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Examination of The Effects of Consumers' Price Sensitivity Perception on The Local Product Purchase Intention on The Mediation of Attitude for Local Products *

Tüketicilerin Fiyat Duyarlılığı Algılarının Yöresel Ürün Satın Alma Niyetlerine Etkisinde Yöresel Ürünler Yönelik Tutumun Aracılık Etkisinin İncelenmesi

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ÖZ

Çalışmanın temel amacı, tüketicilerin fiyat duyarlılığı algılarının yöresel ürün satın alma niyetlerine etkisinde yöresel ürünlere yönelik tutumun aracılık etkisinin incelenmesidir. Bu temel amacın yanı sıra demografik değişkenlere göre fiyat duyarlılığı, yöresel ürünlere yönelik tutum ve yöresel ürün satın alma niyeti görüşleri açısından farklılıkları incelenmiştir. Araştırma sonucunda tüketicilerin fiyat duyarlılığı algılarının yöresel ürün satın alma niyetlerine etkisinde yöresel ürünlere yönelik tutumun aracılık etkisinin pozitif yönde ve anlamlı olduğu tespit edilmiştir.

ABSTRACT

The main purpose of the study is to examine the mediating effect of attitude towards local products in the effect of consumer perceptions of price sensitivity on their intention to buy local products. In addition to this main purpose examining differences in terms of price sensitivity according to demographic variables, attitude to local products, and views on the intention to buy local products. As a result of the research, it's been determined that the mediating effect of the price sensitivity perceptions of consumers on their local product purchase intention was positive and significant.

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1. Introduction

Local products which are peculiar to a certain region, related to a certain region and come and have local meanings carry an identity and cultural value for the local people. Local products represent the region in which they've been produced and they're also knowns with their traditional product name. For this reason, they reflect a certain culture since they are part of daily life together with the production processes in the regions they belong to (Yaşar, 2014). Local products, besides the benefits to cultural transfer, have an impact on purchasing decisions of consumers and this trait creates socio-cultural side of local products (Marescotti, 2003).

Especially today, with the improvements of technology and the widespread usage of internet in every house online shopping is increasingly used. With the spread of online shopping, many small businesses have many advantages in terms of bringing their products, especially local products, to consumers (Ataman, 2001: 40-42).

Today, consumers' purchasing intentions and attitudes towards products vary in regards to products and prices. Especially, the effect of price sensitivity on local products and mediating effect of the attitude towards local products in purchase intention of local products is a matter that needs to be analysed from this point, the main purpose of the research is to examine the mediating effect of attitudes towards local products in the effect of consumer' price sensitivity perceptions on their local product purchase intention. Also, the demographic traits of the participants; testing the differences in terms of price sensitivity, attitudes to local products and purchase intention to local products. With these purposes research, made about four main parts. In the next part the basic concepts related to the subject are explained and the theoretical framework of the study is presented; in the third part the findings of the application, in the last part, results and suggestions are given.

2. Conceptual Framework

2.1. Local Product and Geographical Indication Concept

Traditional product or local product, means a featured product obtained as a result of combination of various traditional materials Using particular and traditional production methods and can be prominently distinguished from others in terms of their features according to the same product groups (Mevzuat, 2013).

Local products are quality products with a specific feature and the reputation level by consumers is also quite high. Also, they may have a number of featured production secrets, therefore they are valuable and are legally protected by means such as 'geographical indication' so as to protect their special structures against alteration or imitation (Tekelioglu, 2010). Geographical indication; It basically refers to a local product name that differs from its counterparts and owes this difference to the region from

which it originates. Geographical indications are divided into two as origin name and source of indication the name of origin is a name that originate from a region, or country, in exceptional cases, deriving or essential traits from the natural and human elements peculiar to this geographical area, and determining the products the production of which, processing and other processes are all realized within the boundaries of this geographical area. The geographical indication, on the other hand, is a name that defines the product originating from a locality, region or country with defined geographical boundaries, identified with this geographical area in terms of a distinct quality, reputation or other traits, and the production of which, processing and other processes are made within the boundaries of the specified geographical area (Turkish Patent Institute, 2020).

Even though it does not fall into either of these two product groups, if the product known by consumer markets, for many years (at least 30 years) or if the product provide the two conditions, the product can fall into the local product rank (Turkish Patent Institute, 2020). From the products in the studies, String Cheese, Moldy string Cheese (Göğermiş Cheese), Karnavas Mulberry Molasses and Ispir Haricot Bean are the geographical indication products. In our research both local products under legal protection and all products that have been classified as local products for many years have been taken.

