(Derleme)

A SYSTEMATIC REVIEW TO UNDERSTAND THE PHENOMENA OF PSYCHOLOGY IN MARKETING FIELD

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ABSTRACT

This paper systematically reviews and synthesizes 99 studies conducted on the consumer psychology field that has significant research interests in the past two decades. To this day, some literature review attempts with a narrow point of view have been made. Thus, with the multi-dimensional analysis of consumer psychology, this paper aims to provide essential insights and opportunities for future research. After the discussion of prior findings, 17 research questions in 8 topics (perception - self, personality, and identity - learning and memory - motivation – culture, socialization, lifestyle and values – purchase decision process – marketing communication – ethics and social responsibility) are proposed to point out the need for research.

Keywords: Systematic review, psychology, consumer psychology, marketing

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PAZARLAMA YAZININDA PSİKOLOJİ FENOMENİNİN ANLAŞILMASI ÜZERİNE BİR SİSTEMATİK TARAMA

ÖZ

Bu çalışma, pazarlama yazınında son 20 yıldır bilhassa önemli bir ilgiyle karşılaşan tüketim psikolojisi alanına ilişkin yazılmış 99 adet makaleyi sistematik açıdan gözden geçirmekte ve sentezlemektedir. Günümüzde, çok daha dar bir bakış açısıyla bazı literatür taraması çabaları gerçekleştirilmiştir. Bu nedenle, tüketim psikolojisinin çok boyutlu analizi ile birlikte, söz konusu çalışma alana ilişkin önemli içgörüler ve gelecek çalışmalar için araştırma fırsatları sunmayı amaçlamaktadır. Mevcut literatürün irdelenmesini takiben, 8 başlıkta (algı - benlik, kişilik ve kimlik – öğrenme ve bellek – motivasyon – kültür, toplumsallaşma, yaşam tarzı ve değerler – satın alım karar süreci – pazarlama iletişimi – etik ve sosyal sorumluluk) 17 olası araştırma sorusu alanın araştırılması gereken noktaları olarak belirlenmiştir.

Anahtar Kelimeler: Sistematik tarama, psikoloji, tüketim psikolojisi, pazarlama

1. Introduction

Consumers constantly encounter choosing, purchasing, and using the appropriate product among the available alternatives in daily life. Hence, this is why many different disciplines such as economics, sociology, and psychology have put consumption, a concept that has become common in life, under investigation (Warde, 2015). Understanding the psychological factors underlying consumption behavior forms the basis of consumption psychology (Bettman, 1986). Accordingly, consumer psychology is an interdisciplinary domain that uses theory and methods from psychology, marketing, advertising, economics, sociology, and anthropology to understand how and why both individuals and groups behave in consumer activities and how they are affected by these activities (Jansson-Boyd, 2011).

It is a fact that consumers benefit from their consumption based on sensory, emotional, and bodily experiences. These experiences bring with them social and intellectual meanings (Schmitt et al., 2015). However, the derivation of experiences seems possible with some inputs. How inputs are processed and judgments are formed starts with pushing consumers to make decisions through memory and reasoning (Tybout and Artz, 1994). Ultimately, this decision mechanism evolves into a selection. All of these are realized in a process. The focus of consumer psychology is known as understanding and explaining the psychological factors that influence this choice, purchase, and use behavior (Bettman, 1986).

The earliest studies on consumer psychology date back to the 1800s, when Gale conducted the first advertising effect experiments on attention and memories (Eighmey and Sar, 2007). The "motivation studies" of the 1950s, which used sociology, anthropology, and clinical psychology to explain how and why consumers buy, provided businesses with valuable information. Additionally, these studies formed the basis of today's "consumer research" (Fullerton, 2013). Consumer psychology studies, which were regarded as a sub-branch of organizational psychology until the 1950s, were finally shown as a separate discipline by the APA in 1959 (Schumann et al., 2018). Since 1965, when the first article examining consumer psychology as a specific subject area was published (Jansson-Boyd, 2011), the field of consumer psychology has grown and developed with the establishment of its own field and journal (Kassarjian & Goodstein, 2010).

In the following years, although consumer psychology was a relatively new field of study, it attracted more researchers' attention, and the number of publications increased (Baumgartner, 2010). With the growing attention over the last two decades, researchers have started to focus on more complex research questions rather than simple structures. Including; perception (Litt & Shiv, 2012; Nambisan & Watt, 2011), self (Cabooter et al., 2016), learning and memory (Kang & Lakshmanan, 2017), motivation and attention (Shavitt et al., 2016), values (Kozlowski et al., 2000; Murphy & Dweck, 2016), and the purchase decision

process (Burson & Gershoff, 2015; Venkatraman et al., 2012). Furthermore, leading journals in the field demand more studies in each publication, and more complex research designs are developed (Pham, 2013). The meanings attributed to consumption are expanding, and when analyzed chronologically, it is seen that consumption has increased (Sakarya et al., 2020). Expanding customer portfolios and globalizing companies show that understanding the consumer is a must (Maheswaran & Shavitt, 2000). When examined from a chronological perspective, besides the increase in consumption, there were also differences in the measurement of consumer behavior. Technological developments have also led to some changes in measurement tools. Researchers especially emphasize that tools such as fMRI can be used to understand consumer behavior and that marketing science can benefit from neuroscience (Plassmann et al., 2012).

Consumption is a variable that plays a role in self-construction and self-maintenance (El Bassiouny & Hammad, 2018). Therefore, the correct evaluation of the psychological processes of the consumer becomes important both in academic and sectoral terms. Determining the current status of the studies dealing with these psychological processes could both contribute to the literature and shed light on the sector. As stated, photographing this study area, which has enriching literature, could also pave the way for future research.

Many studies were conducted based on marketing science to understand the consumption concept in question in the literature. Wells (2014) conducted a study on when the impact of consumer psychology on marketing began. Cohen and Chakravarti (1990) investigated consumer responses to marketing stimuli and consumption behavior patterns. The topics examined in the study were categorized on the basis of perceptual/cognitive approaches, motivational approaches, and socio-environmental effects. Loken (2006) provided a historical perspective on the studies conducted between 1994 and 2004 in the field of consumer psychology. On the other hand, Khan et al. (2020) reviewed related studies between 1984 and 2020 in the journal "Psychology & Marketing." However, these studies present a limited perspective on consumer psychology. In this context, the focus of the current study is to approach consumer psychology with a broader and more accepted perspective and provide insight for future studies.

2. Research Method

Systematic reviews aim to identify, select, and critically evaluate research on the chosen topic (Saddiq & Bakar, 2019). These reviews are comprehensive and reproducible studies (Littell et al., 2008). They differ from traditional narrative studies by adopting a scientific and transparent process and using precise methods and criteria (Ford & Pearce, 2010). A systematic literature review is a summary and assessment of the state of knowledge regarding a particular topic or research/review question and is structured to rigorously summarize current understanding (Kitchenham, 2004). With the method in question, the subjects covering a broad

research area are definitively filtered, and it is saved from researcher prejudice. Thus, the research can present more objective data by keeping it out of the researcher's perception (Kassarjian, 1977). In this context, content analysis is defined as an important method that can provide scientific, objective, systematic, quantitative, and generalizable results as a powerful data reduction technique (Kassarjian, 1977; Stemler, 2000). A well-written review contributes to the knowledge of the field and lays the groundwork for the development of the theory (Oliver et al., 2005; Snyder, 2019).

Systematic review implements a review methodology that "uses an iterative and incremental procedure where relevant articles are searched, checked, and reviewed until the entire review is complete" (Choong, 2013: 4176). The present study also followed standard procedures accepted by many systematic reviews (Boiral et al., 2018; Testa et al., 2020; Tranfield et al., 2003).

i.   Research question: Defining the research question

ii.   Material collection: Selecting the database and defining the search criteria

iii.   Selection and evaluation: Examining the articles obtained through the criteria selected in the previous step and deciding whether to include them in the analysis

iv.   Descriptive analysis and synthesis: Breaking down articles into coherent pieces by explaining how they relate to each other, noting a set of information (for example, general details such as author, title, type of work, or context) for each article

v.   Results: Explaining the known and unknown about the questions addressed in the systematic review, discussing the findings, in addition to explaining the limitations of the study and potential research areas.

2.1. Research Questions

This study aims to answer the following research questions:

RQ1. What is the current status of consumption psychology studies?

RQ1a. How does the number of publications change over time?

RQ1b. Which countries contributed the most to the literature?

RQ1c. In which journals are the research concentrated?

RQ2. What are the most common research methods and designs?

RQ3. Which psychological processes are prominent in the literature?

RQ4. What are the suggestions for future studies?

2.2. Selection of Databases and Search Criteria Description

In this research, the Web of Science database, one of the most influential journal article collections (Zhong et al., 2019), was chosen as the data source. Web of Science (WOS) seems to have a competitive advantage among alternative databases considering its rich content, research published by leading peer-reviewed journals (Fahimnia et al., 2015; Tandon et al., 2021), functionality, quality, and depth (Norris and Oppenheim, 2007).

Using the WOS database, a search was conducted with the keywords "consumer psychology" and "marketing." The results were narrowed down to include articles and be published in English (Moor & Anderson, 2019). 221 articles were obtained in the search results. Later in the study, only Q1 journals were included in the study with the aim of finding journals that have strengthened their position in the field of consumer psychology. Thus, 99 articles were analyzed within the scope of this study. Articles meeting the research criteria were published between 2006 and 2020. The literature review process is illustrated in Fig. 1, and the final database of articles include information like authors, year, journal name, keywords, theoretical background, paper type (empirical or conceptual), research method (qualitative, quantitative, or mixed), data collecting process, and geographical scope. The final database of articles can be seen in the Appendix.
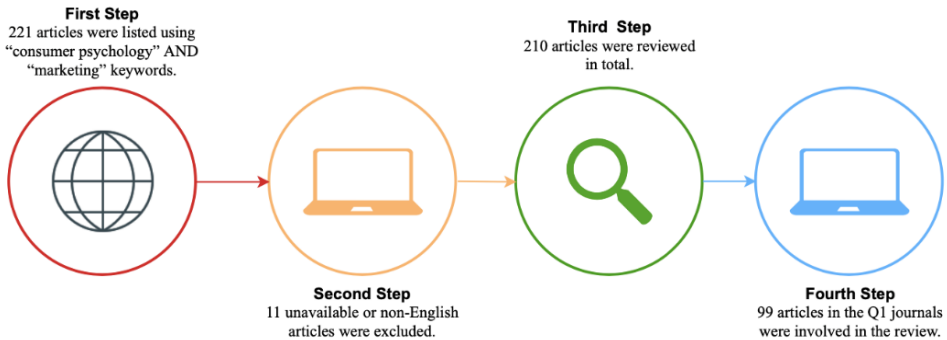

First Step
221 articles were listed using "consumer psychology" AND "marketing" keywords.

Second Step
11 unavailable or non-English articles were excluded.

Third Step
210 articles were reviewed in total.

Fourth Step
99 articles in the Q1 journals were involved in the review.

