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Competitive Marketing Strategies in the Turkish Real Estate and A Research in the Sector

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ABSTRACT *Turkey has a booming economy in terms of general economic indicators that are being identified in the context of general economic fields of study. Among with many industries that have extensively been developed in the region, real estate business occupies a great percentage in terms of economic growth and welfare in the country. Even though such opportunities are being noticed by many businessmen in the area, there is a lack of marketing attempts which is obviously cited in many research projects. Since the market in consideration is highly competitive where many international companies have already entered, reputable marketing strategies have to be implemented as a means of coping effectively in the market. This paper, in this sense, reveals the competitive marketing strategies that have been in effect in the Turkish real estate sector and finally proposes a unique research model which arises from a research that have been conducted in the field. Along with many strategies that may be generated from the research, a key focus has been put on e-practices and perspectives.*

Keywords: *Real Estate, Competitive Marketing, Research Model*

Türk Gayrimenkul Sektöründe Rekabetçi Pazarlama Stratejileri ve Bir Araştırma Modeli

ÖZET *Genel ekonomik araştırmalar çerçevesinde belirlenen ekonomik göstergeler kapsamında Türkiye'nin gelişen bir ekonomisi bulunmaktadır. Bölgede geniş olarak gelişen birçok sektör arasında, gayrimenkul ticareti ülkedeki ekonomik gelişme ve refah açısından önemli bir oran tutmaktadır. Bölgedeki birçok işadama tarafından söz konusu fırsatların fark edilmesine rağmen, birçok araştırma projesinde değinildiği üzere pazarlama çabaları eksiktir. Söz konusu pazar birçok uluslararası şirketin önceden girdiği çok rekabetçi bir pazar olduğundan, pazarda etkin rekabet edebilmek için saygın pazarlama stratejilerinin uygulanması gerekmektedir. Bu makale, bu açıdan, Türk gayrimenkul sektöründe uygulamada olan rekabetçi pazarlama stratejilerini açıklamaktadır ve sonuç olarak sahada yapılan araştırmadan gelen sonuçlara göre bir özgün araştırma modeli önermektedir. Araştırmadan geliştirilecek birçok stratejinin yanı sıra ana odak noktası e- uygulamalar ve yaklaşımlar olmuştur.*

Anahtar Kelimeler: *Gayrimenkul Sektörü, Pazarlama Stratejisi, Araştırma Modeli*

Introduction

Turkish real estate business especially after the millennium has developed extensively. There are many reasons behind the fact that such development has been realized. Firstly, the economic indicators in regards to home purchasing have been favorable in terms of interest rates and current economic conditions. The interest rates have dropped and the supply-demand ratios have been re-structured which made home purchasing an easier process. On the other side, It is obvious to detect that the consumption behavior of Turkish consumers have changed drastically. Among those changes, it is seen that investment purposes play a crucial role in the home purchasing process. In addition, effective financing methods that are in practice made home purchasing more flexible. Here, a brief section will be devoted to Turkish real estate sector before moving into effective marketing strategies.

A Brief Look at Turkish Real Estate Sector

Based on the three quarters of 2014, on the perspectives of overall GDP, Sahra Africa, Middle East, and North Africa is researched as highly growing real estate markets throughout the globe. It is also seen that the signs of global crisis throughout the globe will also be felt slightly in 2014 in these mentioned countries. Global growth expectation is cited as %3.8. Developing countries are expected to have a growth rate of % 4.4 and Turkey's growth rate is estimated to be around %3 in 2015. Turkish economic market growth is based upon; power of production, added value as a result of production, consumption ratios, and investment ratios. Turkey is cited as the world's 17th biggest and Europe's 6th economy even though the country has faced the global crisis. Throughout the process, the rates of FDI has increased tremendously and since 2012, sales to foreigners have also increased as a result of the law that has been passed in the Turkish legislation. So, Turkey's financial figures look good in regards to home purchasing and real estate sector. In addition, the export figures have dramatically increased as well. In this perspective public spending has increased by %2.4 and private spending by % 0.4. in 2014. Monthly industry production index has increased by %2.6, transition goods production by %2.5, durable goods by 1.8, investment goods production by 2.9. Added value in construction, on the other side is increased by %2.6, trade by %0.3, transportation by %2.8, finance and insurance by %7.1, In 2013, 896.000 real estate has been sold and licences granted to construction companies have grown by 7% in 2014 (GYODER, 2014 Annual Real Estate Report). Above figures clearly indicate that the marketing is booming and effective marketing strategies have to be implemented as an attempt to position real estate companies effectively in the market.