2.2. Local Product Belonging to Erzurum Province

Erzurum, located in the fourth largest province in terms of surface area of Turkey, is located in the Eastern Anatolia Region and bears the date of the settlement of its kinds since the first period of history. It is understood from the common features of various cultural remains unearthed through archaeological excavations dating back to 4000 BC, that Erzurum and its surroundings have been used as a living arrangement for approximately six thousand years (Gündoğdu 2010: 16). Owing to its location on the Silk Road and its position as the trade center of the East, Erzurum, which has a rich cultural heritage, has also provide the diversity of local products. According to the informations that has been taken from the website of Erzurum Provincial Directorate of Culture and Tourism, the main products belonging to Erzurum province, ; String Cheese, Cilantro , Persian Bread (Lavash), ferula comunis , Noodle, fried meat ,flaky pastry , Honey,göğermiş (Kerti cheese) Cheese, Pasinler potato Ispir haricot Bean, farmer molasses , Cheese Halva, Estragon, Asphodel, Rowan Berry, Basil, Rhubarb (Eşkin) Fruit Leather (Cornelian Cherry, Berry), Churchkhela (Ispir, Tortum, Uzundere) and Ispir Clotted Cream (Erzurum Provincial Directorate of Culture and Tourism, 2021).

2.3. Attitudes Towards Local Products

With the aim of learn what, when, how, and why consumers buy or why they don't buy, it is necessary to determine the decision-making behavior of consumers and the factors affecting these behaviors (Karafakıoğlu, 2006: 94). Many

factors play a role in the decision of consumer to buy products and services. One of these factors is consumers' attitudes to products and services. Consumers' beliefs and attitudes are effective in determining the brand preferences of products and services, and also affect their purchasing decisions (Völckner, 2008). In addition to the past experiences of the person his/her family and immediate circle, personality traits are also effective in attitude patterns. The different roles individuals have in society such as friends, students, parents and employers; family structures, occupations, economic status and status also affect their purchasing behavior by guiding their attitudes (Sevindik, 2005: 64-71). Nevertheless, psychological factors such as perception, learning, motives, beliefs and emotions are also effective in the formation of attitudes. Attitude straightforwardly affects one's perceptions and behaviors, affecting the of any situation positively or negatively (Tevrüz et al., 2001: 1.4).

2.4. Price Sensitivity

In the simplest definition, price is the money that individuals pay for a good or service they want to have and/or the goods or services subject to exchange. Pricing is a sensitive decision area. Since price represents a value that comes out of the consumers' pocket, it is the first trait that draws attention in the process of obtaining ownership of a good or service (Karafakıoğlu, 2006: 29).

Price sensitivity also known as a price elasticity (flexibility) and express to the reaction of consumers to the price of a product or service, and the change in consumer demand against price changes (Mucuk, 2001: 165). Many factors such as price-quality perception of the product, the prestige and value of the product in the accordance of the consumer, its hedonic effect are effective in price sensitivity. These factors guiding to consumers' attitudes and behaviors are a factor in the emergence of purchasing decisions. (Völckner, 2008).

It gives a general idea to consumers about product or service quality and affects consumers' product choosing. At the same time, consumers believe they can have a value thanks to products, which they want to have for various reasons, and in order to have this value they venture to bear a specific. This value limit in the eyes of consumer is effective in the determination of the cost. However, if the product they want to have has a surplus value for them, then they will be willing to bear an excessive cost. If he/she believes to have a high value achievement with the product he/she will have, consumers are ready to pay different prices (Torlak and Altunışık, 2012: 152-154; Kurtuluş and Okumuş, 2006).

2.5. Intention to Purchase

Intention means planning to do something in advance and is a significant indicator of the actual will to accomplish any behavior (Mutlu et al., 2011: 55). Purchase intention, defined as a consumers' planing to buy a certain brand or product in a certain timeline or consumers' intention to buy a certain product or service (quoting from Çetin and

Kumkale, 2016). The difference between the situation consumers are in and the situation they want to achieve sets out their necessities. Requests and requirements are countless, yet not all can be provided. Despite the endless request and need consumers have, they have limited sources. In order to provide requests and needs, there are need to have many main conditions such as purchasing power, the ability to access products or services (Karafakıoğlu, 2006: 3-4).

Consumers make many purchase decisions so as to be satisfy with their requests and needs purchasing intention is a result of consumers' sense of to have a product or service and decision-making behaviors. It is one of the ranks of the purchasing process that occurs with the effects that lead to his/her choice among alternatives that meet his/her requests and needs (Bergeron, 2004).

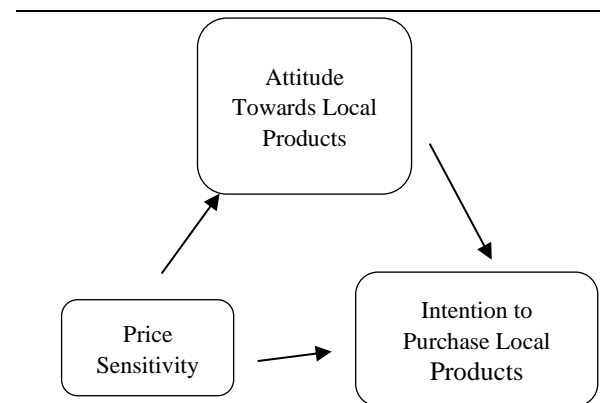
3. Method

In this section, research's pattern, sample, analysis of data and informations relating to hypothesis are taking part. *Atatürk University, Social And Human Sciences Ethics Committee Chairman has been determined to comply with the ethical rules with the letter dated 15.12.2020 and numbered 88656144-000-E.2000311565.*

3.1. Research's Pattern

From past to present, researchers are constantly making efforts and developing various models to find points that effect consumers' intentions to buy local products. In this context, research, has been designed within the framework of price sensitivity, attitude towards local products and the dimensions of intent to buy local products and is shown in Figure 1.