Fig. 1. Schematic illustration of the literature review process

3. General Characteristics of Included Studies

The information in this part, which presents the general characteristics of the articles included in the study, reflects that the development of the relevant literature started in 2006. The analysis of the number of articles with a fluctuating trend over the years indicates that 2016 was the time when the most publications were made (Fig.2).
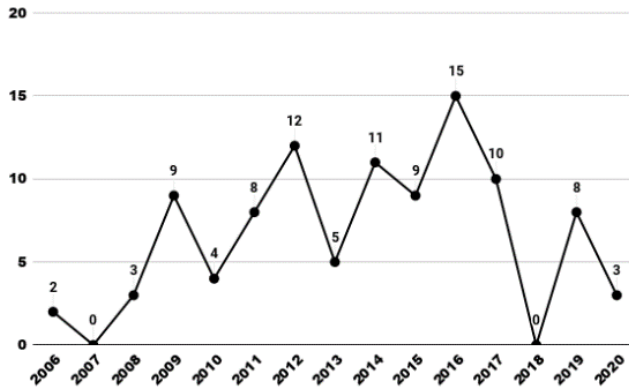

Fig. 2. The number of articles over the years

The review of the research methodology of the 99 articles included in the study was carried out in two stages. Among the articles that were categorized as empirical and conceptual in the first stage, those with empirical research were reclassified under the headings of quantitative, qualitative, or mixed methods in the second stage. Accordingly, while the vast majority (66) of 75 empirical articles had a quantitative design, 7 studies used mixed, and 2 studies used a qualitative design.

The USA is the most productive country in consumer psychology. 55% (n=32) of a total of 58 studies, in which the information of the geography where the data of the study was collected, could be accessed, was carried out in the United States. Only 7 studies were conducted in China, which is the second productive country (Fig.3).
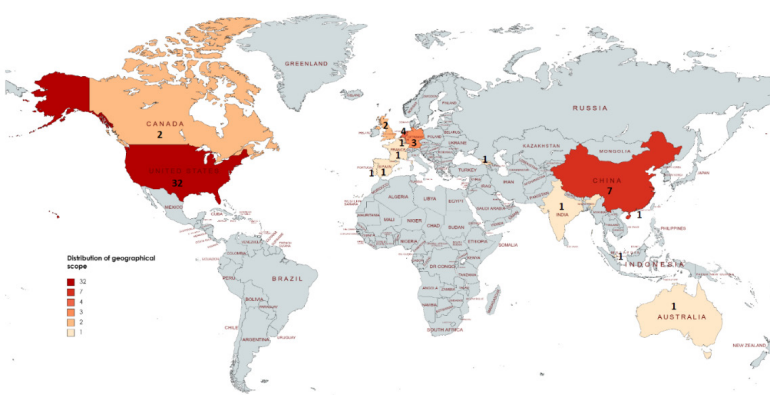

Fig. 3. The distribution of the geographical scope

Almost 7 out of 10 studies (69.6%) were published in the "Journal of Consumer Psychology." It is known that the "Journal of Consumer Psychology," founded in 1992, focuses on traditional experimental psychology in the field of consumer behavior (Alon et al., 2002). In this context, it turns out that the majority of the studies examined have an experimental design.

"Journal of Consumer Psychology" is followed by "Journal of Business Research" with a rate of 3.03%. Two studies were published each in the "International Journal of Contemporary Hospitality Management," "Frontiers In Psychology," "Food Quality and Preference," and "Appetite" journals. Other journals contributed to the literature with one study each.

The multi-dimensional analysis of the nature of consumer psychology literature reveals eight constructs which were exhibited in Fig. 4.

4. Key Findings

4.1. Perception

4.1.1. The Already Knowns

In studies on perception, the title of sensory marketing attracts attention as a developing field. Hence, studies on the sensory processes of consumers have increased in number, and when the compilations on the field are evaluated in terms of reference, it is indicated that they attract attention (Parise & Spence, 2012). Sensory marketing research is valuable because it shows how different tools that come into our lives with changing technology are perceived and how they affect consumer psychology (Brasel & Gips, 2014). The subject of perception constitutes a part of the interest and often the subject of research in the studies examined. The studies examined focused on the factors that shape consumers' perceptions of the product. Together with the manipulation of taste elements, which are expressed to affect the characteristics of consumers such as quality, taste, and benefit (Litt & Shiv, 2012), the effect of touching a product on the visual functioning of another product (Streicher & Estes, 2016), the harms to be caused by placebo effects in product use, focusing on the importance of psychological effects (Cornil et al., 2017) and community experiences shaping thoughts about product and service quality (Nambisan, & Watt, 2011) had an impact on the perception of the product.

In general, the studies conducted on perception are gathered within the framework of the effects on the product, brand, and experience. In these studies, consumers' perceptions of products (Harris & Bray, 2007; Rompay & Pruyn, 2011; Aydınoğlu & Krishna, 2012; Litt & Shiv, 2012; Estes et al., 2012; Puccinelli et al., 2013; Zwebner et al., 2014; Brasel & Gips, 2014; Semin & Palma, 2014; Moore & Konrath, 2014; Gilbert et al., 2016; Si & Jiang, 2017; Streicher & Estes, 2016; Haws et al., 2017; and Schneider et al, 2020) draw attention. Among these studies, there are studies on cognitive stimuli (Haws et al., 2017; Puccinelli et al., 2013)

that examine the effect of prices on product labels as well as sensory stimuli such as visual (Rompay & Pruyn, 2011; Aydınoğlu & Krishna, 2012; Puccinelli et al., 2013; Moore & Konrath, 2014; Semin & Palma, 2014; Gilbert et al., 2016) and tactile (Brasel & Gips, 2014; Streicher & Estes, 2016) products.

4.1.1.1. Sense of Sight

Since the colors of the products and the understanding of the emotions they create are the variables that affect the consumer purchasing decision, color and perception-based studies conducted within the scope of sensory marketing make important contributions to the literature (Gilbert et al., 2016; Semin and Palma, 2014). For instance, men prefer Coca-Cola Zero, and the black label of Zero is shown as the reason for this. Since men find the color black more masculine, they use their preferences in this direction. On the other hand, women prefer Coca-Cola Light, which has lighter and brighter colors (Semin & Palma, 2014). According to Gilbert et al. (2016), who conducted research to understand with which emotions and beverages consumers associate colors, the color palettes created by consumers differ from each other in terms of both emotions and beverages. This study is precious for practitioners. It would be logical to determine the colors of the food products planned to be produced in the future, according to what emotions they want to evoke (Gilbert et al., 2016). In this context, Puccinelli et al. (2013) demonstrated the sensitivity of men to red color price displays.

The harmony between visual stimuli and brand personality was also studied within the scope of packaging. It was inferred that angular product design creates a connotation of masculinity, while oval designs are perceived as more feminine. It was also understood that the effect on memorability increases when the harmony of stimuli is provided in more contexts (such as brand name and other brand information) (Parise & Spence, 2012: 18-22). In a study investigating the effect of product visualization on consumption, Moore and Konrath (2014) reported that the vividness of product images used in advertisements effectively provides a psychological reaction by increasing saliva secretion in consumers. In addition to the mentioned psychological output, vitality also triggers behavioral reactions such as purchase and eating. The study findings conclude that emotional memories, weakening of impulse control, the intensity of pleasure expectation, and personal conditions such as diet also affect the relevant psychological and behavioral responses.

PERCEPTION **The Already Knowns** Embodied/Situated cognition, Affect, Color and gender effects on pricing, Symbolic meaning, Sound/Shape symbolism, Corporate social responsibility, Branding/Packaging design, Emotional memory, Visual imagery, Self-esteem, Expectations and experience, Mental simulation/Imagery, Analytic/Holistic thinking, Environmental effects, Haptics, Processing/Lexical fluency, Persuasion, Embodiment, Satiation, Thematic relations, Promotions, Donation, Cause-related marketing, Congruence **The Need-to-be Knowns** RQ1, RQ2, RQ3	SELF, PERSONALITY AND IDENTITY **The Already Knowns** WOM/Interpersonal influence, Social identification, Self-construal, Meaning making Price promotions, Exclusivity effects, Deal target group, Consumer choice, Social groups, Social identity, Branding, Brand culture **The Need-to-be Knowns** RQ4, RQ5	LEARNING AND MEMORY **The Already Knowns** Persuasion knowledge, Covert marketing, Product placement, Disclosure, Timing, Flexible correction, Age of acquisition, Brand names, Brand recognition, Frequency, Aging, Background music, Unattended speech effect, Executive attention, Multi-modal learning, Working memory capacity, Social marketing, Linguistic affirmation, Norm theory **The Need-to-be Knowns** RQ6, RQ7
MOTIVATION **The Already Knowns** Destination, Intentions, Experience, Senior Tourism, Conspicuous consumption, Brand prominence, Recession / luxury, WOM influence, healthy eating, Push & pull factors, Buying decisions (agentic & communal), Rule-based decisions, Waste behaviour. **The Need-to-be Knowns** RQ8, RQ9	CULTURE, SOCIALIZATION, LIFESTYLE AND VALUES **The Already Knowns** Agentic & communal values, Fixed & growth mindset, Individualism/Collectivism, Socially desirable responding, Stigmatization (gender, race), Stereotypes, Underrepresented / disadvantaged groups, Cultural priming, Bicultural identity, Self-protection, Different classes, Social hierarchy, Analytic/holistic thinking, Product (counterfeit usage), Trust, Food consumption, High&low identity, Cultural differences, Online product communities, Pragmatic&hedonic experiences, Ethical consumption, Sustainability, Green marketing, Political ideology **The Need-to-be Knowns** RQ10, RQ11	PURCHASE DECISION PROCESS **The Already Knowns** Donate, Financial decision, Energy consumption, Voter behavior, Decision behavior typology, ID width, Behavioral Decision Theory, Exploratory buying behavior tendencies **The Need-to-be Knowns** RQ12

RESEARCH QUESTIONS: RQ1. What can be done to make the study results more generalizable? RQ2. What impact does the packaging and brand attribute compatibility paradigm have on consumer decisions? RQ3. What consequences does stimulus manipulation produce in consumer research? RQ4. Do consumption preferences differ in individual and collective contexts? RQ5. Are the theories used enough to understand the topic (self, personality, identity) and reveal its relationship with marketing science? Is it extensible? RQ6. Does the use of different textual sublanguages have an effect on consumer memory and learning? Can these effects change depending on age? RQ7. To what extent are the effects of multi-sensory interaction and sense of smell on memory known? RQ8. In what way should the scope of motivation studies be developed? RQ9. What is the role of other factors in generating motivation? RQ10. How will consumer profiles formed by changing socio-economic dynamics shape consumer research? RQ11. How can underrepresented groups be included in consumer research? RQ12. What perspectives are replacing accepted theories about purchase decision processes? RQ13. How can marketing communication studies be developed in social media platforms? RQ14. How do the effects of advertising consumption on the target audience differ between traditional and new media? RQ15. What are the features that distinguish the marketing communication studies applied to different age and consumer groups from each other? RQ16. Are consumers aware of the distinctions regarding ethics and social responsibility? RQ17. Are ethical and social responsibility concerns only the duty of businesses?	MARKETING COMMUNICATION **The Already Knowns** Advertising, Old media, Promotions, WoMM, Storytelling, Transportation theory Flexible Correction Model **The Need-to-be Knowns** RQ13, RQ14, RQ15
	ETHICS and SOCIAL RESPONSIBILITY **The Already Knowns** Public health, Food policy, Obesity, Social contract theory, The ethics of deception in consumer research, Extended consumer responsibility, Green marketing, Sustainability, Market competition, Vulnerable consumer **The Need-to-be Knowns** RQ16, RQ17

Fig. 4. Consumer Psychology Literature Framework

Studies aim to reveal the effect of the harmony between product signs such as labels or logos and the size of the product on the consumer's perception of the product. In one of them, Aydınoğlu and Krishna (2012) found that consumers who perceive jeans labeled as smaller than their actual size more positively are more likely to imagine themselves with the product. This perception is explained with the concepts of "mental imagery" and "self-esteem." Consumers imagine themselves as more physically attractive through mental imagery. Due to the positive effect of physical attractiveness on self-esteem, the consumer imagines himself to be more fit than he is. Besides, the correct use of signs is crucial in terms of brand reliability. The fact that the shape and logo font are harmonic in the product creates a more positive perception of the brand in the consumer (Rompay & Pruyn, 2011).

