assumed	1.81	0.18	0.87	199	0.38	0.09	0.10	-0.11	0.29
	Equal variances not assumed			0.94	180	0.35	0.09	0.09	-0.10	0.27
Factor7	Equal variances assumed	1.62	0.20	1.26	199	0.209	0.17	0.13	-0.09	0.43
	Equal variances not assumed			1.27	149	0.21	0.17	0.13	-0.09	0.43

* P< 0.050, ** P< 0.010, *** P< 0.001

In Table 19 provided some very useful descriptive statistics, including the average value, standard deviation and 95% confidence interval of dependent variables (time) of each independent group (primary, intermediate and advanced), and the time (total) of all combinations. indicated with a 95% confidence interval for the variable (age) in each of the factors was calculated showed the 31-40 of age in factors 2,3,4,5,6,7 were more impact (M =4.16, SD = 0.49), (M=3.92, SD=0.52), (M =4.02, SD = 0.49), (M =3.67, SD = 0.98), (M =3.58, SD = 0.51), (M =3.86, SD = 0.62).and 41-55 Of age in factor 1 was more impact (M=4.25, SD=0.71).

Table 19: Group Statistics for age variable by One Way ANOVA(Descriptive)

		N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Minimum	Maximum
						Lower Bound	Upper Bound		
Factor1	16-30	180	3.63	0.75	0.06	3.52	3.74	1.75	5.00
	31-40	19	3.96	0.54	0.12	3.70	4.22	2.50	5.00
	41-55	2	4.25	0.71	0.50	-2.10	10.60	3.75	4.75
	Total	201	3.67	0.74	0.05	3.57	3.77	1.75	5.00
Factor2	16-30	180	3.76	0.64	0.05	3.66	3.85	2.00	5.00
	31-40	19	4.16	0.49	0.11	3.92	4.40	3.40	5.00
	41-55	2	3.60	0.57	0.40	-1.48	8.68	3.20	4.00
	Total	201	3.79	0.64	0.05	3.70	3.88	2.00	5.00
Factor3	16-30	180	3.48	0.77	0.06	3.37	3.60	1.00	5.00
	31-40	19	3.92	0.52	0.12	3.67	4.17	2.50	4.75
	41-55	2	3.88	0.53	0.38	-0.89	8.64	3.50	4.25
	Total	201	3.53	0.76	0.05	3.42	3.63	1.00	5.00
Factor4	16-30	180	3.59	0.85	0.06	3.46	3.71	1.00	5.00
	31-40	19	4.02	0.49	0.11	3.78	4.26	3.00	4.80
	41-55	2	3.10	1.56	1.10	-10.88	17.08	2.00	4.20
	Total	201	3.62	0.84	0.06	3.51	3.74	1.00	5.00
Factor5	16-30	180	3.53	0.76	0.06	3.42	3.64	1.25	5.00
	31-40	19	3.67	0.98	0.23	3.20	4.15	1.75	5.00
	41-55	2	3.50	0.71	0.50	-2.85	9.85	3.00	4.00
	Total	201	3.54	0.78	0.06	3.44	3.65	1.25	5.00
Factor6	16-30	180	3.38	0.71	0.05	3.28	3.48	1.00	5.00
	31-40	19	3.58	0.51	0.12	3.33	3.83	2.60	4.40
	41-55	2	3.20	0.57	0.40	-1.88	8.28	2.80	3.60
	Total	201	3.40	0.69	0.05	3.30	3.49	1.00	5.00
Factor7	16-30	180	3.53	0.92	0.07	3.40	3.67	1.00	5.00
	31-40	19	3.86	0.62	0.14	3.56	4.15	2.50	4.75
	41-55	2	3.25	1.77	1.25	-12.63	19.13	2.00	4.50
	Total	201	3.56	0.90	0.06	3.44	3.69	1.00	5.00

In Table 20 showed the output of the ANOVA analysis and whether there is a statistically significant difference between our group means. We had seen that promotion and product factors significance value were ($p=0.03$, $p=0.04$) which is below 0.05. and, therefore, there was a statistically significant difference in the mean promotion and product between age groups as determined by one-way ANOVA ($F(2,20) = 3.58$, $p = 0.03$), ($F(2,20) = 3.16$, $p = 0.04$). other 5 factors which environmental characteristics, price, quality, online shopping, logistics significance value ($F(2,20) = 2.364$, $p=0.01$), ($F(2,20) = 2.76$, $p=0.07$), ($F(2,20) = 0.28$, $p=0.76$), ($F(2,20) = 0.81$, $p = 0.45$), ($F(2,20) = 1.23$, $p=0.29$), ($p > 0.05$), they were no significance difference between the age groups. for which of the specific groups differed. We can find this in table 21.

Table 20: Group Statistics for age variable by ANOVA

		Sum of Squares	df	Mean Square	F	Sig.
Factor1	Between Groups	2.52	2	1.26	2.36	0.10
	Within Groups	105.46	198	0.53		
	Total	107.98	200			
Factor2	Between Groups	2.86	2	1.43	3.58	0.03*
	Within Groups	78.97	198	0.40		
	Total	81.83	200			
Factor3	Between Groups	3.54	2	1.77	3.16	0.04*
	Within Groups	110.61	198	0.56		
	Total	114.15	200			
Factor4	Between Groups	3.81	2	1.91	2.76	0.07
	Within Groups	136.57	198	0.69		
	Total	140.38	200			
Factor5	Between Groups	0.34	2	0.17	0.28	0.75
	Within Groups	120.34	198	0.61		
	Total	120.68	200			

Factor6	Between Groups	0.77	2	0.38	0.81	0.45
	Within Groups	94.11	198	0.48		
	Total	94.88	200			
Factor7	Between Groups	1.99	2	0.10	1.23	0.29
	Within Groups	160.04	198	0.81		
	Total	162.03	200			

* $P < 0.050$, ** $P < 0.010$, *** $P < 0.001$

In Table 21 Multiple Comparisons, it showed which groups differed from each other. this study use Tukey post hoc test, it is generally the preferred test for conducting post hoc tests on a one-way ANOVA, we can see from the table 21 that there was a statistically significant difference between promotion factor and age groups which were 16-30 and 31-40 ($p = 0.02$). as well as there was a statistically significant difference between product and age groups which were 16-30 and 31-40 ($p = 0.04$). However, there were no differences between promotion factor and age groups that 31-40 and 41-55 ($p = 0.94$) and there were no differences between product with age groups that 31-40 and 41-55 ($p = 0.10$).