Figure 1. Research Model



3.2. Reliability of Measurement

In the research, online survey has been used as a data collection tool, the questions contained in the survey form consist of three different groups. The first group of questions have been asked to determine the demographic characteristics of the survey participants, the second group include questions about the participants' local product preferences and purchasing behavior. In the last and third

part of the survey form, the dimensions contained in the research model are included. In this context 'Price Sensivity Scale' in order to measure participants' perceptions of price sensitivity, improved by Goldsmith and consisting of 5 items (2005), 'Attitude Towards Mixed Local Products' in order to measure participants attitudes toward local products, improved by Toklu and Ustaahmetoğlu (2016); Fishbein and Ajzen (1974); Schneider, and Çeritoğlu (2010) and Meral and Şahin (2013) and made of scales and 9 items, lastly, 'Purchase Intention Scale' improved by Khan and Azam (2016), consisting of 5 items, has been used.

Participants' attitudes towards local products, price sensitivities and expressions of purchasing intentions (5=Strongly agree, 1=Strongly disagree) were measured with the 5-point likert scale. Negative statements contained in the survey form have also been reverse encoded. Also, the scales of the survey have been translated into Turkish by two different language experts, and then studies have been studied in which the survey taken from the original. As a whole, the evaluation of the model has been provided and the final form has been given and the reliability stage has been passed.

A reliable scale gives similar results when similar conditions are applied again (Torlak and Altunışık, 2012: 124). Table 1 contains the measurement reliability coefficients of the research pattern.

Table 1. Cronbach's Alpha Values for Scales

Dimensions	Cronbach's Alpha Coefficient	Item Number
Price Sensitivity	0.910	5
Attitudes Towards Local Products	0.974	9
Intention To buy Local Products	0.939	5

The cronbach Alpha reliability coefficient of the model, consisting of three dimensions and 19 questions, is 0.910 for the price sensitivity size; 0.974 for the attitude size for local products and 0.939 for the purchase intention size for local products. These values show that there are very good levels of reliable values in all three dimensions.

3.3. Population and Sample

Due to time and cost constraints, the research universe consists only of consumers over the age of 18 living in Erzurum province. In determining the number of samples in the study, the sample error has been determined as 0.05 with a confidence level of 95% and a margin of error of 5%. So as to determine the participants in the survey, the snowball sampling method has been used from non-random sampling methods. Snowball sampling is a sampling method that is applied when it is difficult to determine the main mass to be reached and the sampling framework obtained by the researcher does not cover a large number of sample individuals. The choice of the first individual to be included in the sample mass is made judiciously or coincidentally. Then the second person is selected by the guidance of the first interviewee (Gegez, 2007: 251). According to the

population information published by the Turkish Statistical Institute (2020), according to the census dated 31.12.2019, the population of Erzurum province is 762,062. When it predicate on the opinions generally accepted by statisticians; for Universe sizes of 100,000 and above, the sample volume is sufficient as the minimum sample size 384, which should be 95% specific, corresponding to the significance level of 0.05 (quoted by: Gegez, 2007: 260-261).

After the survey form designed, in order to prevent mistakes in implementation and establish the questions clarity, pilot survey has been made to 30 participants and according to the result of security analysis, the statement taking part, 'If i think the price will be high then I would be less interested to buy local product' has been removed from the survey form and last shape has been given to the survey.

Primary data in the study has been collected by online survey method between 23.12.2020 and 28.12.2020. A total of 404 participants has been surveyed. As a result of the survey made, despite the answer 'no' to the question asked at the beginning, 'Do you buy local product/products?', a total of 395 participants returned the survey after the 9 participants found to have answered the survey questions removed Survey return rate is calculated as 98%.

3.4. Analysis of Data

In the research pattern, first it has been requested to test the mediating effect of attitude towards local products. For this reason, the hypothesis created are based on the perception of price sensitivity, which is an independent variable, and its effect on consumers ' purchasing intentions for local products. First, the H1 hypothesis has been tested, since the mediating effect will be looked at if this effect is positively significant. Then, the relationship between the price sensitivity perceived by consumers and their attitudes towards local products and finally, the research model has been tested. Also, differences tests have been conducted on demographic variables collected through an online survey. Since the data set was not distributed normally, Mann Whitney-U and Kruskal Wallis analyses have been done on these tests.

Data Analysis has been carried out using SPSS 20.00. Descriptive analysis of the dimensions contained in the research model has been conducted and demographic characteristics have beendefined. The "Process Macro" program improved by Hayes (2013) has been used to test the research model. In this program, "Model 4" has been selected according to the research model. This analysis is used to test the mediating effect in the relationship between a dependent and an independent variable (Hayes et al., 2017). Based on limited assumptions, these calculations are clearer to understand and quite easy to use. It also allows testing hypotheses with specified confidence intervals.