4.1.1.2 Sense of Taste

Litt and Shiv (2012) examined how product experiences are affected by manipulating the ability to perceive taste elements. Accordingly, it was reported that miraculin, which was previously used in different studies, affects consumers' quality, liking, taste, and benefit characteristics through various manipulations. Si and Jiang (2017) revealed that real taste perception and mental simulation of

taste could create a two-way contrast effect on each other. It was discovered that authentic taste perception could create a contrast effect in the subsequent mental simulation of flavors. However, its simulation was found to be very similar to the actual taste in these dual effects. These findings support the suggestion of a simulation-based adaptation mechanism.

4.1.1.3. Sense of Touch

Streicher and Estes (2016) investigated how touching a particular product affects the perception and selection of other products seen. The study reflects that grasping one product with haptic technology, called three-dimensional touch technology, can affect the visual functioning of another product. Variables such as a decrease in visual information, change in clarity and density increase the effect of haptic information on object identification. It is shown that changing the tactile properties of product packages can affect consumers' preferences, especially for managerial implications. Zwebner et al. (2014) examined the relationship between ambient temperature and product evaluation, while Brasel and Gips (2014) revealed how touch interfaces cause product ownership and donation effect. The study is the first to bring the scope of touch to technological interfaces.

4.1.1.4. Sense of Hearing

Nunes et al. (2015) explained the basic principles on which people's music preferences are based. By attempting to explain the popularity of the studies and the intensity of artistic consumption through fluency and word repetition variables in musical works, the literature was expanded, and the psychological factors on which people's music preferences were based were tried to be determined.

4.1.1.5. Exposure

The basis of marketing studies is to create a positive attitude towards the brand. As underlined in the field of experimental psychology, the continuous exposure of the consumer to some messages leads to the acceptance of the repeated message. Based on this idea, researchers tried to prevent exposure with some motor movements (eating popcorn, chewing gum). Individuals in the control group, who took a more passive action, were more successful in remembering the brand and tended to spend more (Topolinski et al., 2014).

4.1.1.6. Attention

In their study investigating how price information affects customer satisfaction, Haws et al. (2017) found that when individuals have price information, they reach satisfaction more quickly in their product experience. The reason for this was shown to be that focusing on price reminds of obligations such as working and making money, and therefore, the consumer who moves away from the hedonic dimension reaches satisfaction earlier. The subject of price and consumer perception has often attracted the attention of researchers. In this context, it was

found that males have a higher sensitivity to red-colored price reductions in low-involvement products (Puccinelli et al., 2013: 120).

4.1.1.7. Interpretation

Consumers benefit from different clues in their reviews of the product. When a new product meets the consumer due to a brand extension, the products resulting from thematic expansion (*Budweiser chips*) are interpreted more quickly and perceived more positively (Estes et al., 2012).

4.1.1.8. Managing Perception

In this context, studies conducted based on corporate social responsibility draw attention. These studies focus on the effects of corporate social responsibility on brand perception. Although CSR studies are carried out to improve the brand perception in general, misuse by the brand can create a negative perception of the brand in the minds of consumers (White & Willness, 2009). If the consumer does not find the message given within the scope of CSR sincere, a negative perception of the brand could be created. In addition to this, Gupta & Sen (2013) examined how the consumer perceives using resources in CSR projects. According to the study, if the resource allocated within the scope of social responsibility negatively affects the product function, a "negative resource synergy situation" occurs, and if it gives a positive response to the consumer within the scope of ethical consumption without impairing the quality of the product, "positive resource synergy use" occurs. It was observed that the use of CSR negative synergy resources, which affects the quality of the product, is perceived and interpreted negatively by the consumer. In fact, worse profitability was obtained compared to companies that do not carry out CSR projects, and it was inferred that investments with negative synergies in activities harm the quality of the product (2013: 118-120). Based on the positive perception of donated price promotions by consumers concerning corporate social responsibility, Winterich et al. (2015: 6-7) examined the issue in the context of gender and residence. It was concluded that women compared to men and those living in rural areas were more interested in donating price promotion products/brands than those living in the city. Bennett et al. (2012), on the other hand, focused on the corporate sponsorship of companies and how these sponsorships affect aid to non-profit organizations, based on the concepts of "social loafing" and "social proof." An interesting finding regarding the purposes of using CSR was suggested by Zemack-Rugar et al. (2015). Researchers claiming that hedonic products cause more consumption crime for consumers with high guilt sensitivity, and these consumers will prefer hedonic products less than low-sensitive consumers argued that adding a donation to hedonic products in the context of a corporate social responsibility project would reduce this delinquency and motivate consumers for the product choice. The findings showed that adding charitable donations to utilitarian products did not affect guilt. However, the addition of charitable donations to hedonic products was found to increase

attractiveness, especially for individuals with high guilt sensitivity.

The harmony between the activities of the enterprises and the perception they have in the consumer's mind is of great importance in the success of these activities. In a study conducted in this direction, the concepts of "perceptual fit" and "conceptual fit" emphasized by Kuo and Rice (2014) are considered significant for future studies in defining sensory and cognitive distinctions in the subject of perception. Conceptual fit focuses on the functional fit of the firm and an association, while perceptual fit focuses on visual and perceptual stimuli. In the study, experiments were conducted to comply with the lemonade company that cooperates with a breast cancer association. The results reported that compliance is a very influential factor in "cause-related marketing," which aims to improve the consumer's perception of the business positively.

4.1.2. The Need-to-be Knowns

RQ1. What can be done to make the study results more generalizable?

Although senses and perception have often attracted the attention of marketing researchers, there is a need for knowledge criticism in the field, particularly on the generalizability of outputs. Schutz (2018: 66) expressed that all social sciences accept "intersubjectivity" in the process of thinking and acting. People are always totally influenced by other people, by their past, in short by extensions of life. Therefore, by nature of human nature, "things" that are perceived or felt are already loaded with a meaning by themselves (Ponty, 2016: 30). While examining perception and sensation, inferences about the perceiver and the perceived object also pose a problem against generalizability. In this context, it was observed that researchers had developed some propositions. For instance, sensory cues play an important role in the perception of products and brands. Studies carried out in this context were conducted by including certain products in the research. When sensory marketing studies are examined, it is recommended to renew the research with different products to make the results more generalizable (Brasel & Gips, 2014; Zwebner et al., 2014). A study on tactile cues may yield different results when carried out with technological products and other results when a cashmere sweater is used (Brasel & Gips, 2014). Similarly, a study using hedonic products can be replicated with utilitarian products (Haws et al., 2017). However, a similar recommendation was suggested by Noseworthy et al. (2012). To this end, they reported that future studies should be conducted to determine whether single-category products are really seen as a problem for consumers.

For generalizable outputs, it is necessary to provide the "sensed" variety as well as the "perceiving" and "environment" diversity from different perspectives. For example, Nambisan and Watt (2011) stated that there is a need for research that examines offline experiences and Online Community Experiences together that can combine customer experiences. Thus, the findings obtained from the studies

using the OCE scale developed within the scope of the study may also have important implications for strategies and practices related to customer relationship management and brand management. Another factor that stands out in the context of perception diversity is the effects of gender differences. While the existence of men's sensitivity to red color price indications was proven, the lack of studies against price stimuli of different colors draws attention. However, the nature of the positive emotions released has not been adequately studied (Puccinelli et al., 2013). While the study was limited to the gender of the people in question, consumer groups such as femininity, masculinity, (transgenderism) were not addressed. Such limitations contain guiding elements for future studies. Aydınoğlu and Krishna (2012) also made similar suggestions in their research: In their study on mental imagery, they drew attention to the fact that another important area for future research, how much ostentatious sizing can be applied before consumers produce better images of themselves, should be investigated. Additionally, they noted that the effects of differences between genders should be examined.

The difficulty of generalizability of the study results and the criticism of the information about the outputs are rooted in the source of some discussions in the field. According to researchers, anthropomorphism (developing strong human feelings and relationships towards brands), which can be regarded as an output of perception, was misunderstood. The relationship established by the perceiver is the whole of what the people and groups who produce and sell represent the brand, rather than inanimate entities. In this regard, it was predicted that it would be beneficial to re-examine the concept with social perception models (Fiske et al., 2012). A similar criticism in the field is that the theories and studies developed on the cultural meaning of brands are only conceptually addressed. The necessity of "producing theories that focus on factors representing who brands are rather than theories that deceive consumers" was advocated (Fournier and Alvarez, 2019). The query we nurtured for generalizable outcomes and suggestions for future studies pointed to many gaps in the perception literature that need to be filled.

RQ2. What impact does the packaging and brand attribute compatibility paradigm have on consumer decisions?

Packaging, an important tool of direct communication with the consumer, has been the subject of many studies. In addition to the differences in the product and consumer groups, the importance of the harmony between the product and the packaging has been pointed out, and suggestions have been made in this regard. A study in which brand and packaging compatibility is examined in detail with an experimental design draws attention to the fact that the characteristics of packaging compatibility can constitute a short-cut list. It is thought that the developed packaging and brand attribute compatibility comparison paradigm may help in determining the best descriptive features in future studies (Parise & Spence, 2012). On the other hand, it is an area that has not yet been adequately answered how the congruent cues (such as font and packaging shape) on the

packaging, which affect the consumer's taste, affect the well-established brands that have settled in the minds of the consumers (Rompay & Pruyn, 2011). There are countless combinations of products, colors, shapes, and brands in real life (Semin & Palma, 2014). Hence, testing these combinations with the compatibility paradigm could be effective in making sense of consumer decisions.