Table 21: Group Statistics for age variable by Tukey

Dependent Variable	(I) Age	(J) Age	Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval	
						Lower Bound	Upper Bound
Factor2	16-30	31-40	-0.40*	0.15	0.02*	-0.76	-0.04
		41-55	0.16	0.50	0.94	-0.90	1.22
	31-40	16-30	0.40*	0.15	0.02*	0.04	0.76
		41-55	0.56	0.47	0.46	-0.55	1.67
Factor3	16-30	31-40	-0.44*	0.18	0.04*	-0.86	-0.01
		41-55	-0.39	0.53	0.74	-1.65	0.86
	31-40	16-31	0.44*	0.18	0.04*	0.01	0.86
		41-55	0.05	0.56	0.10	-1.27	1.36

* P< 0.050, ** P< 0.010, *** P< 0.001

The descriptive Table 22, indicated with a 95% confidence interval for the variable (monthly income) in each of the factors was calculated showed the \$600-\$1000 of monthly income in factors 1,3 were more impact (M =4.30, SD = 0.50), (M=3.96, SD=0.71) and \$300-\$400 of monthly income in factors 6 was more impact (M=3.59, SD=0.60).above \$1000 of monthly income in factors 2,5,6 were more impact (M=4.12, SD=0.72),(M=3.93, SD=0.80),),(M=4.30, SD=0.50).below \$300 of monthly income in factors 4 was more impact (M=3.83, SD=0.90).

Table 22: Group Statistics for monthly income(\$) variable by One Way ANOVA(Descriptive)

		N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Minimum	Maximum
						Lower Bound	Upper Bound		
Factor1	>1K	15	4.07	0.64	0.17	3.71	4.42	3.00	5.00
	600-1K	19	4.30	0.50	0.11	4.06	4.54	3.25	5.00
	400-600	43	3.78	0.65	0.10	3.58	3.98	2.00	5.00
	300-400	72	3.56	0.70	0.08	3.39	3.72	1.75	4.75
	< 300	52	3.39	0.77	0.11	3.18	3.61	1.75	4.75
	Total	201	3.67	0.74	0.05	3.57	3.77	1.75	5.00
Factor2	>1K	15	4.12	0.72	0.19	3.72	4.52	2.40	5.00
	600-1K	19	3.88	0.54	0.13	3.62	4.15	2.60	5.00
	400-600	43	3.90	0.51	0.08	3.74	4.06	2.80	5.00
	300-400	72	3.84	0.67	0.08	3.68	3.99	2.00	5.00
	<300	52	3.52	0.63	0.09	3.34	3.69	2.00	5.00

	Total	201	3.79	0.64	0.05	3.70	3.88	2.00	5.00
Factor3	>1K	15	3.93	0.61	0.16	3.60	4.27	2.50	4.75
	600-1K	19	3.96	0.71	0.16	3.62	4.30	2.25	5.00
	400-600	43	3.58	0.70	0.11	3.37	3.80	1.50	5.00
	300-400	72	3.52	0.78	0.09	3.33	3.70	1.00	4.75
	< 300	52	3.23	0.70	0.10	3.03	3.42	1.75	4.75
	Total	201	3.53	0.76	0.05	3.42	3.63	1.00	5.00
Factor4	>1K	15	3.56	0.95	0.24	3.04	4.08	2.20	5.00
	600-1K	19	3.40	0.65	0.15	3.09	3.71	2.20	4.40
	400-600	43	3.50	1.00	0.15	3.19	3.81	1.00	5.00
	300-400	72	3.62	0.68	0.08	3.46	3.78	1.80	5.00
	< 300	52	3.83	0.90	0.12	3.58	4.08	1.00	5.00
	Total	201	3.62	0.84	0.06	3.51	3.74	1.00	5.00
Factor5	>1K	15	3.93	0.80	0.21	3.49	4.38	2.50	5.00
	600-1K	19	3.59	0.96	0.22	3.13	4.05	1.25	4.75
	400-600	43	3.44	0.77	0.12	3.20	3.67	1.75	5.00
	300-400	72	3.49	0.77	0.09	3.31	3.67	1.50	5.00
	< 300	52	3.58	0.70	0.10	3.39	3.78	2.00	5.00
	Total	201	3.54	0.78	0.06	3.44	3.65	1.25	5.00
Factor6	>1K	15	3.35	0.63	0.16	3.00	3.70	2.40	4.60
	600-1K	19	3.45	0.90	0.21	3.02	3.89	1.20	4.60
	400-600	43	3.28	0.73	0.11	3.06	3.51	1.00	5.00
	300-400	72	3.59	0.60	0.07	3.45	3.73	2.00	5.00
	< 300	52	3.22	0.65	0.09	3.03	3.40	2.00	4.80
	Total	201	4.07	0.64	0.17	3.71	4.42	3.00	5.00
Factor7	>1K	15	4.30	0.50	0.11	4.06	4.54	3.25	5.00
	600-1K	19	3.78	0.65	0.10	3.58	3.98	2.00	5.00
	400-600	43	3.56	0.70	0.08	3.39	3.72	1.75	4.75
	300-400	72	3.39	0.77	0.11	3.18	3.61	1.75	4.75
	< 300	52	3.67	0.74	0.05	3.57	3.77	1.75	5.00
	Total	201	4.12	0.72	0.19	3.72	4.52	2.40	5.00