Here is the hypothesis that has been made;

H1: There is a positive relationship between the price sensitivities perceived by consumers and their purchasing intentions for local products.

H2: There is a positive relationship between the price sensitivity perceived by consumers and their attitude towards local products.

H3: the price sensitivities perceived by consumers have an instrumental effect on the purchasing intentions of consumers on local products.

H4a: There is a difference between participants' sex characteristics and their perception of price sensitivity.

H4b: There is a difference between participants' sex characteristics and their attitudes towards local products.

H4c: There is a difference between participants' sex characteristics and their purchasing intentions for local products.

H4d: There is a difference between participants' educational status and their perception of price sensitivity.

H4e: There is a difference between participants' educational status and their attitudes towards local products.

H4f: There is a difference between participants' educational status and their purchasing intentions for local products.

H4g: There is a difference between participants' income level and their perception of price sensitivity.

H4h: There is a difference between participants' income level and their attitudes towards local products.

H4i: There is a difference between participants' income level and purchasing intentions for local products.

H4j: There is a difference between participants' occupations and their perceptions of price sensitivity.

H4k: There is a difference between the occupation of the participants and their attitude towards local products.

H4l: There is a difference between participants' occupations and their purchasing intentions for local products.

H4m: There is a difference between participants' ages and their perceptions of price sensitivity.

H4n: There is a difference between the ages of participants and their attitudes towards local products.

H4o: There is a difference between the ages of participants and their purchasing intentions for local products.

4. Findings

In this part of the research, the results obtained within the scope of the research are classified and presented in tables.

4.1. Findings Demographic Traits of the Participants

Demographic variables of participants are shown in Table 2.

In according to these results, it is seen that the majority of participants are 26-35 years old, educated at the undergraduate level, have an income level between ₺4001

and ₺6000, live in families of 3-4 people, public or private sector employees, married men and women.

Table 2. Demographic Variables of Participants

		Frequency (f)	%
Sex	Female	208	52,7%
	Male	187	47,3%
Age	Age 18-25	73	18,5%
	Age 26-35	130	32,9%
	Age 36-45	111	28,1%
	Age 46-55	47	11,9%
	56 and +	34	8,6%
Marital status	Married	273	69,1%
	Single	122	30,9%
Educational Status	Primary school	23	5,8%
	Secondary school	37	9,4%
	High school	82	20,8%
	Associate degree	38	9,6%
	License	170	43,0%
	Graduate	31	7,8%
Doctorate		14	3,5%
Number of Individuals in The Household	1-2 people	84	21,3%
	3-4 people	243	61,5%
	5-6 people	68	17,2%
Income Level	₺2000 or less	54	13,7%
	₺2001-4000 TL	79	20,0%
	₺4001-6000 TL	117	29,6%
	₺6001-8000 TL	65	16,5%
	₺8001 and +	80	20,3%
Professional Groups	Public Personnel	104	26,3%
	Self-Employed	32	8,1%
	Private Sector	119	30,1%
	Retired	19	4,8%
	Housewife	54	13,7%
	Student	55	13,9%
	Unemployed	10	2,5%
	Other	2	0,5%

4.2. Local Product Purchasing Behavior of Participants

Data on participants' local product purchasing behaviors are shown in Table 3. In accordance with these results of the table, which examined the frequency of purchasing local products of participants, 52.4% of participants stated their preference for butter 'always' locally. 35.4% of respondents stated their preference for kashar cheese 'always' locally. Civil cheese preferences are 'always and 'occasionally' locally, with an equal decency of 28.6%. Göğermiş (moldy) cheese preference is stated 'always' locally compared to 27.1%. Ispir local dry bean preference is stated as 'occasional' local with the highest decency of 30.6%. Honey with the highest rate of 37.7% and molasses with the highest rate of 37% is 'always' locally preferred. Local-specific scarcity of sugar is stated as 'never' with the highest rate of 25.6%. Compared with 30.9 percent of lavash bread 'Dec' line ' as specified, compared with 30.9 percent of meat products sausage 'Dec' As is specified as local, and finally dried food products %compared 32,2 'Dec' As is specified as local. According to these results, the most common and most preferred regional products by the consumer in turn

resulted in butter, honey and molasses. The least preferred rate is the scarcity of sugar.