Another key argument that stands out in the context of the perception and brand attribute compatibility paradigm is the concept of corporate social responsibility. It was argued that the creation of negative synergies in corporate social responsibility projects may affect profitability in resource management and have negative consequences for brands and product quality (Gupta and Sen, 2013). It is stated that examining the said study under the scope of greenwashing could deepen the study. Brand attribute compatibility paradigm studies within the scope of integrated marketing activities are expected to come up with new discoveries.

RQ3. What consequences does stimulus manipulation produce in consumer research?

It was observed that stimulus and emotion manipulation in the context of sensory marketing could produce unexpected results when applied methodologically. Schneider et al. (2020) pointed out that the importance of choice needs to be manipulated to see if spatial distance affects selection conditions, an exciting topic for future research. In a similar study, Streicher and Estes (2016) mentioned that the effect on object predictions depending on tactile and visual stimuli could be addressed in future studies. Market researchers may try to influence consumer preferences by manipulating the tactile properties of product packages or consumers' cognition. Additionally, Litt and Shiv (2012) reported that future studies on Miraculin might find a way to explore the interaction and relative weight issue between natural preferences versus constructed preferences. Moore and Konrath (2014) stated that researchers can conduct studies to operationalize mediating emotions such as pleasure expectation in more behavioral terms. However, it is vital to examine whether positive emotions are associated with poor impulse control in other areas of consumer behavior.

Cornil et al. (2017)'s inclusion of the placebo effect in the research method may bring a new breath to the literature in a methodological sense. The study found that labels of alcohol mixed with energy drinks made people feel more intoxicated. The emergence of this as a sensory experience has raised several new research questions: (1) What is the effect of AMED (alcohol mixed with energy drinks) labels on direct sensory or somatosensory measures such as dizziness (e.g., walking along a line)? (2) What role does motivation play in AMED placebo effects? (3) What is the impact of the findings between different populations (e.g., women of the same age, older men)? (4) Can the effect on behavior towards driving intentions be examined methodologically with computer-based driving simulations? Finally, what is known about the placebo effects of marketing actions such as price, logos, labels, and advertising?

4.2. Self, Personality, and Identity

4.2.1. The Already Knowns

Concepts such as "self," "personality," and "identity," which are considered important psychographic variables, have an impact on consumers' product choices, communication processes, brand relations, and career planning. Studies especially place the concept of "social self" in a strong position within the scope of group relations. In one of these studies, Ryu and Han (2009) considered the self-concept as "social" and "perceived" and measured the probability of an individual to express an opinion about the brand in a community of at least three people, based on variables such as the level of commitment to the group and the need to leave the group. It was observed that the rate of participation in the maladaptive word of mouth decreased by matching the moments of activation of the social self with the need for assimilation. It was also understood that the possibility of participating in the word of mouth communication increases when there are discordant thoughts in which differentiation is activated (personal self) (Ryu & Han, 2009: 409). Some studies deal with the concept of social self within the framework of price promotions. Similar to the previous study, it was concluded that the need to join or leave a group within the scope of social self was effective on price promotions (Barone & Roy, 2010: 87). It was observed that as the identification between the self and the group increases (inclusive), the interest in general promotions increases, while more special promotions are preferred within the scope of leaving a group (exclusive) due to the need to be unique. The study again concludes that the effort to participate in special promotions will increase to achieve empirically targeted audience compliance.

Highlighting the dependent and independent self-construal, Cabooter et al. (2016) focused on people's product choices with the said self-construal. People with independent self-construal tend to be autonomous, and their ability to express themselves is of primary importance. Therefore, their behavior reflects one's thoughts, feelings, and actions. People with a dependent self-concept focus on maintaining connections with others they care about (social groups) and see themselves as part of a relationship they are attached to. Individuals with a dependent self, who can organize their feelings and thoughts based on the reactions of others, tend to choose a compromising product more than people with an independent self-construal. With these aspects, self-construal is seen as one of the notable factors impacting the consumers' choices. On the other hand, Burson and Gershoff (2015) presented a study on how the identities in the shopping environment create a change in consumer choices. Identities, which are mental representations of how people see themselves, allow the prediction of identified behaviors. Identities that allow categorization in shopping environments arise from comparisons between one's self and others. These identities constitute a primary source of role in determining consumption decisions.

It is possible to come across many meanings of the concept of the brand for the consumer. While these meanings sometimes have symbolic values in the daily lives of individuals, in some cases, they can also become a social force that has an impact on the life of the individual. As Fournier and Alvarez (2019) indicated, consumers' attachment to the brand through their search for identity, their use of brand experiences as cultural models in their daily lives, and brand-self associations attribute cultural meanings to brands over time. The study above emphasized that the theories and studies developed on the cultural meaning of brands should be conceptually addressed and the necessity of "producing theories that focus on factors that represent who brands are instead of theories that deceive consumers" (Fournier and Alvarez, 2019).

4.2.2. The Need-to-be Knowns

RQ4: Do consumption preferences differ in individual and collective contexts?

Barone and Roy (2016) analyzed similarities through self-construals and consumption preferences. Their studies drew attention to the need to examine price offers that appeal to different social identities. They deemed it necessary that the concept of self-cognition attributed to the self needs to be retested with the concept of personal and collective self-cognition. It was underlined that "personal" and "collective" differences were not clearly revealed in this context. "Social Exchange Theory" and "Self-Determination" theories, which are frequently used in marketing research to understand the differences in individual and social contexts, can be helpful in the explanation of these differences. Landuran et al. (2021) defined "Self-Determination Theory" as a predictor of both environmental and individual problems. Social exchange theory describes an exchange process in which people seek gains and costs arise. People who want to get something worth more than its cost (to make a profit) refer to basic economic principles. Social decisions, including such choices as to which relationships to maintain and which to end, and the evaluation of rewards and costs are also considered key in social exchange theory (Redmond, 2015). However, it was revealed that the exchanged resources can be not only with identifiable assets such as goods or money but also with tangible benefits such as social opportunities and friendships (Lambe et al., 2001). Based on this argument, the use of these theories provides explanatory answers to the problems pointed out by the authors.

RQ5: Are the theories used enough to understand the topic (self, personality, identity) and reveal its relationship with marketing science? Is it extensible?

Fournier and Alvarez (2019) criticized the idea that consumers reflect their selves on brands. To this end, they boldly noted the theories that explain the focus of brands on their elements. Woodside and Chebat (2001) and Han et al. (2017) benefited from Heider's "Balance Theory" (1958) in understanding consumer behavior and determining the relationships between elements of products and

services. Using the Balance Theory, both the relationships between individuals and the relationships between brand elements can be accurately analyzed. Thus, it can be possible to eliminate the inadequacy pointed out by Fournier and Alvarez (2019). Solomon (1999) also stated that balance theory is a fundamental theory that can create marketing strategies and understand consumption behaviors.

Chan and Zhang (2007) studied the relationship between self and consumption in adolescent children. Moreover, they argued that the relationship in question should be examined in different age groups. On the other hand, Barone and Roy (2010) also mentioned the necessity of examining the relationship between self-construal and consumption based on different market targets. Both requirements are considered important in terms of comparing the results and detecting the differences. Thus, it could be possible for businesses to determine their target audiences with more accurate and sensitive features.

4.3. Learning and Memory

4.3.1. The Already Knowns

There are many studies on the concepts of learning and memory, which are successive processes in the psychology literature. These studies can shed light on the process that starts from information processing and continues until the information is recalled. Marketers use many new techniques to increase the recall of the message. Addressing the sponsored product disclosure, which is expressed as conveying to the consumer the information that a promotion that is considered natural by the consumer, which is one of the techniques in question, is actually made for a commercial purpose, Campbell et al. (2013) describe these efforts as "covert marketing" efforts.

In a study focusing on the relationship between the time of learning or acquiring information and the recall of the information in question within the framework of the age of acquiring the information, it was inferred that the information about the brands acquired early is recognized relatively faster than the brands acquired later (Ellis et al., 2010). The age of acquisition effect was also effective in remembering semantic meanings about brands. Older participants had less difficulty remembering new, active brand names than extinct brands.

Kang and Lakshmanan (2017), who investigated how the type of music used as an auditory stimulus affects the consumer's information processing, found out that vocal music reduces distracting features. Consumers seem to interfere with learning in advertisements if attention shifts to background music. Additionally, the study investigating working memory learning with the effect of unattended speech enriches the theory of advertising processing. Being able to avoid confusion in the information processing process has an important place in remembering the message. Freeman et al. (2019) argued that as knowledge structures become more complex and more links between concepts are created, developing and

recalling these structures becomes more difficult. Therefore, they advocated that it is relatively easier to develop or remember knowledge structures fixed by affirmations against their negated counterparts. Results from experiments based on social marketing have shown that linguistic affirmations and focused messages are more effective in shaping and activating appropriate beliefs. Another study argued that dissatisfaction in the past is an experience learned in terms of future purchases in this context. Accordingly, the reactive actions performed after an experience resulting in dissatisfaction differ between societies. Researching the impact of such an experience on future purchases, Ng et al. (2015) concluded that when it comes to consumption behavior that results in dissatisfaction, Western societies are more likely to switch brands than Eastern societies, using norm theory and cross-cultural psychology literature.

4.3.2. The Need-to-be Knowns

RQ6: Does the use of different textual sublanguages have an effect on consumer memory and learning? Can these effects change depending on age?

The concept of learning has been examined under sub-headings such as remembering brands, strengthening marketing communication, and the effect of music on memory. Learning can be further explored in the marketing literature. For example, although the effect of age on brand recall has been demonstrated, further systematic studies are needed. A systematic investigation of cumulative learning, its order and frequency, and revealing studies focused on children could expand knowledge on this subject (Ellis et al., 2010). Freeman et al. (2009) pointed out that the use of new linguistic methods in social marketing messages can be effective. It was also demonstrated that inventing new linguistically favorable terms can increase the effectiveness of topic-focused messages. In this context, studies were proposed to determine how the observed productivity differences turn into attitudes and behaviors for future studies. Luangrath et al. (2017) investigated the effects of textual sublanguages by brands, which are referred to as "Textual Paralanguage" in the literature. In that study, "brand perception," "consumer-brand relationship," and "effects on the consumer" of emojis, which are expressed as textual paralanguage, were investigated. However, as the authors reported in the study, examining how different textual paralanguage uses are encoded in memory is important. Besides, they underlined that it is necessary to know how the coding is recalled and how the consumer uses the recalled information.

RQ7: To what extent are the effects of multi-sensory interaction and sense of smell on memory known?

Kang and Lakshmanan (2017) considered music as an auditory stimulus. In this direction, they focused on how music affects the instant information processing mechanism of the consumer. The results revealed that music can have different effects on information processing processes according to the memory capacities

of consumers. However, they suggested using attention-based theories better to understand working memory processes in multimodal marketing communication. Intermodal cues are known to affect consumer memories in different ways. To this end, the need for further investigation of multi-sensory interactions stands out. Besides, the effects of modality on memory need to be examined separately in both coding and recall (Elder et al., 2011). This information reveals the necessity of increasing sensory marketing studies on the basis of consumption psychology. In their research, Krishna et al. (2016) argued that the effects of sensory inputs such as touch and smell on the consumer are relatively less studied. Similarly, Elder et al. (2011) also mentioned the necessity of determining the types of positive effects that scent has, which is one of the sensory marketing elements. In the study, attention was drawn to the necessity of investigating whether more sensory stimulation would create a positive result in associating odors with the product. In this context, it is vital to focus on the simultaneous effects of all senses on the consumer, not based on a single sense of sensory marketing studies.