Emerging Marketing Strategies In The Turkish Real Estate Sector

The below research identifies some key aspects of how a marketing strategy may be implemented. In this section, some basic marketing strategies, especially on the special focus on services marketing and e- marketing, is being revealed. Marketing by definition is the flow of goods and services as well as idea from the manufacturer to the end user through the

implementation of product, price, place, and promotion strategies (Armstrong and Kotler, 2001:4) Thus, in this sense, real estate products have to be priced, placed, and promoted effectively to meet the changing needs of the consumer groups (Caywood, 2013: 49). As depicted earlier, real estate marketing is a booming market where supply and demand is sequenced in a positive manner. In this sense, the market potential is high. However, there are certain threats and opportunities in the Turkish market. The major opportunity is that the market is growing yet, not mature. There is always a demand for the products that are being offered. The financing alternatives are an opportunity along with reduced interest rates as well. However, the biggest threat is the lack of trust to real estate companies which in return decrease the image of the overall market potential. Another outcome of the research depicted below is that real estate companies should be portfolio oriented as well as customer oriented, which basically means that in the era of competition, the best way to market products and services is to understand the need in the market and then try to sell the product that the consumer really desires. In this sense, e-marketing strategies play a determining role in strategy formation (Clarke, 2005:1). This is why this research plays a crucial role in understanding the perception of the consumer groups. Along the path, the branding of real estate companies may pose a great potential for increased sales and profits (Kapferer, 2004:9). Again, in the marketing strategy generation of real estate products, such changes in the market should be closely monitored. These are,

- Competition
- Mortgage
- Real estate standards
- The need for a certificate to be a real estate agent,
- Foreign customers and investors entering the market
- The need for safe properties after the earthquake

The major factor of success in monitoring such attempts is to offer a value to the consumer groups so that a high level of differentiation may result on the real estate company side (Bradley, 1995: 46).

Target Market Selection

Theoretically, the target market selection is based upon demographic, geographic, and social aspects of the market dynamics. Demographics are related with the population's age, sex, gender, occupation and etc. Geographics is the urban and rural exemption in the market. Social target market selection is the target market's religious, language, race, and ethnicity along with social concerns. The below research reveals all the target market selection expectations in this manner. In this sense, developing a market orientation is crucial in the stages of reaching success and profits on behalf of the target market (Deshpande, 1999:21)

CRM Strategies in the Real Estate Sector

Customer Relation Management is a huge point of discussion in the context of real estate marketing. Basically, this is to say that customers should well be segmented and their individual needs should be analyzed so that proper marketing can be inserted. Besides, customer retention and loyalty programs should be constructed as an attempt to increase profitability. In this sense, the best way to engage in such a process is to develop a data base marketing strategy whereby data of different customer segments are saved. Furthermore, e-marketing strategies may be emerged as a result of data base management and marketing strategies. This research clearly shows the changing trends of consumer groups as a means to define what kind of buying behavior each consumer groups tend to have. In this perspective, impulse purchasing is usually not conducted in these products and services (Bayley and Nancarrow, 1998: 2). Besides, as a part of CRM and e-marketing strategies, consumption values and relationship can be identified, so that the best match can be reached (Long and Schiffman, 2000:4). Furthermore, viral marketing can well be applied as a strategy to communicate with the consumer segments via internet technologies (Akyol, 2013:7)

Perception Of The Real Estate Sector In Turkey

In this study, the research includes the perception of real estate sector in Turkey.

Method

The research sample is composed of 150 subjects. Socio-demographic information (gender, age, education level and work experience) is summarized in Table 1.

Table 1. Socio-Demographic Information

Variable	Group	N	%
Gender	Female	44	29,3
	Male	106	70,7
Age	21-40 years	15	10,0
	>40 years	135	90,0
Education Level	>11 years	54	36,0
	≤11 years	96	64,0
Work Experience	0-5 years	21	14,0
	>5 years	129	86,0

Instrument

The research sample is given a survey form prepared by the researcher. The survey form is composed of 8 items that questions the subjects concerning their views about the real estate sector in Turkey. In Table 2, a copy of the survey form is provided.