In Table 23 showed the output of the ANOVA analysis, there were statistically significant difference in the mean environmental characteristics, promotion, product, online shopping with monthly income groups as determined by one-way ANOVA ($F(4,20) = 8.14, p = 0.00$), ($F(4,20) = 4.14, p = 0.00$), ($F(4,20) = 5.17, p = 0.00$), ($F(4,20) = 2.73, p = 0.030$) which is ($p < 0.05$). Other 3 factors which price, quality, logistics significance value ($F(4,20) = 1.36, p = 0.25$), ($F(4,20) = 1.31, p = 0.27$), ($F(4,20) = 0.87, p = 0.48$), they were no significance difference with monthly income groups. for which of the specific groups differed. We can find this in table 24.

Table 23: Group Statistics for monthly income variable by ANOVA

		Sum of Squares	df	Mean Square	F	Sig.
Factor1	Between Groups	15.37	4	3.84	8.14	0.00*
	Within Groups	92.60	196	0.47		
	Total	107.98	200			
Factor2	Between Groups	6.37	4	1.59	4.14	0.00*
	Within Groups	75.45	196	0.39		
	Total	81.83	200			
Factor3	Between Groups	10.89	4	2.72	5.17	0.00*
	Within Groups	103.26	196	0.53		
	Total	114.15	200			
Factor4	Between Groups	3.80	4	0.95	1.36	0.25
	Within Groups	136.59	196	0.70		
	Total	140.38	200			
Factor5	Between Groups	3.13	4	0.78	1.31	0.27
	Within Groups	117.55	196	0.60		
	Total	120.68	200			
Factor6	Between Groups	5.02	4	1.25	2.734	0.03*
	Within Groups	89.86	196	0.46		
	Total	94.88	200			
Factor7	Between Groups	2.84	4	0.71	0.87	0.48
	Within Groups	159.20	196	0.81		
	Total	162.03	200			

* P < 0.05

In Table 24 Multiple Comparisons, it showed which groups differed from each other. (P<0.05). We can see from the table 24 that there was statistically significant difference in monthly income groups in the environmental characteristics factor, between above \$1000 and \$600-\$1000 (p=0.00). between above \$1000 and below \$300 (p = 0.01), which between \$600-\$1000 and \$400-\$600 (p = 0.048), which between \$600-1000 and \$300-\$400(p=0.00), which between \$600-\$1000 and below \$300 (p=0.00). as well as there were statistically significant difference in the promotion factor which between above \$1000 and below \$300 (p=0.01), which between \$400-\$600 and below \$300 (p=0.03), \$300-\$400 and below \$300 (p=0.04).

Also, a significant difference monthly income groups in product factor which between above\$1000 and below \$300 (p=0.01), which between \$600-\$1000 and below \$300 (p=0.00). lastly, there was a significant difference monthly income groups in online shopping factor which between \$300-\$400 and below \$300 (p=0.02).

Table 24: Multiple Comparisons by Turkey

Dependent Variable	(I)	(J)	Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval			
	Years being in North Cyprus	Years being in North Cyprus				Lower Bound	Upper Bound		
Factor1	>1K	600-1K	-0.75*	0.18	0.00*	-1.24	-0.26		
	600-1K	400-600	0.52*	0.19	0.05*	0.00	1.05		
		300-400	0.75*	0.18	0.00*	0.26	1.24		
	400-600	600-1K	-0.52*	0.19	0.05*	-1.05	0.00		
	300-400	600-1K	-0.75*	0.18	0.00*	-1.24	-0.26		
	< 300	>1K			-0.67*	0.20	0.01*	-1.23	
600-1K				-0.91*	0.18	0.00*	-1.42	-0.40	
Factor2	>1K	< 300	0.60*	0.18	0.01*	0.10	1.11		
	400-600	< 300	0.38*	0.13	0.03*	0.03	0.73		
	300-400	< 300	0.32*	0.11	0.04*	0.01	0.63		
	< 300	>1K			-0.60*	0.18	0.01*	-1.11	-0.10
		400-600			-0.38*	0.13	0.03*	-0.73	-0.03
		300-400			-0.32*	0.11	0.04*	-0.63	-0.01
Factor3	>1K	< 300	0.71*	0.21	0.01*	0.12	1.29		
	600-1K	<300	0.73*	0.20	0.00*	0.20	1.27		
	< 300	>1K			-0.71*	0.21	0.01*	-1.29	-0.12
		600-1K			-0.73*	0.20	0.00*	-1.27	-0.20
Factor6	300-400	< 300	0.37*	0.12	0.02*	0.03	0.71		
	< 300	300-400	-0.37*	0.12	0.02*	-0.71	-0.03		

The descriptive Table 25, indicated with a 95% confidence interval for the variable (length of residency in North Cyprus) in each of the factors was calculated showed that 4-6 years of length of residency in North Cyprus in factors 1,3, 6, 7were more impact (M =3.93, SD = 0.59), (M=3.82, SD=0.61), (M=3.53, SD=0.56), (M=3.68,

SD=0.77). and that 2-4 years of length of residency in north Cyprus in factors 2, 4, 5 were more impact (M =3.84, SD = 0.61), (M =3.67, SD = 0.84), (M=3.59, SD=0.78).