Table 3. Local Product Purchasing Behavior of Participants

		(N)	%
Frequency of Purchase of Local Products in the Purchases of Participants	Rarely	56	14,2%
	Sometimes	149	37,7%
	Often	154	39,0%
	Always	36	9,1%
Purchase Frequency Butter	Never	4	1,0%
	Rarely	19	4,8%
	Sometimes	64	16,2%
	Often	101	25,6%
	Always	207	52,4%
Purchase Frequency Kashar Cheese	Never	15	3,8%
	Rarely	39	9,9%
	Sometimes	117	29,6%
	Often	84	21,3%
Purchase Frequency Civil Cheese	Always	140	35,4%
	Never	48	12,2%
	Rarely	55	13,9%
	Sometimes	113	28,6%
Purchase Frequency Göğermiş Cheese	Often	66	16,7%
	Always	113	28,6%
	Never	70	17,7%
	Rarely	58	14,7%
Purchase Frequency Dried Beans	Sometimes	89	22,5%
	Often	71	18%
	Always	107	27,1%
	Never	35	8,9%
Purchase Frequency Honey	Rarely	65	16,5%
	Sometimes	121	30,6%
	Often	80	20,3%
	Always	94	23,8%
Purchase Frequency Molasses	Never	10	2,5%
	Rarely	30	7,6%
	Sometimes	90	22,8%
	Often	116	29,4%
	Always	149	37,7%
Purchase Frequency Kitlama Sugar	Never	10	2,5%
	Rarely	31	7,8%
	Sometimes	99	25,1%
	Often	109	27,6%
	Always	146	37%
Purchase Frequency Lavash Bread	Never	101	25,6%
	Rarely	82	20,8%
	Sometimes	88	22,3%
	Often	47	11,9%
	Always	77	19,5%
Purchase Frequency Sausage-Roasting	Never	42	10,6%
	Rarely	60	15,2%
	Sometimes	122	30,9%
	Often	85	21,5%
	Always	86	21,8%
Purchase Frequency Dried Food	Never	12	3%
	Rarely	47	11,9%
	Sometimes	122	30,9%
	Often	119	30,1%
	Always	95	24,1%
Purchase Frequency Dried Food	Never	40	10,1%
	Rarely	68	17,2%
	Sometimes	127	32,2%
	Often	91	23%
	Always	69	17,5%

4.3. Places of Purchase of Local Products of Participants

Data on the places where participants buy local products are given in Table 4.

Table 4. Local Product Purchasing Locations Of Participants

	(N)	%
A Shop Selling Local Products	263	39,20%
Market / Supermarket	157	23,40%
Internet (Online)	66	9,80%
Familiar Manufacturers	184	27,40%
Other	1	0,10%

According to the results, participants shop for local products from shops selling local products at a rate of 39.20% and obtain them from familiar manufacturers at a rate of 27.40%.

4.4. Preferred Regional Product Groups of Participants

Data on which regional product groups the participants preferred most in their food product preferences are given in Table 5.

Table 5. Preferred Regional Product Groups

	(N)	%
Pulses	194	16,40%
Cereals	135	11,40%
Dairy Products	343	28,90%
Bakery Products	145	12,20%
Canning	168	14,20%
Animal Products	150	12,60%
Kitlama Sugar	51	4,30%

According to this result, it is understood that the participants preferred regional products from the group of milk and dairy products (Göğermiş Cheese, Civil Cheese, Kashar Cheese, Cream, Butter, Milk) compared to 28.9%.

4.5. Participants ' Shopping Behavior Priorities for Local Products

Data on the priority order of participants in local product shopping behavior are given in Table 6.

When the results were examined, the most important issues of the participants in order of priority when purchasing local products were determined as Product Characteristics, compliance with their budgets and shopping habits.

Table 6. Priority Ranking of Participants For Local Products

Proximity to Home		
	Frequency	%
3.Priority	130	32,9%
2.Priority	158	40%
1.Priority	107	27,1%
Feature		
3.Priority	9	2,3%
2.Priority	81	20,5%
1.Priority	305	77,2%
Habit		
3.Priority	46	11,6%
2.Priority	159	40,3%
1.Priority	190	48,1%
Known		
3.Priority	97	24,6%
2.Priority	142	35,9%
1.Priority	156	39,5%
Budgeting		
3.Priority	46	11,6%
2.Priority	131	33,2%
1.Priority	218	55,2%

4.6. Findings of The Research Pattern

Table 7 contains the mean and standard deviation values for the expressions contained in the research model. In evaluating the results of the research on the scale, the participation levels of the average scores have been taken into account ($5-1=4/5=0.80$). Accordingly, it is classified as very low in the range 1.00-1.80; low in the range 1.81-2.60; medium in the range 2.61-3.40; high in the range 3.41-4.20 and very high in the range 4.21-5.00 (Kaplanoglu, 2014: 138). Participants' attitudes towards local products, price sensitivities and expressions of purchasing intentions (5=Strongly Agree, 1=Strongly Disagree) have been measured with the 5-point likert scale. Negative statements in the survey are incorporated into the analysis process by reverse coding. The results of the analysis are included in the table below.

Table 7. Findings for Expressions of Attitudes Towards Local Products

	Average	Std.Deviation
Local products are fresher.	3.443	1.20434
Local products are my priority	3.4962	1.19298
Local products have higher quality.	3.4532	1.23392
Local products are natural, unadulterated	3.5139	1.23061
Local products are healthier.	3.5342	1.23227
Local products are more delicious.	3.5975	1.28343
Local products are strictly produced in the relevant region	3.2684	1.20653
There are no tricks in the production of local products.	3.0658	1.17966
Local products contain better quality material	3.3013	1.16544

According to the results in Table 7, the expression with the

highest value is 'regional products taste better' with an average value of 3.5.