Table 2. Survey Form

Questions			
1	Emlak arzının (yeni emlak yapımının) en çok olduğu bölge hangisidir?	a. Avrupa Bölgesi	b. Asya Bölgesi
2	Emlak talebinin en çok olduğu bölge hangisidir?	a. Avrupa Bölgesi	b. Asya Bölgesi
3	Emlak kiralari ortalamasi ne kadardir? (Yeni yapilmis, sitede, 100-120 m2)	a. Avrupa Bölgesinde:	b. Asya Bölgesinde:
4	Emlak satış fiyatları ortalamasi ne kadardir? (Yeni yapilmis, sitede, 100-120 m2)	a. Avrupa Bölgesinde:	b. Asya Bölgesinde:
5	Önümüzdeki yıllarda hangi bölgede ne kadar emlak yapımı beklenmektedir?	a. Avrupa Bölgesinde:	b. Asya Bölgesinde:
6	Emlak arzı (yeni emlak yapımı) daha çok hangi sosyo-ekonomik profile yönelik olmalıdır?	a. Düşük	b. Orta c. Yüksek
7	Yeni yapılan emlakları en çok hangi özellikler çekici kılmaktadır?	a. Fiyatı ve Ev Kredisi Olanağı	b. Yapıldığı Bölge/Semt c. Yeşil Alan/Okul/ Alışveriş Merkezi/Spor Alanı
8	Türkiye'nin turizme yönelik hizmetlerinin artması emlak piyasasına katkı sağlamakta mıdır?	a. Evet	b. Hayır c. Emin değilim

Data Analysis

The data collected from the research sample is analyzed using SPSS statistical analysis program (Yazıcıoğlu ve Erdoğan, 2008: 50) The data analysis is done in two steps. In the first

step the descriptive statistics for the items of the survey form are calculated. In the second step group comparison analysis according to the socio-demographic variables are done.

Results And Conclusion

The descriptive statistics for each of the survey question is given in Table 3. It is seen that in question 1 (Emlak arzının -yeni emlak yapımının- en çok olduğu bölge hangisidir?) 72,7% of the subjects answered the question as “Avrupa Bölgesi” and 27,3% of the subjects as “Asya Bölgesi”; in question 2 (Emlak talebinin en çok olduğu bölge hangisidir?) 67,2% of the subjects answered the question as “Avrupa Bölgesi” and 32,7% of the subjects as “Asya Bölgesi”.

In question 3 (Emlak kiralari ortalamasi ne kadardir? -Yeni yapilmis, sitede, 100-120 m2-) for “Avrupa Bölgesinde” a mean of 2000 and for “Asya Bölgesinde” a mean of 2100 is stated. In question 4 (Emlak satıs fiyatları ortalamasi ne kadardir? -Yeni yapilmis, sitede, 100-120 m2-) for “Avrupa Bölgesinde” a mean of 354,700 and for “Asya Bölgesinde” a mean of 313,100 is stated.

In question 5 (Önümüzdeki yıllarda hangi bölgede ne kadar emlak yapımı beklenmektedir?) for “Avrupa Bölgesinde” a mean of 106,200 and for “Asya Bölgesinde” a mean of 116,700 is stated.

In question 6 (Emlak arzı -yeni emlak yapımı- daha çok hangi sosyo-ekonomik profile yönelik olmalıdır?) “Düşük SES’ye” is stated by the 78,7% of the subjects, “Orta SES’ye” by the 98,7% of the subjects and “Yüksek SES’ye” by the 15,3% of the subjects.

In question 7 (Yeni yapılan emlakları en çok hangi özellikler çekici kılmaktadır?) “Fiyatı ve Ev Kredisi Olanağı” is stated by the 89,3% of the subjects, “Yapıldığı Bölge/Semt” by the 96,7% of the subjects and “Yeşil Alan/Okul/AVM/Spor Alanı ” by the 15,3% of the subjects.

In question 8 (Türkiye’nin turizme yönelik hizmetlerinin artması emlak piyasasına katkı sağlamakta mıdır?) 95,3% of the subjects answered the question as “Evet” and 4,6% of the subjects as “Hayır”.