Table 25: Group Statistics for length of residency in north Cyprus variable by One Way ANOVA(Descriptive)

		N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Minimum	Maximum
						Lower Bound	Upper Bound		
Factor1	Y>6	16	3.17	0.91	0.23	2.69	3.17	1.75	4.75
	4-6	41	3.93	0.59	0.09	3.74	3.93	2.50	5.00
	2-4	117	3.68	0.72	0.07	3.54	3.68	1.75	5.00
	Y<1	27	3.56	0.74	0.14	3.27	3.56	1.75	4.50
	Total	201	3.67	0.74	0.05	3.57	3.67	1.75	5.00
Factor2	Y>6	16	3.65	0.78	0.20	3.23	3.65	2.40	5.00
	4-6	41	3.80	0.63	0.10	3.60	3.80	2.00	5.00
	2-4	117	3.84	0.61	0.06	3.73	3.84	2.00	5.00
	Y<1	27	3.67	0.68	0.13	3.40	3.67	2.20	5.00
	Total	201	3.79	0.64	0.05	3.70	3.79	2.00	5.00
Factor3	Y>6	16	3.14	0.70	0.18	2.77	3.14	2.00	4.25
	4-6	41	3.82	0.55	0.09	3.64	3.82	2.50	4.75
	2-4	117	3.50	0.8	0.07	3.35	3.50	1.00	5.00
	Y<1	27	3.44	0.76	0.15	3.15	3.44	2.50	4.75
	Total	201	3.53	0.76	0.05	3.4	3.53	1.00	5.00
Factor4	Y>6	16	3.39	0.86	0.22	2.93	3.39	2.00	4.80
	4-6	41	3.60	0.79	0.12	3.34	3.60	1.00	5.00
	2-4	117	3.67	0.84	0.08	3.51	3.67	1.00	5.00
	Y<1	27	3.62	0.89	0.17	3.27	3.62	1.00	5.00
	Total	201	3.62	0.84	0.06	3.51	3.62	1.00	5.00
Factor5	Y>6	16	3.23	0.96	0.24	2.73	3.23	1.50	4.75
	4-6	41	3.57	0.74	0.12	3.34	3.57	1.75	5.00
	2-4	117	3.59	0.78	0.07	3.45	3.59	1.25	5.00
	Y<1	27	3.47	0.70	0.13	3.20	3.47	1.75	5.00
	Total	201	3.54	0.78	0.06	3.44	3.54	1.25	5.00
Factor6	Y>6	16	2.94	0.54	0.14	2.65	2.94	2.00	3.80
	4-6	41	3.53	0.56	0.09	3.35	3.53	2.20	4.60
	2-4	117	3.42	0.74	0.07	3.28	3.42	1.00	5.00
	Y<1	27	3.37	0.64	0.12	3.12	3.37	2.00	4.80
	Total	201	3.40	0.69	0.05	3.30	3.40	1.00	5.00
Factor7	Y>6	16	3.06	1.23	0.31	2.41	3.06	1.00	5.00
	4-6	41	3.68	0.77	0.12	3.43	3.68	2.00	5.00
	2-4	117	3.61	0.86	0.08	3.45	3.61	1.75	5.00
	Y<1	27	3.46	0.97	0.19	3.08	3.46	2.00	5.00
	Total	201	3.56	0.90	0.06	3.44	3.56	1.00	5.00

In Table 26 showed the output of the ANOVA analysis, there were statistically significant difference in the mean environmental characteristics, product, online shopping with length of residency in north Cyprus groups as determined by one-way ANOVA ($F(3,20) = 4.57, p = 0.00$), ($F(3,20) = 3.71, p = 0.01$), ($F(3,20) = 2.10, p = 0.03$) which is ($p < 0.05$). Other 3 factors which promotion, price, quality, logistics significance value ($F(3,20) = 0.81, p = 0.49$), ($F(3,20) = 0.53, p = 0.66$), ($F(3,20) = 0.10, p = 0.35$), ($F(3,20) = 2.11, p = 0.10$) they were no significance difference with length of residency in north Cyprus groups. for which of the specific groups differed. We can find this in table 27.

Table 26: Group Statistics for length of residency in north Cyprus variable by ANOVA

		Sum of Squares	df	Mean Square	F	Sig.
Factor1	Between Groups	7.03	3	2.34	4.57	0.00*
	Within Groups	100.95	197	0.51		
	Total	107.98	200			
Factor2	Between Groups	0.99	3	0.33	0.81	0.49
	Within Groups	80.84	197	0.41		
	Total	81.83	200			
Factor3	Between Groups	6.11	3	2.04	3.71	0.01*
	Within Groups	108.04	197	0.548		
	Total	114.15	200			
Factor4	Between Groups	1.13	3	0.38	0.53	0.66
	Within Groups	139.26	197	0.71		
	Total	140.39	200			
Factor5	Between Groups	1.99	3	0.66	1.100	0.35
	Within Groups	118.69	197	0.60		
	Total	120.68	200			
Factor6	Between Groups	4.14	3	1.38	2.10	0.03*
	Within Groups	90.73	197	0.46		
	Total	94.87	200			
Factor7	Between Groups	5.06	3	1.69	2.11	0.10
	Within Groups	156.98	197	0.80		
	Total	162.04	200			

* $P < 0.050$, ** $P < 0.010$, *** $P < 0.001$

In Table 27 Multiple Comparisons, it showed which groups differed from each other. We can see from the table 27 that there was statistically significant difference in length of residency in north Cyprus groups between more than 6 years and 4-6 years ($p = 0.00$) and which between length of residency more than 6 years and 2-4 years ($p = 0.04$) in environmental characteristics factor. As well as there was a statistically significant difference in the product factor which between length of residency more than 6 years and 4-6 years ($p = 0.01$). lastly, there was a significant difference in length of residency in north Cyprus groups which between length of residency more than 6 years and 4-6 years ($p = 0.02$) and which between length of residency more than 6 years and 2-4 years ($p = 0.04$) in online shopping factor.