Table 8. Findings for Price Sensitivity Statements

	Average	Std.Deviation
I don't mind paying more money to buy local products	2.6	1.25119
I don't mind spending a lot of money to buy local products	2.6152	1.26201
I know that a local product is probably more expensive than grocery products, but it doesn't matter to me	2.8051	1.29622
It's worth paying a lot of money for a really great local food product	2.9367	1.26393
In general, the price or cost of buying a local product is important to me	2.957	1.23637

According to the results in Table 8, for participants 'globally, the price or cost of buying a locally made product has the highest value of expression is important to me at the same time, 'Really worth paying good money for great local food products' at equal levels of expression have been evaluated.

Table 9. Findings on Purchase Intention Statements

	Average	Std.Deviation
I'm ready to buy local products in the future, if not now	3.4177	1.26459
I prefer to buy local products while doing my daily shopping	3.3899	1.19852
As long as I can find it, I will regularly buy local products	3.4582	1.23615
Although the brand is not very familiar, I prefer to buy local products	3.2684	1.1637
I buy local products, although it's a little expensive	3.3063	1.16847

According to the results in Table 9, 'as long as I can find it, I will buy local products regularly' has the highest value with an average of 3.45.

4.7. Testing Hypothesis

In this part of the study, hypotheses established within the scope of the research model will be tested. The "Process Macro program" developed by Hayes (2013) and working with the SPSS infrastructure was used to identify these relationships.

Before the hypothesis have been tested, VIF and Durbin Watson coefficients have been looked at to determine whether there is a problem of multi-linearity between the independent variables or not. In the analysis, Durbin Watson coefficient was 1,869; VIF value was 1,130 and tolerance value was 0,885. Since these values are within the appropriate ranges specified, there is no problem of multi-linearity.

Information about the H_1 hypothesis and testing of the hypothesis is given below.

H1: there is a positive relationship between the price sensitivities perceived by consumers and their purchasing intentions for local products.

Table 10. Analysis of Research Model Dimensions

Dependent Variable: Purchase Intention	B	Std. Error	t	p	LLCI	ULCI
Steady	2.202	,1729	12.737	,000	1.8624	2.5422
Price Sensitivity	,4189	,0593	7.0611	,000	,3023	,5356
	R=, 335	R ² =, 112	F=49.85	p=	0.000	

LLCI= lowest confidence interval, ULCI= highest confidence interval

According to the results of the analysis in Table 10, it has been determined that the effect of price sensitivity on purchasing intent was significant because p=0.000 and that there was a significant relationship in a positive direction because the Beta value was positive. In addition, LLCI, the lower limit of the trust range, ULCI, 3023, and ULCI, the upper limit of the trust range, 5356 have been found to be significant because bootstrap results have not contain zero at the 95% importance level.

In analyses in which the effect of the intermediary variable is measured, there must be a significant relationship between the independent variable and the dependent variable. Therefore, it is important for the study that the H1 hypothesis is significant

According to these results, the H₁ hypothesis has been accepted. It has been found that price sensitivity has a positive significant effect on consumers ' intentions to buy local products.

Information about the H₂ hypothesis and testing of the hypothesis is given below.

H2: there is a positive relationship between the price sensitivity perceived by consumers and their attitude towards local products.

Table 11. Analysis of Research Model Dimensions

Dependent Variable: Purchase Intention	B	Std. Error	t	p	LLCI	ULCI
Steady	2.205	,1763	12.511	,0000	1.8591	2.5524
Price Sensitivity	,4321	,0605	7.142	,0000	,3131	,5510
	R=, 339	R ² =, 114	F= 51,011	p=	0.000	

According to the results of the analysis in Table 10, it has been determined that the effect of price sensitivity on purchasing intent was significant because p=0.000 and that there was a significant relationship in a positive direction because the Beta value was positive. In addition, LLCI, the lower limit of the trust range, ULCI 0,3131 and ULCI, the upper limit of the trust range, 0,5510 have been found to be significant because bootstrap results havenot contain zero at the 95% importance level.

According to these results, the H₂ hypothesis has been

accepted. It has been found that price sensitivity has a positive significant effect on consumers ' intentions to buy local products.

Information about the H₃ hypothesis and testing of the hypothesis is given below.

H3: the price sensitivities perceived by consumers have an instrumental effect on the purchasing intentions of consumers towards local products.

According to the results of the analysis in Table 12, it has beenconcluded that price sensitivity alone had an effect on the intention to buy, and the H₂ hypothesis has beenaccepted. Looking at the intermediary effect of price sensitivity on purchasing intentions for local products of consumers ' attitudes towards local products, it is seen that price sensitivity is p=0.1352. This also suggests that there is a complete tool effect. In addition, LLCI, which is the lower limit of the trust range, ULCI 0,2722, and ULCI, which is the upper limit of the trust range 0,4839 the term interaction was significant because bootstrap results did not contain zero at the 95% importance level.