Table 3. Descriptive Statistics for the Survey Questions

Q1 – Emlak Arzı	N	%	Q2 – Emlak Talebi	N	%
a. Avrupa Bölgesi	109	72,7	a. Avrupa Bölgesi	101	67,3
b. Asya Bölgesi	41	27,3	b. Asya Bölgesi	49	32,7
Q3 – Emlak Kiraları (1000 olarak)	M	SD	Q4 – Emlak Fiyatları (1000 olarak)	M	SD
a. Avrupa Bölgesinde:	2,0	0,7	a. Avrupa Bölgesinde:	354,7	67,4
b. Asya Bölgesinde:	2,1	0,7	b. Asya Bölgesinde:	313,1	94,8
Q5 – Emlak Yapım Beklentisi (1000 olarak)	M	SD	Q6 Emlak Hedef Kitlesi	N	%
a. Avrupa Bölgesinde:	106,2	56,3	a. Düşük SES'ye	118	78,7
b. Asya Bölgesinde:	116,7	69,0	b. Orta SES'ye	148	98,7
			c. Yüksek SES'ye	23	15,3
Q7 – Emlakta Çekici Özellik	N	%	Q8 – Turizmin Emlak Piyasasına Etkisi	N	%
a. Fiyatı ve Ev Kredisi Olanağı	134	89,3	a. Evet	143	95,3
b. Yapıldığı Bölge/Semt	145	96,7	b. Hayır	7	4,6
c. Yeşil Alan/Okul/AVM/Spor Alanı	23	15,3			

In socio-demographic group comparisons gender, age, education level and work experience groups are compared for each of the survey question.

Table 4. Comparison of Gender Groups

Crosstabulation	Gender	Q1	Avrupa Bölgesi	Asya Bölgesi	Chi-Square
Gender * Q1 Emlak Arzı	Male	N	83	23	$\chi^2 (1) = 5,777$
		% within Gender	78,3%	21,7%	
	Female	N	26	18	p = 0.016
		% within Gender	59,1%	40,9%	
Gender * Q2 Emlak Talebi	Male	Q2	Avrupa Bölgesi	Asya Bölgesi	$\chi^2 (1) = 3,130$
		% within Gender	71,7%	28,3%	
	Female	N	25	19	p = 0.077
		% within Gender	56,8%	43,2%	
Gender * Q6 a. Düşük SES	Male	Q6a.	Evet	Hayır	$\chi^2 (1) = 2,502$
		% within Gender	82,1%	17,9%	
	Female	N	31	13	p = 0.114
		% within Gender	70,5%	29,5%	
Gender *	Male	Q6b.	Evet	Hayır	$\chi^2 (1) = 0,418$
		N	105	1	

Q6 b. Orta SES		% within Gender	99,1%	0,9%	
	Female	N	43	1	p = 0.518
		% within Gender	97,7%	2,3%	
		Q6c.	Evet	Hayır	
Gender *	Male	N	9	97	$\chi^2 (1) = 13,033$
		% within Gender	8,5%	91,5%	
Q6 c. Yüksek SES	Female	N	14	30	p = 0.000
		% within Gender	31,8%	68,2%	
		Q7a.	Evet	Hayır	
Gender *	Male	N	101	5	$\chi^2 (1) = 13,424$
		% within Gender	95,3%	4,7%	
Q7 a. Fiyatı ve Ev Kredisi Olanağı	Female	N	33	11	p = 0.000
		% within Gender	75,0%	25,0%	
		Q7b.	Evet	Hayır	
Gender *	Male	N	103	3	$\chi^2 (1) = 0,284$
		% within Gender	97,2%	2,8%	
Q7 b. Yapıldığı Bölge/Semt	Female	N	42	2	p = 0.594
		% within Gender	95,5%	4,5%	
		Q7c.	Evet	Hayır	

Gender *	Male	N	9	97	$\chi^2 (1) = 13,033$
	% within Gender		8,5%	91,5%	
Q7 c. Yeşil Alan/Okul/ AVM/Spor Alanı	Female	N	14	30	p = 0.000
	% within Gender		31,8%	68,2%	
		Q8	Evet	Hayır	
Gender *	Male	N	104	2	$\chi^2 (1) = 6,277$
	% within Gender		98,1%	1,9%	
Q8 Turizm – Emlak Etkisi	Female	N	39	5	p = 0.012
	% within Gender		88,6%	11,4%	

Table 4. Comparison of Gender Groups (continued)