4.4. Motivation

4.4.1. The Already Knowns

Leveraging sociology, anthropology, and clinical psychology to explain how and why consumers buy, the 'motivational studies' of the 1950s provided valuable information to businesses in the past. These studies have also formed the basis of today's consumer research (Fullerton, 2013). Hence, our systematic review shows that the interest in motivation studies continues. The effects of motivation, which is considered an important step in consumer decision-making processes, have been researched on various issues such as participation in services (Pestana et al., 2020), consumption of luxury products in times of crisis (Nunes et al., 2011), the effect of conscious attitudes of firms such as waste avoidance on purchasing motivations (Bolton and Alba, 2012), and participation in word-of-mouth communication (Ryu and Han, 2009).

In this direction, Nunes et al. (2011), who investigated how the consumer's motivation for choosing luxury products changed during the crisis, found that consumers showed an interest in products with a larger logo compared to before the crisis. Luxury bag brands that did not prefer lowering prices during the crisis also increased the logo designs that appeared on the products, which further satisfied the consumer's need for conspicuous consumption.

Kleef et al. (2016) examined healthy breakfast consumption motivations in their research involving parents, children, and experts. Researchers, who highlighted the importance of healthy breakfast habits in child development, attach importance to revealing motivations, difficulties, and opportunities for children living in disadvantaged neighborhoods. In this context, the beliefs that children's school success will increase have emerged as families' positive attitudes and motivations

towards having a healthy breakfast. Limited time, ignorance, financial and environmental problems were identified as difficulties. Experts participating in the study, on the other hand, suggest that they are suspicious of the existing motivations of the parents, citing the difficulties mentioned.

A good understanding of holiday motivations plays a fundamental role in ensuring customer satisfaction. Based on this opinion, Pestana et al. (2020) revealed the motivations of the elderly, an overlooked segment, when choosing a tourism destination. Push and pull motivations were found to be effective in destination preference, and satisfaction was found to be an inevitable dimension in creating behavioral intentions. It is possible to define push and pull factors as intrinsic and extrinsic motivations. The push factor emerges with the person's intrinsic motivations, in other words, with the desire to explore and experience the holiday destination, which consists of more abstract reasons. On the other hand, the pull factor consists of the tangible features of the holiday destination and external motivations. Regarding these definitions, the researchers argue that the advertisements prepared for the said segment should draw a portrait of a happy life.

A scale developed to classify purchase motivation in different groups is noteworthy. In this scale study, Friedman et al. (2016) classified the purchasing motivation of the consumer as agentic and communal. The agentic consumer group tends to make more individual decisions in purchasing behavior. This group exhibits a consumption pattern aimed at differentiation and self-expansion from others. The communal, on the other hand, consume more socially considering the group they belong to. The motivation of the communal can be summarized as belonging to a group rather than individuality.

4.4.2. The Need-to-be Knowns

RQ8: In what way should the scope of motivation studies be developed?

In the 1960s, researchers began to focus on motivation to understand better why consumers choose a brand (Mcleod, 2009). Consumers make a series of consumption decisions every day. The reasons why these decisions are taken constitute the subject of motivation studies. Understanding the reasons for this series of decisions (Bettman, 1986) that expand from a simple toothpaste purchase to more complex purchases will be very meaningful for each marketing chain. Motivation needs to be felt to initiate the behavior before the final decision can be made. Therefore, to better understand the resulting behavior, it is necessary to determine its motivations. Freud (instincts), Maslow (needs), and Skinner (reinforcement), who are the pioneers of psychology, point out motivation as a driving force for the formation of human behavior (Pestana et al., 2020). This driving force can be used to explain many behaviors. The concept of motivation, which has been studied in a wide range from healthy eating (Kleef et al., 2016)

to purchasing (Ching & Ishihara, 2018) in the literature, needs to be developed to clarify the emergence of many behaviors. In the studies examined within the scope of the study, it was discussed in which direction motivation can be expanded.

The subject of motivation is and should be studied in quite different domains and samples. For example, according to Pestana et al. (2020), who obtained results about the motivations of adult (elderly) consumers when choosing a holiday destination, more research is needed on the motivations of these consumers. As observed in the study of Friedman et al. (2016), students are frequently represented in studies. It must be ensured that other groups are equally represented. On the other hand, researchers recommend adapting the scales to different languages to make the studies meaningful on a global scale (Friedman et al., 2016). In the studies, consumer motivations were tried to be understood in subjects such as healthy eating (Kleef et al., 2016), consumption of luxury bags (Nunes et al. 2011), and holiday destination preference (Pestana et al., 2020).

Researching the luxury consumption motivations of consumers in times of crisis, Nunes et al. (2011) emphasized the need for a better understanding of consumers' status needs. Identifying the underlying pursuits of motivation will help make sense of consumer behavior. In Nunes' study, status motivation emerged in luxury consumption. Based on the research results, it was thought that different motivations could play a role in different product groups. Therefore, testing future studies with different product groups could be beneficial in terms of discovering new motivations.

RQ9: What is the role of other factors in generating motivation?

The importance of understanding consumer motivations was discussed in the previous section. However, it should be noted that as a necessity of social life, others will also have an impact on the formation of motivation. Groups such as family and friends can play an active role in people's consumption preferences. Although consumers who need to be different from others are less likely to consult the ideas of others (Khare et al., 2011), people often include cues arising from their social interactions in determining their needs (El Bassiouny & Hammad, 2018). Just as humans, who are social beings, need others to survive, the approval/ idea of others becomes important in some behaviors and decisions. Most of the purchase decisions are made in the social environment. In this case, family/friend opinions are prioritized. Besides, the influence of opinion leaders should also be noted. In the purchases made in the store environment, the opinion of the sales consultant gains importance (Shaw & Bagozzi, 2018). Which group is effective in which product decisions should also be clarified by the researchers.

Motivation-based researches discussed in the articles included in the study have quite different scopes. This shows that consumer motivations can be studied in a wide range. For instance, a study focusing on how the probability of participating

in word-of-mouth (WOM) arises within a group investigated the act of giving ideas under psychogenic conditions such as in-group commitment levels, belonging to the group, and leaving the group (Ryu & Han, 2009). How WOM and WOM sources affect motivation can be discussed in future studies. Both WOM and motivation insight should be deepened by examining how messages from different sources shape motivation in future studies. On the other hand, thanks to virtual tools, "others" have transcended the physical world and become accessible anywhere and anytime. The power of E-WOM has been understood, and brands have started to benefit from E-WOM with more and more creative campaigns (Schiffman & Wisenblit, 2015). At this point, as in WOM, the effect of E-WOM resources on motivation should be examined, and the effects of different groups such as social media phenomena, peer groups, brand communities on people's consumption should be understood.

4.5. Culture, Socialization, Lifestyle, and Values

4.5.1. The Already Knowns

One of the most important findings of our research is the clear expression of the interest of culture, values, and lifestyles in marketing research. Studies include the sub-headings of the individual and collectivist culture studies (Friedman et al., 2016; Murphy & Dweck, 2016; Riemer & Shavitt, 2011), vulnerable groups of consumers who are considered underrepresented (Goldberg, 2009: Lamberton, 2019), and disadvantaged consumer groups (Kleef et al., 2016), biculturalism (Mok & Morris, 2013) and belonging to a social class (Shavitt et al., 2016; Conley, 2016; Amaral & Loken, 2016; Lamberton, 2019). Reference effect studies, which are thought to affect purchasing behaviors directly, were also examined in this context (Bennett et al., 2012; Woolley & Fishbach, 2017).

In survey studies, which are an important data collection tool for empirical studies, the differences between collectivist and individualist societies included in the survey process were discussed by Riemer and Shavitt (2011). As a result of the study, they found that the participants belonging to collectivistic cultures answered the questionnaires more easily. The concept of "Multiculturalism," which is an essential cultural field of study, was examined by Mok and Morris (2013). When the effect of the concept above on consumption habits is examined, the effect of cultural threat perception on unconscious purchasing behavior is remarkable. When two cultural elements are compatible with the self, assimilation purchases can be displayed; when incompatible, the threat is perceived and extroverted, identity defender, that is, confrontational purchases, can be exhibited. Therefore, the compatibility levels of bicultural individuals with their cultures may unconsciously play a mediating role in their purchasing behavior.

In the previous parts of this study, the research in which Ng et al. (2015) examined the reactions that emerged as a result of dissatisfaction within Western and Eastern societies

was included. According to the researchers, these differences between Western and Eastern societies stem from the effects of the norms and cultural differences on the purchasing mechanism. For example, norms in the West are based on the independent behavior of individuals, not groups, while norms in the East are based on group actions. In today's societies where digital transformation is experienced, being a community can occur independently of geographical boundaries. At this point, Nambisan and Watt (2011) explored the concept of emerging online communities within the framework of member experiences and the relationships between similar communities and inferred that online community experience can play a significant role in shaping customers' perceptions of product, company, and service quality.

There are many benefits that luxury brand products provide to consumers. However, the high prices of these products may push consumers to use imitations of these luxury brands. The perception of consumers who use imitations of brands such as Louis Vuitton and Hermes, on the other hand, is shaped by who uses these imitations. Especially if the person using the imitation product is from a similar social environment, the responses to the brand are more favorable. However, when women from a higher social class see that the lower class uses the same imitation products, they engage in disparaging behavior against the brand (Amaral & Loken, 2016). This reflects mutual tolerance in individuals who have similar lifestyles or belong to the same social class. Woolley and Fishbach (2017), referring to the effect of consumption of similar food products on the establishment of interpersonal trust and cooperation, addressed the effect between food consumption and social connection, trust, and cooperation. The study focusing on the possibility of similar food consumption to create intimacy and trust between individuals deduce that these can provide strategic advantages in establishing trust and cooperation between individuals. As a social lubricant, food accelerates the process between people and allows for bonding while contributing to the establishment of smoother communications from the beginning. It is observed that the importance of eating together has not diminished for families, despite the changing culture. Although the desire to prepare home-cooked meals has decreased, it has been understood that families have an attitude towards maintaining unity by changing the way they prepare meals (Herbst & Stanton, 2007: 652).

Like luxury consumption, ethical consumption has also found a place in the literature. People who do not engage in ethical consumption behavior may feel threatened -socially- by others who act ethically. In order to overcome the threat in question, these people prefer the way of vilification. While this situation reduces people's anger towards "others," it also eliminates the ethical behavior that may occur in the future (Zane et al., 2016). According to the scholars, if the unethical person feels similar to the ethical one in some respects, it will also affect the vilification behavior.