Table 12. Analysis of Research Model Dimensions

Dependent Variable: Purchase Intention	B	Std. Error	t	p	LLCI	ULCI
Steady	,2887	,0955	3.0240	,0027	,1010	,4764
Attitude	,8676	,0231	37.5586	,0000	,8221	,9130
Price Sensitivity	,0441	,0294	1.4971	,1352	,0138	,1020
	R=, 898	R ² =, 807	F=819,672	p=,	0000	
Relationship in Which Attitude Towards Local Products Is Instrumental						
Price Sensitivity- Purchase Intention for Local Products	Total Impact	Direct Impact	Indirect Effect	Agent Effect Type	LLCI	ULCI
	,4189	,0441	0.3749	Full	,2722	,4839

Taking into account the information given in Table 12, it is seen that the value of the direct effect is not zero, yet its value decreases. The difference between the total effect and the direct effect indicates the magnitude of the indirect effect. As can be understood from the table, the indirect effect is 37%. It is also necessary to determine the significance of this effect with the emergence of an indirect effect. This can be specifiedby Bootstrap confidence interval statistics. When studying Bootstrap results, the lower bound and upper bound (both must be below zero or above both (Preacher and Hayes, 2008). Looking at the values in Table 12, it is observed that both values are above zero.

According to these results, the H₃ hypothesis has been accepted. It has been found that the price sensitivities perceived by consumers have an instrumental effect on the purchasing intentions of local products.

H₄ sub-hypotheses and information about testing hypotheses are given below.

H_{4a}: There is a difference between participants ' sex characteristics and their perception of price sensitivity.

H_{4b}: There is a difference between participants ' sex characteristics and their attitudes towards local products.

H_{4c}: There is a difference between participants ' sex characteristics and their purchasing intentions for local products.

H_{4d}: There is a difference between participants ' educational status and their perception of price sensitivity.

H_{4e}: There is a difference between participants ' educational status and their attitude towards local products.

H_{4f}: There is a difference between participants ' educational status and their purchasing intentions for local products.

H_{4g}: There is a difference between participants ' income level and their perception of price sensitivity.

H_{4h}: There is a difference between participants ' income level and their attitude towards local products.

H_{4i}: There is a difference between participants ' income level and purchasing intentions for local products.

H_{4j}: There are differences between participants ' occupations and their perceptions of price sensitivity.

H_{4k}: There is a difference between the occupation of the participants and their attitude towards local products.

H_{4l}: There is a difference between participants ' occupations and their purchasing intentions for local products.

H_{4m}: There is a difference between participants ' ages and their perceptions of price sensitivity.

H_{4n}: There is a difference between the ages of participants and their attitudes towards local products.

H_{4o}: There is a difference between the ages of participants and their purchasing intentions for local products.

Normality analysis has been performed before testing whether there are differences between demographic traits and dimensions in the study or not. As a result of the analysis, it 's been found that it was $p=0.000$ in three dimensions and did not dissipate normally. Therefore, non-parametric tests have been applied.

First, it has been tested whether the sexes of participants differed between the dimensions of the research pattern. The results of the analysis are shown in Table 13.

Table 13. Results of Analysis of Differences by Sex of Participants

	Price Sensitivity	Attitude Towards Local Products	Intention to Purchase Local Products
Mann-Whitney U	15763.0	19023.5	18898.0
Wilcoxon W	37499	36601.5	36476
Z	-3.263	-0.375	-0.488
Asymp. Shallow. (2-tailed)	0,001*	0.707	0.625

According to these results, the H_{4a} hypothesis has been accepted and the H_{4b} and H_{4c} hypotheses have been rejected.

According to the results of the Mann Whitney-U test, conducted to determine price sensitivity, attitude to local products, and the state of purchase intention to differ by sex, there is a significant difference between men and women in terms of local product price sensitivity ($p<0.05$). There is no statistical difference between men and women in terms of attitude towards local products and purchase intention ($p>0.05$). Men were found to have high price sensitivity averages.

The participants have been tested for significant differences between their educational status and the dimensions of the research model, and the results of the analysis are shown in Table 14.

Table 14. Analysis Results Differ According to Participants ' Educational Status

	Price Sensitivity	Attitude Towards Local Products	Intention to Purchase Local Products
Kruskal-Wallis H	49.804	10.911	11.736
df	6	6	6
Asymp. Shallow. (2-tailed)	0,00*	0.091	0.068
Educational Status			

According to these results, the H_{4a} hypothesis has been accepted and the H_{4b} and H_{4c} hypotheses have been rejected. According to the results of the Kruskal Wallis test, conducted to determine whether price sensitivity and attitude towards local products and purchasing intent differ according to the level of Educational status, price sensitivity differs statistically significantly according to the level of Educational status ($p<0.05$). In terms of attitude towards local products and intention to buy, there is no statistical difference depending on the level of Educational status ($p>0.05$). It has been found that price sensitivity has the highest average at the graduate level of Educational status.

A significant difference between the participants ' income level status and the dimensions of the research model has been tested and the results of the analysis are shown in Table 15.