Q3 Emlak Kiraları	Gender	N	M	SD	T-Test
Q3 Avrupa Bölgesinde	Male	106	1,85	0,53	t(148) = - 5,006
	Female	44	2,43	0,86	p = 0.000
Q3 Asya Bölgesinde	Male	106	2,00	0,59	t(148) = - 3,356
	Female	44	2,39	0,80	p = 0.001
Q4 Emlak Fiyatları	Gender	N	M	SD	T-Test
Q4 Avrupa Bölgesinde	Male	106	347,17	59,69	t(148) = - 2,140
	Female	44	372,73	81,02	p = 0.034
Q4 Asya Bölgesinde	Male	106	303,73	86,85	t(148) = - 1,903
	Female	44	335,80	109,36	p = 0.059
Q5 Emlak Yapım Beklentisi	Gender	N	M	SD	T-Test

Q5 Avrupa Bölgesinde	Male	106	104,53	54,25	$t(148) = - 0,564$
	Female	44	110,23	61,31	$p = 0.574$
Q5 Asya Bölgesinde	Male	106	108,30	56,72	$t(148) = - 2,338$
	Female	44	136,82	89,80	$p = 0.021$

The Chi-Square and T-Test comparisons of the gender groups are given in Table 4. It is found that in questions Q6a, Q6b., Q7b., Q4-Asya Bölgesinde and Q5-Avrupa Bölgesinde there is no statistically significant difference between the gender groups.

In question Q1 males ($\chi^2 (1) = 20,597$, $p = 0.000$) showed statistically significantly higher percentages in the answer "Avrupa Bölgesinde" compared to the other gender. In questions Q6c. males ($\chi^2 (1) = 7,079$, $p = 0.008$), Q7a. females ($\chi^2 (1) = 5,664$, $p = 0.017$), Q7c. females ($\chi^2 (1) = 7,420$, $p = 0.006$) and Q8. males ($\chi^2 (1) = 7,420$, $p = 0.006$) showed statistically significantly higher percentages in the answer "Yes" compared to the other gender. In questions Q3-Avrupa Bölgesinde females ($t(148) = - 5.006$, $p = 0.000$), Q3-Asya Bölgesinde females ($t(148) = - 3.356$, $p = 0.001$), Q4-Avrupa Bölgesinde females ($t(148) = - 2.140$, $p = 0.034$), and Q5-Asya Bölgesinde females ($t(148) = - 2.338$, $p = 0.021$) showed statistically significantly higher means compared to the other gender.

Table 5. Comparison of Age Groups

Crosstabulation	Gender	Q1	Avrupa Bölgesi	Asya Bölgesi	Chi-Square
Age *	21-40 years	N	10	5	$\chi^2 (1) = 0,302$
		% within Age	66,7%	33,3%	
Q1 Emlak Arzı	> 40 years	N	99	36	$p = 0.583$
		% within Age	73,3%	26,7%	
		Q2	Avrupa Bölgesi	Asya Bölgesi	
Age *	21-40 years	N	7	8	$\chi^2 (1) = 3,236$
		% within Age	46,7%	53,3%	
Q2 Emlak Talebi	> 40	N	94	41	$p = 0.072$

	years	% within Age	69,6%	30,4%	
		Q6a.	Evet	Hayır	
Age *	21-40	N	8	7	$\chi^2 (1) = 6,374$
	years	% within Age	53,3%	46,7%	
Q6 a. Düşük SES	> 40	N	110	25	p = 0.012
	years	% within Age	81,5%	18,5%	
		Q6b.	Evet	Hayır	
Age *	21-40	N	14	1	$\chi^2 (1) = 3,604$
	years	% within Age	93,3%	6,7%	
Q6 b. Orta SES	> 40	N	134	1	p = 0.058
	years	% within Age	99,3%	0,7%	
		Q6c.	Evet	Hayır	
Age *	21-40	N	3	12	$\chi^2 (1) = 0,280$
	years	% within Age	20,0%	80,0%	
Q6 c. Yüksek SES	> 40	N	20	115	p = 0.597
	years	% within Age	14,8%	85,2%	
		Q7a.	Evet	Hayır	
Age *	21-40	N	13	2	$\chi^2 (1) = 0,124$
	years	% within Age	86,7%	13,3%	
Q7 a. Fiyatı ve Ev Kredisi Olanağı	> 40	N	121	14	p = 0.724
	years	% within Age	89,6%	10,4%	
		Q7b.	Evet	Hayır	
Age *	21-40	N	15	0	$\chi^2 (1) = 0,575$
	years	% within Age	100,0%	0,0%	
Q7 b. Yapıldığı					