Some innate characteristics of individuals can direct the approach of others to the people in question. This may cause marketers to exhibit different attitudes

at times. Starting from the question of whether the marketing studies aiming to satisfy the consumer carry this aim for each group or whether some groups are less represented than others, Lamberton (2019) points to the fact that stigmatized groups are ignored. The study highlights that white men are the least stigmatized group, while Hispanic and Black minorities, particularly women, are the most stigmatized and they are the least represented in consumer advertisements. On the other hand, Murphy and Dweck (2016) researched the differences in consumption habits within the framework of fixed or growth human characteristics. This study explored how a fixed and growth mindset can shape product preferences, brand extensions, and advertising, and marketing campaigns. Some people adhere to a fixed mindset, believing that human traits such as intelligence, personality, and morals are fixed, while others are in the group of growth mindsets as those who strive to develop their intelligence. While the consumption habits for both mentalities change, their individual and social outputs also differ. The ideological differences of individuals also have a directing effect on consumption patterns. In this context, Boeuf (2019) conducted a study on how the perception of health risk is affected by political messages. The study emphasized the extent to which the political ideology adopted by showing conservatives and liberals as an example affects the perception of health risks in food products. The results suggested that patriotism and attribution to traditional values had a relatively low impact on health claims. However, this was found to cause higher health risk perceptions for liberals. Similarly, references to social justice and a sense of community were found to increase health risk perceptions among conservatives.

In addition to belonging to a social class and/or culture, it is possible to come across studies that focus on the need to be unique from a group. Shavitt et al. (2016) and Conley (2016) approach consumer behavior from the perspective of social class in their studies. An individual's position in the social hierarchy exerts a strong influence on his daily life. Products or brands are bought with consumer motivation that emphasizes the desire to create a unique identity. While these purchases are divided into experiential or material, they also point to the socioeconomic status of the consumer (Shavitt et al., 2016). Although Conley (2016), who focuses on the cause-effect factors on the psychological differences of cultural differences between the working and middle class, provides meaningful evidence that socioeconomic change in cultures has changed in recent years, it is not possible to make a judgment about whether social attitudes, practices, and perceptions are the cause or the result of consumption behaviors. The concept of socioeconomic status is regarded as a fundamental variable in the relationship between the individual and the brand. To this end, the fact that consumers establish human relations with brands is a phenomenon that has been proven in the literature and has created controversy. The similarity of the emotional relationships established with brands with the relationships in social groups impacted the literature, and the emerging debates were answered by the researchers (Fiske et al., 2012).

The study by Haws et al. (2014) on the concept of green consumption, which is accepted as a key personal value and lifestyle dynamic today, developed a method to understand the differences between consumers who value protecting the environment as a part of their consumption behavior and those who do not. This study shows that green consumption values are closely related to the careful use of collective environmental resources and personal resources. Saving physical resources such as thrift, innovation, and product retention, with the wise use of financial resources, are also positive trends in terms of green consumption values.

4.5.2. The Need-to-be Knowns

RQ10: How will consumer profiles formed by changing socio-economic dynamics shape consumer research?

Undoubtedly, the socio-economic and cultural background of the person shapes the consumption behaviors (Carthy et al., 2020; Patsiaouras, 2017). Based on this claim, it is possible to interpret that different consumer groups will adopt different consumption patterns and market decisions. Therefore, it is necessary to determine the social changes experienced, especially the facts that change the consumer structure. As a result, discovering events that transform the social structure will also show how new consumer behaviors are shaped. The widening gap between social classes and the associated changes in social structure and norms make it a must to examine the effects of this phenomenon on consumer behavior (Shavitt et al., 2016). Researchers need to examine new profiles emerging in terms of marketing studies and discover changing consumption decisions.

Social marketing strategies should be developed for socio-economically disadvantaged countries (e.g., countries with no breakfast programs in their schools and financially disadvantaged families). The need for multicultural research on the subject is of paramount importance (Kleef et al., 2016). Similarly, Shavitt et al. (2016) argue that the "consequences of subsequent changing, declining socioeconomic status and living standards, on prevailing norms, interdependent actions, and personal self-construal" deserve further study. As the incomes and purchasing power of the working-class approach poverty levels, there is a need to examine the interplay of dynamic socio-structural factors, increasing economic inequality, and cultural cycles on consumer behavior.

With the changes in society, the emergence of new consumption patterns has become inevitable. In this context, consumption habits, whose meaning and scope have changed, still require more research. For example, the relationship between green consumption, purchasing environmentally friendly products, wealth, and/ or status should be analyzed (Griskevicius et al., 2010). According to Haws et al. (2014), the scale they developed can be valuable for such research efforts. Classifying the people who engage in green consumption behavior according to their individual, material, or physical resources can be helpful in terms of

discovering the motivations of consumers who consume similarly but differ in terms of their individual characteristics.

It was indicated that socio-economically similar consumers are more moderate in their use of imitation products (Amaral & Loken, 2016). However, how is the brand image affected in the long run when a different group, especially a lower group, uses imitation products? Similarly, if it is assumed that the people who consume it form intimacy (Woolley & Fishbach, 2017), how does the response of different groups to each other's consumption resonate with the brands? Or, which group will adopt the consumption pattern of an individual whose socio-economic status has changed over time? It will be meaningful to answer such questions in future studies.

RQ11: How can underrepresented groups be included in consumer research?

Researchers and practitioners should embrace that marketing exists for everyone, and studies should be expanded in this direction. By the end of the day, every individual is somehow the subject of consumption and should be the subject of studies in this way. Besides, it is known that people are more sensitive to messages close to their demographics (Haugtvedt et al., 2018), and therefore, the need for the message to be compatible with the consumer comes to the fore. In fact, it was pointed out by researchers that paying attention to personal differences produced more accurate predictions than focusing on more general characteristics such as demographics (Holbrook & Hirschman, 1982). Today, when this understanding is discussed within the scope of personal marketing, it is thought that focusing on lifestyles will be important in giving the right message. Sending the right message to the right person can only be possible with an inclusive marketing program.

Marketing Science (and) research is too important to be reduced to a specific segment, groups of commercial importance, or consumers of social status. Hence, future studies should focus mainly on "forgotten" and/or "ignored" consumer groups, including ethnicity (Lamberton, 2019), sexual orientation, socio-economic status (Conley, 2016; Kleef et al., 2016; Shavitt et al., 2016), political/ideological (Boeuf, 2019), or religious belief.

Lamberton (2019) discussed that individuals with different lifestyles and ethnicities are not adequately represented in market research and marketing messages. The so-called "stigmatized" groups need to be included in the studies. Besides, social marketing strategies should be developed for economically disadvantaged families. The need for multicultural research on the subject is still essential (Kleef et al., 2016).

Ethnicity, biculturalism, and the level of adoption of cultures have led consumers to make consumptions that automatically provide cultural assimilation or make protective and counterproductive purchases (Mok and Morris, 2013). New studies need to address questions such as in which situations, consumer products, and cultural clues or threats are revealed.

Goldberg (2009) underlines the need to increase awareness of the vulnerability experienced by older adults. These vulnerable groups need to develop critical thinking skills against misleading advertisement content. Similarly, Lamberton (2019) thinks some groups are "stigmatized" and underrepresented in the marketing messages created.

4.6. Purchase and Decision Process

4.6.1. The Already Knowns

Within the scope of purchase and decision process, which is another heading with many previous studies, it is understood that some of the studies focus on decision-making mechanisms or processes holistically, while others specifically focus on phenomena such as heuristic purchasing, donation behavior, financial decision making, consumer behavior, and energy consumption. In particular, in the studies conducted on decision-making mechanisms, a critical point of view towards the concepts and theories that have occupied a dominant position in the literature for many years prevails.

In the studies on the purchase decision process, attention was drawn to the consumers' scanning and evaluation processes of the information available in the market (Yang et al., 2011; Herrero et al., 2015; Ding et al., 2016). It was understood that consumers' identities (Burson & Gershoff, 2015), subjective and objective judgments, and comparison elements play an active role in decision-making processes (Yang et al., 2011). Notably, the consumer benefits from subjective and objective information criteria in the evaluation of the information obtained. It was, however, deduced that reducing or eliminating the comparison elements that consumers acquire at the time of decision could have positive effects (Yang et al., 2011). Schneider (2020)'s study confirmed this finding by drawing attention to the effects of perceived distance between products on selection difficulty and duration.

Poiesz (1993), in his article published nearly 30 years ago, drew attention to the dominant aspect of hedonic consumption by arguing that the pre-purchase justification, which argued that the focus of consumer psychology should evolve from the product to the customer, is no longer valid. In a more recent study, Herrero et al. (2015) discussed the decision-making mechanism on the basis of belief, motivation, and emotions. In this context, how the consumer performs information seeking, evaluation, and decision-making processes with the effect of e-WOM was examined. The results suggested the importance of information value, source reliability, and similarity dimensions in e-WOM. Fischer and Hanley (2006) discussed consumer decision behavior type characteristics as cognitive, emotional, and reactive. In the study, the consumer's decision-making processes were examined with a decision behavior typology based on consumption psychology. The study results uncovered that the typology effectively predicts

the possible responses of the consumer decision-making mechanism. Ding et al. (2016) defined identity breadth (broad and narrow identity) as an important antecedent of consumers' subjective knowledge level. Broad identity describes a member of a more inclusive group that combines heterogeneous features and focuses on similarities between multiple subgroups. For instance, when an individual sees his identity as a professor (a broad identity), he may activate a wide range of knowledge areas in which an academic at a university would be good, and he may see himself as having sufficient knowledge in many categories of science. He adopts the view that he can have knowledge in different disciplines. In contrast, when a narrow identity is defined for the individual as a professor of microbiology at a university, only the knowledge category of microbiology is emphasized. In this context, the individual considers himself less knowledgeable in other categories apart from this specific category. In this context, in the relevant study, product preferences and decision-making processes are examined within the framework of identity breadth, and the reflection of these effects on the decision-making mechanism is shown by distinguishing subjective and objective information. Findings showed that broad identity changes subjective information but not objective information. However, it was revealed that the transition of consumers from a narrow identity to a broad identity also impacts their purchasing decisions. In that sense, individuals with broad identities prefer products with relatively more advanced features.

In studies on consumer decision-making mechanisms, mistakes made in distinguishing between motivation and cognition were criticized. The Theory of Goal System provides a holistic approach in determining the general principles of human behavior. There are errors in considering the dynamism and wide range of decision processes separately. For example, it was comprehended that some goals could be activated consciously, and consumers can make choices for more than one goal. Also, some goals were claimed to be chronically activated. The means used to achieve these goals are highly variable. Consistency and stability of people with their previous goals, their commitment between the goal and the tool are some of the topics that stand out in this context (Kopetz et al., 2012). Another subject of criticism related to the decision-making process was the "Behavioral Decision Theory," which has been recognized in the literature. Many studies (Simonson, 2008; Kivetz et al., 2008) argue that this theory has been focused on for 30-40 years in decision-making and that inherent characteristics of the person are ignored. Kivetz et al. (2008), in support of Simonson's argument, also proposed a model. In the model, the researchers aim to present an inherent synthesis of the person with the "constructed" preferences, which is the conventional approach. Another study that draws attention to the importance of subjective judgments of consumers asserts that stimuli and diversity, which are communication elements, can have an adverse effect. It was shown that consumers, who are exposed to a lot of information and diversity when making a purchase decision, make choices that satisfy them when the stimuli and direct comparison elements are eliminated and/or reduced (Yang et al., 2011: 397-399).