Table 15. Results of Analysis of Differences by Participants ' Income Level

	Price Sensitivity	Attitude Towards Local Products	Intention to Purchase Local Products
Kruskal-Wallis H	13.487	19.989	23.418
df	4	4	4
Asymp. Shallow. (2-tailed)	0,009*	0,001*	0,000*
Income Level			

According to these results, the H_{4g} , H_{4h} and H_{4i} hypotheses have been accepted. Price sensitivity, attitude towards and intention to purchase local products, and showing

differences according to income level group of the participants performed in order to determine the condition of the Kruskal-Wallis test according to the results, price sensitivity, consumers attitude and purchase intention towards the income level of local products with statistically significant differences ($p < 0.05$). It has been found that as income increases in all three dimensions, attitudes and purchasing intentions towards local products increase; as income level decreases, price sensitivity increases.

A significant difference between the occupation of participants and the dimensions of the research model has been tested, and the results of the analysis are shown in Table 16.

Table 16. Difference Analysis Results by Occupation of Participants

	Price Sensitivity	Attitude Towards Local Products	Intention to Purchase Local Products
Kruskal-Wallis H	24.018	11.725	16.47
df	6	6	6
Asymp. Shallow. (2-tailed)	0,001*	0.068	0,011*
Professional Status			

According to these results, the H_{4j} and H_{4l} hypotheses have been accepted and the H_{4k} hypothesis has been rejected. Price sensitivity, attitude towards purchase intention of local products and showing the occupations of the participants performed in order to determine the condition of a difference according to the Kruskal-Wallis test according to the results, significant mean differences between price sensitivity and purchase intention of respondents by occupation ($p < 0.05$). There are no statistically significant differences between participants' attitudes towards local products and their professions ($p > 0.05$). It has been found that pensioners' purchasing intentions for local products were high on average, while participants in the self-employed group had a high perception of price sensitivity.

A significant difference has been tested between the ages of participants and the dimensions of the research model, and the conclusions of the analysis are shown in Table 17.

Table 17. Analysis Results Differ by Age of Participants

	Price Sensitivity	Attitude Towards Local Products	Intention to Purchase Local Products
Kruskal-Wallis H	12.143	16.2	26.184
df	4	4	4
Asymp. Shallow. (2-tailed)	0,016*	0,003*	0,000*
Age			

According to these results, the H_{4m} , H_{4n} and H_{4o} hypotheses have been accepted. According to the results of the Kruskal Wallis test, conducted to determine whether price sensitivity, attitude to local products and purchasing intentions differ according to the age of participants; there is

a statistical difference between participants' price sensitivity, attitude to local products and purchasing intentions according to age groups ($p < 0.05$). Consumers in the 26-35 age range in all three dimensions have the highest average in all three dimensions.

5. Conclusions and Commendations

Today, with the uncontrolled growth of the world's population, the socio-economic changes of consumers have led to a reshaping of their habits and preferences. All these changes and developments have changed the structure of consumption Especially with the new technologies used extensively in the production of food and other basic needs and the amenities introduced during the distribution phase, consumers' demand for local products and the importance for local products has increased. In the literature, while the concept of local is called, quality, taste, confidence and naturalness are expressed in the consumer's mind, consumers' price sensitivity to local products, attitudes towards local products and purchasing intentions are considered as factors.

In this study, in which the mediating effect of the attitude towards local products in the effect of the price sensitivity perceptions of consumers on their local product purchase intention has been examined, the following results have been reached;

While the participants mostly buy butter, they prefer the local one in these preferences. The least preferred local product of the participants is limp sugar. Local product purchases are mostly made from shops selling local products or from familiar producers. Among the local product groups, the most preferred product group is milk and dairy products. The most important issues of the participants when purchasing local products are listed as the features of the product, compliance with the budget and habits. Generally, local products have been found to be more delicious than other products and it is seen that the participants are willing to pay much more for a local product, but still care about the price and cost of local products.

According to the results of the analysis to determine whether the attitude towards local products, price sensitivity and purchase intention differ according to the demographic traits of the participants;

There is a significant difference between men and women in terms of price sensitivity perception by sex. There is no significant difference in terms of attitude towards local products and purchase intentions. While the price sensitivity of the participants varies according to their educational status level, there is no difference between the attitude towards local products and the purchase intention according to the educational status level. There is a significant difference between price sensitivity, attitude towards local products and purchase intention and the income level of the participants. There is a significant difference according to their professions in terms of price sensitivity and purchasing

intention of the participants. There is no significant difference between the attitude towards local products and the professions of the participants. There is a significant difference according to the age groups of the participants in terms of price sensitivity, attitudes towards local products and purchase intention.

We can say that the price sensitivity perceived by the consumers and their attitudes towards local products have a mediating effect on their purchase intention towards local products. It has been determined that price sensitivity has a significant positive effect on consumers' intention to buy local products. It has been determined that the price sensitivity of consumers has a significant positive effect on the attitudes of consumers towards local products. In addition, it has been determined that the price sensitivity perceived by the consumers has a mediating effect on the purchasing intention of the consumers towards the local products.

In this study, a research has been conducted to determine the effect of attitude towards local products and price sensitivity on the consumers' intention to buy local products. In future studies, the effects of different effects on the intention to purchase local products can be examined and the literature can be enriched. By removing the limitations of this research, new studies to be conducted on a larger sample will be more valid in terms of generalizing the results. In addition, considering local products based on different product groups and consumer demographic characteristics will add depth to the subject.

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