Bölge/Semt	> 40 years	N	130	5	p = 0.448
		% within Age	96,3%	3,7%	
		Q7c.	Evet	Hayır	
Age *	21-40 years	N	3	12	$\chi^2 (1) = 0,280$
		% within Age	20,0%	80,0%	
Q7 c. Yeşil Alan/Okul/AVM/Spor Alanı	> 40 years	N	20	115	p = 0.597
		% within Age	14,8%	85,2%	
		Q8	Evet	Hayır	
Age *	21-40 years	N	15	0	$\chi^2 (1) = 0,816$
		% within Age	100,0%	0,0%	
Q8 Turizm – Emlak Etkisi	> 40 years	N	128	7	p = 0.366
		% within Age	94,8%	5,2%	

Table 5. Comparison of Age Groups (continued)

Q3 Emlak Kiraları	Age	N	M	SD	T-Test
Q3 Avrupa Bölgesinde	21-40 years	15	2,54	0,71	t(148) = 3,161
	> 40 years	135	1,97	0,67	p = 0.002
Q3 Asya Bölgesinde	21-40 years	15	2,22	1,04	t(148) = 0,643
	> 40 years	135	2,10	0,63	p = 0.521
Q4 Emlak Fiyatları	Age	N	M	SD	T-Test
Q4 Avrupa Bölgesinde	21-40 years	15	340,00	92,97	t(148) = - 0,888
	> 40 years	135	356,30	64,19	p = 0.376
Q4 Asya Bölgesinde	21-40 years	15	301,33	140,25	t(148) = - 0,507
	> 40 years	135	314,44	88,96	p = 0.613

Q5 Emlak Yapım Beklentisi	Age	N	M	SD	T-Test
Q5 Avrupa Bölgesinde	21-40 years	15	142,00	69,92	$t(148) = 2,650$
	> 40 years	135	102,22	53,38	$p = 0.009$
Q5 Asya Bölgesinde	21-40 years	15	153,33	117,39	$t(148) = 2,196$
	> 40 years	135	112,59	60,75	$p = 0.030$

The Chi-Square and T-Test comparisons of the age groups are given in Table 4. It is found that in questions Q1, Q2, Q6b., Q6c., Q7a., Q7b., Q7c., Q8, Q3 Asya Bölgesinde, Q4-Avrupa Bölgesinde, and Q4-Asya Bölgesinde there is no statistically significant difference between the age groups.

In question Q6a. >40 years group ($\chi^2 (1) = 6,374$, $p = 0.012$) showed statistically significantly higher percentages in the answer “Yes” compared to the other gender. In questions Q3-Avrupa Bölgesinde 21-40 years group ($t(148) = 3.161$, $p = 0.002$), Q5-Avrupa Bölgesinde 21-40 years group ($t(148) = - 2.650$, $p = 0.009$), Q5-Asya Bölgesinde 21-40 years group ($t(148) = 2.196$, $p = 0.030$) showed statistically significantly higher means compared to the other age group.

Table 6. Comparison of Education Level Groups

Crosstabulation	Gender	Q1	Avrupa Bölgesi	Asya Bölgesi	Chi-Square
Education *	≤11 years	N	43	11	χ ² (1) = 2,060
		% within Education	79,6%	20,4%	
	>11 years	N	66	30	p = 0.151
		% within Education	68,8%	31,2%	
		Q2	Avrupa Bölgesi	Asya Bölgesi	
Education *	≤11 years	N	39	15	χ ² (1) = 0,917
		% within Education	72,2%	27,8%	

	>11 years	N	62	34	
		% within Education	64,6%	35,4%	p = 0.338
		Q6a.	Evet	Hayır	
	≤11 years	N	43	11	
		% within Education	79,6%	20,4%	$\chi^2 (1) = 0,047$
Gender *					
Q6 a. Düşük SES	>11 years	N	75	21	
		% within Education	78,1%	21,9%	p = 0.829
		Q6b.	Evet	Hayır	
	≤11 years	N	52	2	
		% within Education	96,3%	3,7%	$\chi^2 (1) = 3,604$
Gender *					
Q6 b. Orta SES	>11 years	N	96	0	
		% within Education	100,0%	0,0%	p = 0.058
		Q6c.	Evet	Hayır	
	≤11 years	N	5	49	
		% within Education	9,3%	90,7%	$\chi^2 (1) = 2,398$
Education *					
Q6 c. Yüksek SES	>11 years	N	18	78	
		% within Education	18,8%	81,2%	p = 0.122
		Q7a.	Evet	Hayır	
Education *	≤11 years	N	51	3	$\chi^2 (1) = 2,313$