The diversity of perspectives developed is also important in terms of expanding the literature. For example, the study by Skard et al. (2021) is vital in proving how virtual reality affects consumers' travel intentions. Through the study, in which hedonic expectations of future happiness are projected, it was argued that virtual reality can affect developing strong intentions and purchasing behaviors (Skard et al., 2021). On the other hand, in augmented reality, Jessen et al. (2020) underline that the purchasing process has evolved with a new design, and an experience-oriented formation is experienced.

Stanton (2017) concentrated on the effects of hormones in the purchase and decision process and brought new perspectives from the consumer psychology framework to the rapidly developing marketing literature in recent years. Hormones, which are researched under the headings of social decision-making, economic decision-making, and ethical decision-making, are discussed within the scope of the study through the differences in the variables.

It is possible to list the studies that focus specifically on specific purchasing patterns as follows:

- Chowdhury et al. (2009) examined how exploratory buying behavior tendencies (EBBT) occur in choices made for others. The study measured the level of exposure to promotions such as the need for variety seeking, hedonic search motives, and discounts according to participants' EBBT levels. The study concluded that groups with high EBBT levels attach more importance to heterogeneity (seeking diversity) in gift selection behavior (2009: 524). Although the effect of the promotions was reflected, the avoidance of buying a wrong gift reduced the search for diversity in the choices made and the tendency towards promotions.

- According to Krishna (2011), another variable that affects donation behavior is whether a person buys a cause-marketing product. The purchase of these products allows the consumer to make donations indirectly. The firm donates a portion of the profit from the sale of these products. It was deduced that choosing such products -although there is no financial burden on the consumer-can reduce the donation behavior that will take place in the future.

- Duclos (2015), focusing on the financial decision-making process, which has recently been an important field of study, examined people's financial investment decisions based on the social psychology field, which has a rich literature on the assumption that people's past behavior predicts their future behavior. Within the study framework, psychological processes were used to study how investors process the visual information in the charts before making investment decisions. Additionally, the study is crucial because it shows that the graphics designed to improve and facilitate decision-making can negatively affect investors.

- Rao (2017) discussed the interactions of marketing and consumer psychology disciplines in developing the understanding of voter and consumer behavior based on political science and mindset in political psychology. The literature was expanded by showing the effects of right-left dilemmas, cultural conflicts, ideologies, apolitical, and demographic distinctions on voter behaviors.

- Hou et al. (2019) contributed to the literature by drawing attention to decision-making problems when considering the uncertainties of renewable energy generation and customer energy consumption. By creating two different pricing models, they aimed to improve consumers' load estimation accuracy and reduce system imbalances.

- Bolton and Alba (2012) studied the effect of product and service waste perception on judgments about future purchases. The results inferred that the perception of waste affects future purchasing behavior.

- Schneider (2020) researched the effect of spatial (geometric) distance on decision preferences, which expresses the distance between two objects. Five different experimental designs were used in that study. In the first three experiments, the idea that a choice behavior among similar options is more challenging to perform when the options are close to each other was supported. For instance, the fact that two different fountain pens are close to each other on the shelf makes it difficult for consumers to choose. In the fourth experiment, the duration of the participant's decision between the options was tested as a measure of choice difficulty. The fifth experiment was tested with different product categories (side-by-side positioning of food and stationery products). It was found out that choosing products in the same category that are spatially close to each other is more difficult for consumers. However, it was suggested that the selection times of products in the same category that are close to each other are also longer than those far from each other. However, the results indicated that products from different categories did not produce similar effects.

- Although Yadati et al. (2014) did not directly provide a framework for decision mechanisms, they indirectly contributed with their findings on consumer experience and participation.

- In order to measure the effect of storytelling on purchasing behavior, Yueh and Zheng (2019) developed the Storytelling in Agricultural Marketing Effectiveness Scale (SAMES) and obtained fundamental findings on storytelling.

In a conceptual study evaluated under this title, Venkatraman et al. (2012) acted to build a bridge between neuroscience and marketing in the field of brand preference. According to the study, neuroscience, which brings the ability to integrate many different behaviors, plays an important and complementary role in the market segmentation process by revealing individual differences in the decision-making process.

4.6.2. The Need-to-be Knowns

RQ12: What perspectives are replacing accepted theories about purchase decision processes?

The most considerable point in the comprehensive studies on purchase decision-making is the criticisms and new suggestions brought to the field. While Simonson (2008) stands out with his criticisms of "constructed preferences," which is an ingrained approach in consumer psychology research, it became possible to come across studies that defend that the "behavioral decision theory," which has been used in marketing studies for a long time, no longer meets the needs and is insufficient (Kivetz et al., 2008; Simonson, 2008).

Although the decision-making process has many variables, it also contains error-prone elements during its measurement and understanding. According to Kopetz et al. (2012), separation of motivation and cognition, multiple goal orientation, previous goals, and stability are examples of these elements. It was proposed that the factors causing the error can be tested in the scale developed with the goal-oriented behavior perspective. Venkatraman et al. (2012) presented a conceptual study by bridging neuroscience and marketing in the field of brand preference. Bringing the ability to integrate many different behaviors, neuroscience plays an important and complementary role in the market segmentation process by revealing individual differences in the decision-making process. Bastos and Moore (2021), in their study in which they created empirical evidence about WOM, asserted that experiential purchases are more important and effective than material purchases. In a study examining exploratory buying behavior, the necessity of new research forms that are free of manipulative experimental design, focus on real choices, and add different dimensions was discussed (Chowdhury et al., 2009).

Different approaches are being developed to gain power in consumer choice predictions and contribute to existing theories, thus enriching the literature and paving the way for new approaches.

Prominent future study proposals on decision-making processes consisted of criticisms of research processes and outdated approaches and suggestions for new topics needed. It is possible to list the guiding suggestions for future studies as follows:

- It is incorrect for researchers to focus on "constructed preferences" (Warren et al., 2011), which have assumed preferences have been formed in the decision-making process for many years. According to Simonson (2008), the inherent preferences of the person are ignored in scientific studies.

- It is expressed that the behavioral decision theory used in marketing studies no longer meets the need and is insufficient (Kivetz et al., 2008; Simonson, 2008).

- In studies, it is necessary to use contingent valuation methods (Fischer and

Hanley, 2007), new decision-making scales that do not keep motivation and cognition separately, are multi-goal-oriented, and consider previous goals and stability elements (Kopetz et al., 2012).

- The tactile and visual stimuli of the product should be tested by manipulating the purchase decision effect, product features, and consumer perceptions in a more controlled manner (Streicher & Estes, 2016).

- Schneider et al. (2020) argue that interesting results can arise by manipulating the importance of choices whether the spatial distance has an effect on the selection conditions.

- Neuroscience studies need to be expanded to provide more effective market segmentation and more detailed information about decision-making and preferences (Venkatraman et al., 2012).

- Specifically, the impact of user-generated information content (in the context of the interrelationships between information value, source reliability, and similarity) on consumer behavior needs to be well-understood (Herrero et al., 2015).

- It was interpreted that when the comparison elements are reduced, people make easier choices with their judgments (Yang et al., 2011). It is unclear how the same study will produce results when applied to diverse product or service groups, such as consumer groups seeking diversity or consumer goods.

- According to Krishna (2011), many issues remain to be explored in socially responsible product purchase and donation decisions. For example, does giving for personal reasons or donations for personal reasons make people happier? How do donation behaviors in different forms affect future donations?

- Petersen and Hamilton (2014) argued that it is important to examine how consumers with a negative product judgment relate to future changes in response to persuasive messages.

- There is a need for research on how identity breadth (Ding et al., 2016) will affect consumer product choice when outgroups, which measure the extent to which consumers "have" social identities (Burson & Gershoff, 2015), are made salient.

4.7. Marketing Communication

4.7.1. The Already Knowns

Marketing communication dynamics are studied in the fields of advertising (Mcferran et al., 2010; Nairn and Fine, 2008), print media (Fajardo and Townsend, 2015), commercial sales promotions (Tang and Hu, 2019), celebrity use (Hingston et al., 2017), word of mouth communication (Cho, et al., 2009; Fazal al Hasan et

al., 2017; Ryu & Han, 2009; Tuk et al., 2009), storytelling (Yueh & Zheng, 2019), textual paralanguage (Luangrath et al., 2016), service compensation (Zhou et al., 2014), and consumer trust judgment (Petersen & Hamilton, 2013).

The marketing and consumer psychology discipline has created solutions to various problems in many fields with the communication and persuasion techniques it has developed. For example, Rao (2017) discussed in detail the similarities between voter and consumer behavior and showed how more effective party campaigns can be organized by using the marketing mix in this area. The use of creative slogans (donate $5, have dinner with Obama! Comparative (donation) price displays) or communication that warns against the consequences of not being a voter positively affected voter behavior based on the theory of loss aversion. Regarding health, it was observed that marketing communication studies were carried out to create positive and strong attitudes towards behaviors such as using drugs, getting vaccinated, and not interrupting treatment (Keller et al., 2011).

The study by Cho et al. (2009) stands out in terms of revealing a reputation system site called Q-rater, based on the lack of a healthy WOM sharing platform in B2B markets. Another study (Tuk et al., 2009) is significant in proving the effect of word of mouth on persuasion. The study, which examined the dominance of relationship norms on consumption behavior by expanding the literature, presented that norms have an impact not only at the individual level but also at the interpersonal level. Accordingly, the direct relationship norms (e.g., giving incentives, advice, evaluation by the representative) created by the institutions through the sales representatives during the purchasing process positively affect the persuasion process and attitude. On the other hand, Fajardo and Townsend (2016) showed that the delivery of marketing messages through packaging produces more effective results than traditional media channels and print media tools. However, Kang and Lakshmanan (2017) observed that when the background music contains vocals, written advertisements directed to consumers make it difficult to understand written communication elements such as packaging and labels. Nevertheless, symphonic music has a positive effect on purchase behaviors.

The behavioral change created by advertisements, which is another frequently examined topic, has been approached differently by researchers. For example, Mcferran et al. (2010) found that people's identification with advertising (transportation theory) leads to more persuasive results from advertising. Another study argues that children, who are the future consumers, should take a more active role in advertisements and discusses the ethical dimension of advertisements for children (Nairn & Fine, 2008). In a study on the use of celebrities in advertisements where people are constantly exposed to popular applications (Hingston et al., 2017), it was deduced that consumers who interact with the objects used by celebrities are affected by the celebrity in their subsequent judgment and behavior. It was also observed that the said effects not only direct future behaviors in direct proportion to the "law of contagion" but also create social effects. The law of

contagion is based on the view that the famous person also transfers his own characteristics to the object he encounters.