Table 27: Multiple Comparisons by Turkey

Dependent Variable	(I) Years in North Cyprus	(J) Years in North Cyprus	Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Lower Bound
Factor1	Y>6	4-6	-0.75*	0.21	0.00*	-1.30
		2-4	-0.50*	0.19	0.04*	-1.00
	4-6	Y>6	0.75*	0.21	0.02*	0.21
	2-4	Y>6	0.50*	0.19	0.04*	0.01
Factor3	Y>6	4-6	-0.68*	0.22	0.12*	-1.24
	4-6	Y>6	0.68*	0.22	0.12*	0.11
Factor6	Y>6	4-6	-0.59*	0.20	0.02*	-1.11
		2-4	-0.48*	0.18	0.04*	-0.95
	4-6	Y>6	0.59*	0.20	0.02*	0.07
	2-4	Y>6	0.48*	0.18	0.04*	0.01

* P< 0.050, ** P< 0.010, *** P< 0.001

The descriptive Table 28, indicated with a 95% confidence interval for the variable (monthly income) in each of the factors was calculated showed that African in factors 1,3,7 were more impact (M =3.725, SD = 0.790), (M=3.635, SD=0.762), (M=3.677, SD=0.784), but not much difference other nationalities. And Asian in factors 4, 5, 6 were more impact (M =3.785, SD = 0.820), (M =3.835, SD = 0.715), (M =3.659, SD = 0.610), but not much difference other nationalities. Lastly, American & Canadian in factors 2 was more impact (M =3.977, SD = 0.685), but not much difference other nationalities.

Table 28: Group Statistics for Nationality variable by One Way ANOVA (Descriptive)

		N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Minimum	Maximum
						Lower Bound	Upper Bound		
Factor1	Middle Eastern	53	3.62	0.71	0.10	3.43	3.82	1.75	4.75
	African	41	3.65	0.61	0.10	3.46	3.84	2.25	5.00
	Asian	72	3.73	0.79	0.09	3.54	3.91	1.75	5.00
	European	18	3.64	0.68	0.16	3.30	3.98	1.75	4.75
	American& Canadian	17	3.68	0.95	0.23	3.19	4.16	2.00	5.00
	Total	201	3.67	0.74	0.05	3.57	3.77	1.75	5.00
Factor2	Middle Eastern	53	3.88	0.67	0.09	3.70	4.06	2.20	5.00
	African	41	3.73	0.64	0.10	3.53	3.93	2.00	5.00
	Asian	72	3.70	0.61	0.07	3.56	3.85	2.00	4.60
	European	18	3.86	0.63	0.15	3.54	4.17	2.80	5.00
	American& Canadian	17	3.98	0.69	0.17	3.62	4.33	2.60	5.00
	Total	201	3.79	0.64	0.05	3.70	3.88	2.00	5.00
Factor3	Middle Eastern	53	3.49	0.75	0.10	3.28	3.70	1.00	4.75
	African	41	3.43	0.74	0.12	3.19	3.66	1.50	4.75
	Asian	72	3.64	0.76	0.09	3.46	3.82	1.75	5.00
	European	18	3.50	0.76	0.18	3.12	3.88	2.00	4.25
	American& Canadian	17	3.47	0.80	0.19	3.06	3.88	2.50	5.00
	Total	201	3.53	0.76	0.05	3.42	3.63	1.00	5.00
Factor4	Middle Eastern	53	3.60	0.96	0.13	3.34	3.86	1.00	5.00
	African	41	3.79	0.82	0.13	3.53	4.04	2.20	5.00
	Asian	72	3.56	0.79	0.09	3.38	3.75	1.00	5.00
	European	18	3.64	0.68	0.16	3.30	3.99	2.60	4.80
	American& Canadian	17	3.52	0.86	0.21	3.08	3.96	2.20	5.00
	Total	201	3.62	0.84	0.06	3.51	3.74	1.00	5.00
Factor5	Middle Eastern	53	3.44	0.72	0.10	3.24	3.64	1.75	4.75
	African	41	3.84	0.72	0.11	3.61	4.06	2.25	5.00
	Asian	72	3.47	0.75	0.09	3.30	3.65	1.25	5.00
	European	18	3.51	1.00	0.24	3.02	4.01	1.50	5.00
	American& Canadian	17	3.50	0.85	0.21	3.06	3.94	2.25	5.00
	Total	201	3.54	0.78	0.06	3.44	3.65	1.25	5.00
Factor6	Middle Eastern	53	3.30	0.74	0.10	3.10	3.51	1.20	5.00
	African	41	3.66	0.61	0.10	3.47	3.85	2.00	5.00
	Asian	72	3.32	0.69	0.08	3.16	3.48	1.00	4.80
	European	18	3.39	0.69	0.16	3.05	3.73	2.00	4.60
	American& Canadian	17	3.39	0.59	0.14	3.08	3.69	2.00	4.40
	Total	201	3.40	0.69	0.05	3.30	3.49	1.00	5.00
Factor7	Middle Eastern	53	3.50	1.00	0.14	3.22	3.77	1.00	5.00
	African	41	3.63	0.83	0.13	3.37	3.90	2.00	5.00
	Asian	72	3.68	0.75	0.09	3.50	3.85	2.00	5.00
	European	18	3.47	0.95	0.23	3.00	3.95	2.00	4.75
	American& Canadian	17	3.18	1.21	0.29	2.56	3.80	1.75	5.00
	Total	201	3.56	0.90	0.06	3.44	3.69	1.00	5.00

In Table 29 showed the output of the ANOVA analysis, there were no differences between nationality groups and each of 7 factors ($p = 0.951$), ($p = 0.364$), ($p = 0.659$), ($p = 0.700$), ($p = 0.113$), ($p = 0.096$), ($p = 0.286$).