Q7 a. Fiyatı ve Ev Kredisi Olanğı	>11 years	% within Education	94,4%	5,6%	p = 0.128
		N	83	13	
		% within Education	86,5%	13,5%	
		N	53	1	
Education *	≤11 years	% within Education	98,1%	1,9%	χ ² (1) = 0,575
		N	92	4	
Q7 b. Yapıldığı Bölge/Semt	>11 years	% within Education	95,8%	4,2%	p = 0.448
		N	5	49	
Education *	≤11 years	% within Education	9,3%	90,7%	χ ² (1) = 2,398
		N	18	78	
Q7 c. Yeşil Alan/Okul/AVM/Spor Alanı	>11 years	% within Education	18,8%	81,2%	p = 0.122
		N	54	0	
Education *	≤11 years	% within Education	100,0%	0,0%	χ ² (1) = 4,130
		N	89	7	
Q8 Turizm – Emlak Etkisi	>11 years	% within Education	92,7%	7,3%	p = 0.042
		N			

Table 6. Comparison of Education Level Groups (continued)

Q3 Emlak Kiraları	Education	N	M	SD	T-Test
Q3 Avrupa Bölgesinde	≤11 years	54	1,87	0,60	t(148) = - 2,013
	>11 years	96	2,11	0,73	p = 0.046
Q3 Asya Bölgesinde	≤11 years	54	1,94	0,55	t(148) = - 2,253
	>11 years	96	2,20	0,73	p = 0.026
Q4 Emlak Fiyatları	Education	N	M	SD	T-Test
Q4 Avrupa Bölgesinde	≤11 years	54	335,19	57,98	t(148) = - 2,711
	>11 years	96	365,63	70,08	p = 0.007
Q4 Asya Bölgesinde	≤11 years	54	294,54	85,95	t(148) = - 1,816
	>11 years	96	323,59	98,27	p = 0.071
Q5 Emlak Yapım Beklentisi	Education	N	M	SD	T-Test
Q5 Avrupa Bölgesinde	≤11 years	54	110,28	57,43	t(148) = 0,665
	>11 years	96	103,91	55,76	p = 0.507
Q5 Asya Bölgesinde	≤11 years	54	115,74	65,23	t(148) = - 0,123
	>11 years	96	117,19	71409	p = 0.902

The Chi-Square and T-Test comparisons of the age groups are given in Table 4. It is found that in questions Q1, Q2, Q6a., Q6b., Q6c., Q7a., Q7b., Q7c., Q4-Asya Bölgesinde, Q5-Avrupa Bölgesinde, and Q5-Asya Bölgesinde there is no statistically significant difference between the age groups.

In question Q8. ≤11 years group ($\chi^2 (1) = 4,130$, $p = 0.042$) showed statistically significantly higher percentages in the answer “Yes” compared to the other education group. In questions Q3-Avrupa Bölgesinde >11 years group ($t(148) = - 2.013$, $p = 0.046$), Q3-Asya Bölgesinde >11 years group ($t(148) = - 2.253$, $p = 0.026$), Q4-Avrupa Bölgesinde >11 years group ($t(148) = - 2.711$, $p = 0.007$) showed statistically significantly higher means compared to the other education group.

Table 7. Comparison of Work Experience Groups

Crosstabulation	Gender	Q1	Avrupa Bölgesi	Asya Bölgesi	Chi-Square
Work Experience *	0-5 years	N	13	8	$\chi^2 (1) = 1,424$
		% within Work	61,9%	38,1%	
	>5 years	N	96	33	p = 0.233
		% within Work	74,4%	25,6%	
Q1 Emlak Arzı					
		Q2	Avrupa Bölgesi	Asya Bölgesi	
Work Experience *	0-5 years	N	12	9	$\chi^2 (1) = 1,153$
		% within Work	57,1%	42,9%	
	>5 years	N	89	40	p = 0.283
		% within Work	69,0%	31,0%	
Q2 Emlak Talebi					
		Q6a.	Evet	Hayır	
Work Experience *	0-5 years	N	12	9	$\chi^2 (1) = 6,741$
		% within Work	57,1%	42,9%	
	>5 years	N	106	23	p = 0.009
		% within Work	82,2%	17,8%	
Q6 a. Düşük SES					
		Q6b.	Evet	Hayır	
Work Experience *	0-5 years	N	20	1	$\chi^2 (1) = 2,182$
		% within Work	95,2%	4,8%	
	>5 years	N	128	1	p = 0.140
		% within Work	99,2%	0,8%	
Q6 b. Orta SES					
		Q6c.	Evet	Hayır	
Work Experience *	0-5	N	6	15	$\chi^2 (1) = 3,296$