Table 29: Group Statistics for nationality variable by ANOVA

		Sum of Squares	df	Mean Square	F	Sig.
Factor1	Between Groups	0.38	4	0.10	0.18	0.95
	Within Groups	107.59	196	0.55		
	Total	107.98	200			
Factor2	Between Groups	1.78	4	0.44	1.09	0.36
	Within Groups	80.05	196	0.41		
	Total	81.83	200			
Factor3	Between Groups	1.40	4	0.35	0.61	0.66
	Within Groups	112.75	196	0.58		
	Total	114.15	200			
Factor4	Between Groups	1.56	4	0.39	0.55	0.70
	Within Groups	138.83	196	0.71		
	Total	140.38	200			
Factor5	Between Groups	4.49	4	1.12	1.89	0.11
	Within Groups	116.19	196	0.59		
	Total	120.68	200	0.10		
Factor6	Between Groups	3.72	4	0.55	1.20	0.10
	Within Groups	91.16	196			
	Total	94.88	200	0.44		
Factor7	Between Groups	4.07	4	0.41	1.26	0.29
	Within Groups	157.96	196			
	Total	162.03	200	0.35		

* $P < 0.050$, ** $P < 0.010$, *** $P < 0.001$

6.3 Findings

The current study aims to analyze environmental characteristics, promotion, product, price, quality, online shopping and logistics in the influence of international students' consumer behavior. Furthermore, the demographic differences in environmental characteristics, promotion, product, price, quality, online shopping, and logistics were also analyzed. The demographic variables included gender, age, educational level, length of residency in North Cyprus, nationality and monthly income. Findings information about the outcome of the study based on data analyses and the results of

the study. Also the results consistent with the model of theoretical framework is mentioned.

In findings more than half of the questions are high scores with positive in table 14.it consistent with consumer behavior model which are consumer behavior can be influenced by environmental characteristics, promotion, product, price, quality, online shopping and logistics factors with different personal characteristics. Consumer behavior is including to know the factors that affect the decision making process of consumers (Lautiainen, 2015). consumers decision-making model including rational shopping, consciousness regarding brand, price, quality and promotion among others (Lysonski., Durvasula, & Zotos. 1996). Physiological, family, friends, environment and status can change purchasing behavior and brand selection (Lautiainen. 2015). In any case, examiners have discovered that shoppers are accomplishing more data search on the Internet than genuine buying (Forsythe & Shi.2003). All products and services(logistics) could be demonstrated by functional, symbolic or experimental elements to present consumers. (Zhang. 2015).

Previous research provides evidence that age related factors are such as taste in food, clothing, recreation and furniture. Moreover, purchasing behavior by environment, values, lifestyle, hobbies and consumer habits evolve during lifetime. (Lautiainen. 2015). Age, gender and family background also matter in getting brand conscious, while buying products (Sarwar, Aftab, & Iqbal. 2014). we really found out the difference between age groups in our study that students of a young age do more shopping rather than the old or mature age, specially on the promotion and product factors, it is obvious that they have different experiences and ideas. In our research,

that most of the international students fall under 16-30 years of age, the young generation is more into shopping, our research also showed a young age groups of students and high monthly income of students more trend to promotion and product. according to previous research, promotions encourage the consumer to buy more than they wanted, so they end up buying more products than the planned products (Farrag, 2017) and brands create a sense of status consciousness in many consumers which leads to the sense of recognition and using different brand products is the new trend of fashion (Sarwar, Aftab, & Iqbal. 2014). Also, consistent with previous research, retail notoriety or store name has been observed to be least important in flagging item quality (Pires. 2008). as research found out young students for quality may not matter to them very much, due to their limited resources. but not consistent with mature age groups of students and monthly income between \$300-\$400 students, because they more focus on quality. As well as the results showed that logistics can impact on male, graduate students, high monthly income of students and mature of age groups in shopping behavior, which consistent with previous studies, the degree of service quality plays an important role in consumer behavior. (Medrano, Olarte-Pascual, Pelegrín-Borondo & Sierra-Murillo, 2016). Good outlets' environment will make consumers feel happy or excited. (Steen, 2016).

Additionally, from our research, it can be seen that most of the females among the students do more shopping and have a subjective approach, females more focus on promotion, online shopping and have strong brand-conscious, due to which they shop from specific local brands, to show-off their shopping to their university friends. however, men are more focus on their environment, logistics, quality, reasonable price. which is consistent with previous research that gender segment plays an

important role in research, due to huge difference of expectations, needs, wants, lifestyles and mind set of men and women (Vijaya, Aparanjini & Lahari, 2017). females are considered more comprehensive, subjective, intuitive and relational processing while men are more selective logical, analytical and item-specific processing, Women are considered as being compassionate, expressive, warm and understanding (Bakshi. 2012). Females invest a greater amount the long haul over shopping over men. (Shabbir, & Safwan. 2014). With regards to truly making the choice, women commonly make buy choices on a greater emotive degree, while guys go extra with the facts and information (Bakshi. 2012).