Q6 c. Yüksek SES	years	% within Work	28,6%	71,4%	
		N	17	112	
	>5 years	% within Work	13,2%	86,8%	p = 0.069
		Q7a.	Evet	Hayır	
Work Experience *	0-5	N	15	6	$\chi^2 (1) = 8,215$
	years	% within Work	71,4%	28,6%	
Q7 a. Fiyatı ve Ev Kredisi Olanağı		N	119	10	
	>5 years	% within Work	92,2%	7,8%	p = 0.004
		Q7b.	Evet	Hayır	
Work Experience *	0-5	N	21	0	$\chi^2 (1) = 0,842$
	years	% within Work	100,0%	0,0%	
Q7 b. Yapıldığı Bölge/Semt		N	124	5	
	>5 years	% within Work	96,1%	3,9%	p = 0.359
		Q7c.	Evet	Hayır	
Work Experience *	0-5	N	7	14	$\chi^2 (1) = 6,094$
	years	% within Work	33,3%	66,7%	
Q7 c. Yeşil Alan/Okul/ AVM/Spor Alanı		N	16	113	
	>5 years	% within Work	12,4%	87,6%	p = 0.014
		Q8	Evet	Hayır	
Work Experience *	0-5	N	20	1	$\chi^2 (1) = 0,000$
	years	% within Work	95,2%	4,8%	
Q8 Turizm – Emlak Etkisi		N	123	6	
	>5 years	% within Work	95,3%	4,7%	p = 0.982

Table 7. Comparison of Work Experience Groups (continued)

Q3 Emlak Kiraları	Work Experience	N	M	SD	T-Test
Q3 Avrupa Bölgesinde	0-5 years	21	2,60	0,92	$t(148) = 4,337$
	>5 years	129	1,93	0,60	$p = 0.000$
Q3 Asya Bölgesinde	0-5 years	21	2,41	0,94	$t(148) = 2,172$
	>5 years	129	2,06	0,62	$p = 0.031$
Q4 Emlak Fiyatları	Work Experience	N	M	SD	T-Test
Q4 Avrupa Bölgesinde	0-5 years	21	371,43	103,16	$t(148) = 1,231$
	>5 years	129	351,94	59,75	$p = 0.220$
Q4 Asya Bölgesinde	0-5 years	21	335,95	132,94	$t(148) = 1,192$
	>5 years	129	309,42	87,14	$p = 0.235$
Q5 Emlak Yapım Beklentisi	Work Experience	N	M	SD	T-Test
Q5 Avrupa Bölgesinde	0-5 years	21	118,10	73,07	$t(148) = 1,045$
	>5 years	129	104,26	53,14	$p = 0.298$
Q5 Asya Bölgesinde	0-5 years	21	144,29	100,92	$t(148) = 1,997$
	>5 years	129	112,17	61,72	$p = 0.048$

The Chi-Square and T-Test comparisons of the age groups are given in Table 4. It is found that in questions Q1, Q2, Q6b., Q6c., Q7b., Q8, Q4-Avrupa Bölgesinde, Q4-Asya Bölgesinde, and Q5-Avrupa Bölgesinde there is no statistically significant difference between the work experience groups.

In question Q6a. >5 years group ($\chi^2 (1) = 6,741$, $p = 0.009$), Q7a. >5 years group ($\chi^2 (1) = 8,215$, $p = 0.004$), Q7c. 0-5 years group ($\chi^2 (1) = 6,094$, $p = 0.014$) showed statistically significantly higher percentages in the answer “Yes” compared to the other work experience group. In questions Q3-Avrupa Bölgesinde 0-5 years group ($t(148) = 4.337$, $p = 0.000$), Q3-Asya

Bölgesinde 0-5 years group ($t(148) = 2.172$, $p = 0.031$), Q5-Asya Bölgesinde 0-5 years group ($t(148) = 1.997$, $p = 0.048$) showed statistically significantly higher means compared to the other work experience group.

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