Moreover, through the research, findings consistent with previous research that purchasers can peruse or shop online 24 hours every day, 7 days seven days, from office or at home. Comfort has been accounted for as the essential explanation behind customers to shop on the Internet (Forsythe & Shi.2003). Regarding gender, albeit still male ruled, over 40% of Internet clients are ladies. Customarily, about 43% of grown-up Web clients were accounted for as having higher education (Forsythe & Shi.2003). it can say that online shopping has become quite in trend now a day. Most of the people prefer online shopping, rather than visiting shops physically. Research showed that graduate students, female students, and low monthly income of students are more into online shopping, rather than others students, which may be because this helps them to save their traveling cost for visiting the stores. This also helps them to save their time, due to their limited resources. While, undergraduate students may like to visit shops and buy the things of their choice by themselves. This factor also defines a variety of consumer behaviors.

Furthermore, the research also indicates that most of the students in North Cyprus are the age of 16-30 years, which are normally length of residency in TRNC more than 2 years. Therefore, such students stay for a longer time period and become a major contributor to the economy of that area. But most of the students, they do not have many resources and also normally does not earn by themselves. Their guardians might support them. In such cases, the low monthly income of international students gives more focus to the price. As well as male, mature age groups and graduate students are also more consider the price because they have more independent shopping experience, can keep calm and resist impulse shopping. which is consistent with previous research that the standard economic analysis of pricing studies about the desire of customers is based upon the income and other factors of the customer. Some customers are willing to pay high prices, while others buy low price products. (Gorchels, 2000).

Lastly, while looking at environmental characteristics in our research, family members, friends, and social are also an important influencing factor in consumer behavior. International students may shop or behave as how their family, friend, social wants from them. They may have some family dressing traditions and food choices or effect by friends and surrounding. so they will behave according to them, mostly graduate students and high monthly income of students do like this. this also consistent with the previous research that throughout his existence, an individual will be influenced by his family, his friends, environment, society or status that will affect consumers' purchase behavior (Rani. 2014). Psychological elements affecting our purchase decision consists of motivation, notion, gaining knowledge of, beliefs and attitudes (Rani. 2014).

Chapter 7

CONCLUSION

7.1 Conclusion

In this research, we gave focus on the Edu-tourists consumer behavior, who are International students come from different regions of the world to study in EMU/TRNC. To understanding their consumer behaviors are one of significant study, as they contribute the major portion towards the economy of the local area.

International students are different from local students. For local students, most of their parents will be around and they will not worry about their food, clothing, housing, and transportation. However, for international students, in order to study abroad, they have to leave from their own country and family, start to live alone in abroad. Although most international students depend on their parents financially, for international students with independent consumption experience, they know more about the value of reasonable consumption and the standard of cost measurement. They will have a different understanding, different ideas and different requirements on the purchase, which will form different consumption behaviors. Through this study, we have a clearer understanding of the consumer behavior of international students and this study can also help local marketing to understand what international students really need.

Marketing requires a high level of understanding of consumer behavior because it is an art of dealing with consumers. Due to its importance, consumer behavior has become an independent discipline in marketing. So, marketers should have a clever marketing strategy to meet international students' needs. Consumer behavior determines the choices consumers make when shopping. This may be based on different factors, such as age, gender, price, promotion, quality, product, etc. Not only do people of different age groups have different behaviors when shopping, but also gender and monthly income play a very important role.

In terms of products, we have found many things through the study of international students' consumer behavior in the EMU, it can be said that overseas students are great contributors to the economy of EMU Town. especially females are more aware of shopping, they have a passion about brands, and following trends and new fashions, somehow male also closely the pace of female. But logically, male is abler to think and try to reasonable spend. as well as International students who with high monthly income, young age, and long length of residency prefer to buy their favorite products., it is a good phenomenon for local marketing. In the third chapter, it is mentioned that students are special consumer groups in marketing. Therefore, brands in various fields in local marketing need to continuously formulate various strategies to try to catch young people. Those who catch young people will have sustainability profits. For example, marketers can use point coupons or free distribution of small samples to attract international students or let products keep up with the trend.

The resources of undergraduates and graduates among international students basically come from their parents, so their consumer behaviors are very similar, but

the graduates have relatively strong shopping ability and pay more attention to factors in purchasing decisions. It can be seen that graduate students have more experience and views on shopping. The majority of undergraduate students are very young, and the younger generation may have weak in decision-making, but they like to follow the trend, new design or various media' and commodity' promotions, so they may purchase more than graduate students who with specific priorities. Interestingly, quality and logistics are more concerned by high monthly income of students and mature age groups and male, while prices and online shopping are more concerned by low-income students, undergraduates and male. Therefore, marketers need to broaden their horizons and provide more choices and services to students with different needs and desires.

We also found out that promotion also plays very important role in influencing the consumer behavior. From research, it reflects that advertisement in fashion magazines; discounts and sales offers also direct the consumer behavior. In addition, excellent salespeople and managers can shape good consumption behavior for international students. At the same time, International students go towards trend and style and thus they would like to get the things that are trendy in salesperson outlets. Particularly, females are more impulse about promotion and products.

Although most international students are Asian, consumer behavior is consistent to a certain extent because most of the students from different countries are of the same age. Most students like to imitate their friends, classmates, and society around them and have strong psychology of comparison. they extreme yearning proves self-image and value. Marketers need to know how to do clever marketing. Because of

environmental characteristics, every international student has a group of potential customers behind them. They need reasonable product' prices and do a good job in various promotional activities to face international students with different monthly incomes.

In short, EMU international students are from different environments and backgrounds, so their behavior may become difficult to decide in groups, while it will be easy individually. Their behaviors vary as per their current situations and backgrounds, which are very diverse and can be measured qualitatively. Further researches are also required to reach close to understanding the consumer behavior of Edu-tourists.

7.2 Recommendations

Frist from this study, we can see that the current online shopping has an important impact on international students, mainly because online shopping is very convenient, with little pressure and reasonable price, which makes international students generally willing to choose online shopping. However, due to the slow operation of the Internet in Northern Cyprus, the development of e-commerce is also weak. Online shopping often requires customers to wait for a long time, and many commodities cannot be sent to North Cyprus. This has greatly affected local economic development and also perplexed to international students. It is suggested that the local government should pay attention to and develop the e-commerce platform to create opportunities for local economic development and international students.

Secondly, Although the monthly income of international students varies, most of them pay more attention to products and promotions than prices. As an international student, I think this is because of the price of commodities is exorbitantly high in Northern Cyprus. Whether it is brand goods or ordinary goods, there is not much price difference between each other. Discount sales are rare and even if there are discount activities, they are insignificant. Therefore, the awareness and expectation of reasonable prices will become very low. I think marketers should consider sustainable development, should not raise the profits increased several fold, should rationalize commodity prices and increase discount activities so that they can get more and more customers. Although the profits they get from lowering prices will be less, but the sales rate will improve with the increase in customers, and unexpected benefits will be obtained in the long- term.

International students with low monthly income have certain restrictions on their choices. More hope is that this country can give international students more job opportunities, enable them to have more consumption experience, and make their own efforts and contributions to this country.

Finally, this study is also only focus on EMU international students, and hopes to pay attention to the consumer behavior of international students in other universities in future study. Also, researcher should also involve some local students in the research. Different survey forms to be formed for them, to ask about their opinion of International student's behaviors while doing shopping, because they interact with them than anyone else. So, they may able to observe them in better way.

7.3 Limitations

For limitations, in this research like change in choices, circumstances and needs may shape the consumer behaviors in different way.

The other limitation was this thesis' sample population was mainly Middle Eastern, African, and Asian students, the frequency of the population of American & Canadian, and European was less due to the fact that there was less students in these nationalities studying in Eastern Mediterranean University, so it is not universally applicable. It will be better to do this research in more diverse student environment, with similar percentages of population, where you can generalize the results of this study that is universally applicable.

Another limitation of this research was the time constraint, as it was done in limited time period, it would be more preferable to do in longer time period where we can retrieve the best results. Furthermore, for future research data can be collected and analyzed over different time periods to understand the changing pattern of consumer behavior of students.

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APPENDIX

The Questionnaire

EASTERN MEDITERRANEAN UNIVERSITY

FACULTY OF TOURISM

NORTH CYPRUS.

Dear Respondent

As part of my M.S. research/thesis at the Eastern Mediterranean University, Faculty of tourism and in North Cyprus, I am conducting a survey that investigates the factors that influence consumer's shopping behavior. The result of this research will be highly beneficial for understanding international student's shopping behavior that will provide valuable information for tourism marketers and businesses in the university town. Eventually, the findings will enhance the shopping experiences of Edu-tourists. I will appreciate it if you could complete this following questionnaire. Any information obtained in connection with this study will remain confidential. In any written reports or publications, no one will be identified. This is solely for a research purpose and you do not need to reveal your name. If you have any question about this research, please call or email me.

Adila Ahemai

Phone 05338404307

Email adilaahmad0909@gmail.com

Thank you very much for your contribution

PART A

For statistical purposes only. Place a tick where appropriate:

1. Age.....

(a) 0-15 (b)16-30 (c)31-40 (b)41-55 (e) more than 55

2. Educational level:

a) Graduate student (M.S; M.A; PhD)

b) undergraduate student (B.S; B.A; AA)

3. Your approximate monthly income in Dollars:

Below 300 300-400 400-600 600-1000 Above 1000

4. years being in north Cyprus:

Less than 1 year 2-4years 4-6years more than 6 years

5. Nationality

Middle Eastern African Asian European American.

PART B

For each of the statements below, please indicate the extent of your agreement or disagreement by placing a tick in the appropriate box. There are 7 factors, for each factor has serval questions.

The response scale is as follows:

1. Strongly disagree (1)
2. Disagree (2)
3. Undecided or Neutral (3)
4. Agree (4)
5. Strongly agree (5)

Environmental Characteristics

1. My purchase decision of a product can be for improving self-image.
2. branded products can be consumed to promote self-esteem.
3. Purchasing products can give me an identity.
4. Family members, friends or social can influence my purchasing behavior.

Promotion

5. Fashion magazines play a role in my purchasing behavior.
6. Advertisements in the media motivate me are motivational and influence my purchasing behavior.
7. The sales people and their presentation influence my purchasing behavior.
8. Decision of the store manager to have varieties of outfits and models affect my purchasing decision positively.
9. Discount policies such as '*buy one get one free*', are positive motivation to make a purchase.

Product

10. I purchase products that are not needed, but they are trendy and fashion of the day.
11. Outlets with varieties of products are motivational to purchasing behavior.
12. I follow the fashion in media to keep up with the latest products.
13. If I like the product, I will not care for quality that much and will purchase.

Price

14. I always look for discount prices when I am shopping.
15. I always compare prices when I am shopping.
16. Offer value for price is important in purchase decision.
17. price discounts directly affect buying behavior.
18. price discounts motivate to purchase more.

Quality

19. quality of the product is highly effective in purchasing decision.
20. I would rather to pay high price for high quality.
21. Low income people do not look for quality.
22. Durability of the product motivates me to purchase.

Online shopping

23. Online shopping is very convenience.
24. Online shopping is always available.
25. Online shopping is less stressful.
26. Online shopping saves money.
27. Online shopping does not provide the experience I have with regular shopping.

Logistics

28. Methods of payment is very influential in purchasing decision.
29. Accessible outlets are motivational for shopping.
30. Customer service is important for shopping.
31. Return policies are motivating shoppers.