Other noteworthy research under this title is the study by Luangrath et al. (2016), in which they examined the effects of textual paralanguage used by brands on digital platforms in the context of marketing communication, and in this context, they developed a typology of "textual paralanguage" based on data from Twitter, Facebook, and Instagram, Tang and Hu's (2019) study in which they measured the effect of promotions used in commercial transactions through the sales volume forecasting model they created using artificial intelligence, and the study by Petersen and Hamilton (2014) showing how the correction effect is affected by the consumer confidence judgment in the context of the "Flexible Correction Model," which was also used by Campbell et al. (2013).

4.7.2. The Need-to-be Knowns

RQ13: How can marketing communication studies be developed in social media platforms?

It was concluded that the studies on the use of social media in marketing communication research are not given the importance they deserve in the literature. There are very few Q1 studies on the use of social media channels, which are of great importance in the communication between marketing practitioners and consumers (e.g., Keller et al., 2011; Luangrath et al., 2016). The new generation, Centennials, seen as the first global generation and born into the digital age, is the most crucial indicator of the need to attach great importance to marketing communication studies for social media platforms. Since the marketing communication studies targeting the Millennials segment are more resistant to advertisements and difficult to communicate with in terms of their target audience, their strategies are frequently reviewed and renewed (Llopis-Amorós et al., 2019). Besides, examining social media phenomena (De Veirman et al., 2017) and their relations with consumers, which are expressed as opinion leaders, forming an extensive social network within the scope of consumption psychology could contribute to the knowledge and practitioners.

New marketing communication efforts, called affiliate marketing, such as their alignment with brand personalities, are worth studying. Tuk et al.'s (2009) study is important in terms of proving the effect of word of mouth communication methods on persuasion. Therefore, WOM studies arising from these channels should also be examined within the scope of consumer psychology. For example, Kabadayi & Price (2014) found that psychogenic differences such as introversion/ extraversion and neuroticism in consumers effectively participate in social media communications published by brands.

RQ14: How do the effects of advertising consumption on the target audience differ between traditional and new media?

According to Mcferran et al. (2010), who explains the advertisement's effectiveness on the target audience with the "transportation theory," it is important to analyze the advertisements watched through different sources in future studies. Bharadwaj et al. (2020) propose that television viewers reach the product and research through another device to examine the advertised product and service without turning their attention back to the television screen. It is underlined that this behavior, which is called cross-media consumption, and advertising can indirectly affect the target audience. Similarly, Yueh and Zheng (2019) pointed to the fact that storytelling strengthens the communication established in advertisements, while the limitations of their research, such as the non-diversified of story types and samples, guide future studies. The outcomes of the emotional bond that can be established between storytelling and the target audience and the organization will be very beneficial in the long term. More research in the field is needed to develop the SAMES scale they created. The effects of advertisements on children and the lack of sufficient research on children's reactions to advertisements are also among the listed needs (Nairn & Fine, 2008). With the digital age where attention spans are gradually decreasing, advertisements designed in specific channels can reach the person in a shorter and more explicit way, and the desired message can be conveyed correctly. It should be investigated in future studies that watching the advertisement on television or with the help of online tools can create different effects on individuals and what these effects might be (Nairn & Fine, 2008).

RQ15: What are the features that distinguish the marketing communication studies applied to different age and consumer groups from each other?

The development of marketing communication studies in social media channels and the production of new strategies are among the most important requirements of the digital age that we are in and also born into. Pointing out that there is a particular distinction between the generation born before the said digital age and the generation born and raised in this age, Tapscott (2009) clarifies this difference with various role definitions. From this point of view, it is recommended to renew the models that will guide future studies in different age and consumer groups. While there is still debate about the extent of the gap between the next generation and previous generations, medical science has also shown that individuals of different age groups can quickly adapt to marketing communications, refuting the long-held view that the brains of older adults cannot learn and adapt (Ozuem et al., 2019). Papandrea (2011) also highlighted that adults could understand younger generations more efficiently with digital adaptation. Drawing attention to the importance of healthy and reliable WOM channels in B2B markets as well, Cho et al. (2009) suggested applying and testing information such as user's temporal behavior, information about personal preferences, frequency, innovation, purchasing-not purchasing as reliability factors to the Q-rater scale on the website they developed.

4.8. Attitudes

Although the place of attitudes in the consumer decision-making mechanism has indisputable importance, it would not be wrong to claim that it has fallen off the agenda of researchers. In our review, only two studies were found whose attitude was the subject:

(1) When smokers' attitudes are examined, it is understood that while individuals criticize the sector negatively, they own the brands they use and establish strong bonds. Although many social campaigns have created awareness that they are harmful to health, strong brand relationships have created beliefs such as friendship or less harmful than other brands (Johnson et al., 2016). The effect of positive and strong attitudes towards brands in the context of consumption of harmful products needs to be examined more.

(2) It was observed that the feeling of gratitude revealed by the additional services and activities implemented strengthens the relationship with the brand and creates a positive attitude (Hasan et al., 2017). The study, which examines the relationship between gratitude and attitude, has limitations such as the inability to sufficiently diversify the sample and the inability to measure long-term gratitude (Hasan et al., 2017). In particular, positioning the sense of gratitude in relational marketing elements could guide future research.

4.9. Ethics and Social Responsibility

4.9.1. The Already Knowns

One of the important highlights of the last period is that marketing efforts should be handled individually on the consumer and at a broader societal level, within the framework of certain ethical rules and with a socially responsible perspective. In this framework, the field of consumer psychology seems to have the potential to offer new approaches in the literature. However, the concepts of ethics and social responsibility have primarily been reviewed within the framework of business activities in consumer psychology research. Namely, in the studies conducted, the subjects of business ethics, employee ethics, and employer ethics are frequently included. In this direction, Valentine and Fleischman (2004) focused on the issue of business ethics in their research. In that study, it was pointed out that professions should develop ethical standards to promote social responsibility. In this context, it was emphasized that the concepts of social responsibility and ethics are closely correlated in terms of professions. Rao and Vitell (1999) also studied the intercultural differences of ethics and social responsibility concepts through employees. In another study conducted by Valentine and Fleischman in 2004, they focused on the perceptions of employees and employers through work ethics. In a similar study, Manasakis (2018) addressed the approaches and motivations of companies and business stakeholders to corporate social responsibility and business ethics. In another study, Valentine and Godkin (2016) investigated

the effects of business ethics and corporate social responsibility concepts on business perception. The study results presented findings on how these concepts affect employees' perceptions of job satisfaction. In Hawley's (1991) research, the concepts of business ethics and corporate social responsibility on the basis of the finance sector were discussed, and it was mentioned that future studies should focus on these concepts. In the study by Robin and Reidenbach (1987), the barriers to the use of social responsibility and ethics by marketing professionals were investigated. In the research, an approach was tried to be developed to integrate these concepts into the marketing process. On the basis of the developed approach, it was emphasized that people generally performed business activities, and with this aspect, all activities were evaluated/will be evaluated from a moral point of view from past to present. Similarly, Vitell (2014) also referred to the need to understand better the concept of consumer ethics in order for the studies to yield more accurate results within the scope of marketing research. Moreover, Roberto et al. (2014), who put forward the public health practices that try to take precautions against obesity with different food policies, with an interdisciplinary study between consumer psychology and medicine, made a valuable contribution at this point. On the other hand, Sheu and Choi (2019) focused on the use of barter to increase environmental sustainability within the green marketing field, emphasizing the need to consider sustainable firm-consumer partnerships as the critical underlying sustainable competitive advantage for firms.

4.9.2. The Need-to-be Knowns

RQ16: Are consumers aware of the distinctions regarding ethics and social responsibility?

Studies on the concepts of ethics and social responsibility on the basis of consumer psychology are generally studied and investigated separately. It is observed that information on how consumers perceive both concepts and whether the aforementioned concepts are distinguished is lacking. Fischer (2004) suggested that there are four different views in the literature regarding the concepts of social responsibility and ethics. In the first of these arguments, social responsibility corresponds to ethics in the organizational context. In other words, ethics meets the concept of social responsibility when considered organizationally. According to the second view, while social responsibility is based on the effects of commercial activities on society, the concept of ethics is based on the behavior of people in the organization. The third view argues that there is no relationship between the concepts of ethics and social responsibility. The last opinion defends that the concept of ethics is seen as only one of the dimensions of the concept of social responsibility. Although there are no clear definitions in the literature and the information obtained, Joyner and Payne (2002) argued that the concept of ethics consists of necessary activities for businesses that take place without any external pressure. In this context, the concept of ethics generally contains an ideality. The concept of social responsibility, on the other hand, mainly covers additional

campaigns, sustainability activities, and plans based on creating competitive advantage and is based on the compatibility of these activities with businesses (Sen et al., 2006).

In light of this information, it is important to compare the ideal values and business outputs from the consumer perspective regarding ethics and social responsibility. In this sense, it is important to use the ideal value model explained by Mattson (1992) in future studies. In this model, the consumer has a perception of an ideal standard within himself. The consumer also compares this standard perception with the output of the business as a result of the service received. As a result, satisfaction or dissatisfaction occurs. According to the model, this standard perception may vary according to the person and time. Thus, by using this model, researchers can determine the ideal standards of consumers regarding the concepts of ethics and social responsibility and identify in what way the outputs can be diversified. It will also be possible to determine whether a business activity perceived as social responsibility by the consumer turns into an indispensable necessity such as ethics over time.

RQ17: Are ethical and social responsibility concerns only the duty of businesses?

Vitell (2014) argued that there are many studies in the literature related to the concepts of social responsibility and ethics, but these studies are far from explaining the relationship between consumer ethics and social responsibility. These concepts should also be analyzed in terms of consumer ethics, social communication, and awareness. It is seen that the studies carried out in this context take up very little space in the literature. As Zane et al. (2016) stated, it is regarded as essential to increase the number of studies on ethical consumption behavior and consumer ethics because ethical consumption behavior and individual sensitivities of consumers in their purchases need to be examined in more detail. Considering all this information, the meanings and sensitivities attributed to the concepts of ethics and social responsibility have been examined only within the framework of the enterprise, employee, and employer. However, these relations need to be addressed from a consumer perspective as well. In this direction, answers to these questions should be sought in future research.

In the studies examined, it is seen that the issues of employee and employer are mentioned a lot within the scope of business ethics (Hawley, 1991; Rao & Vitell, 2009; Valentine & Fleischman, 2004; Valentine & Godkin, 2016; Manasakis, 2018). However, the concepts of ethics and social responsibility are too important to be limited within the framework of these issues. In this context, it is necessary to examine the concepts of ethics and social responsibility beyond the boundaries of business activities in future research. It is significant to investigate the concepts of ethics and social responsibility, which are seen as a subject that only organizations should be sensitive to in the literature, by integrating them into the marketing process, as Robin and Reidenbach (1987) stated.

5. Summary

The aim of the present paper was to discover the consumer psychology phenomenon in the marketing literature. Therefore, we reviewed the related studies and attempted to answer the questions that we asked at the beginning of our quest. Our findings can be seen clearly in the previous sections. However, in that part, we would like to emphasize the frequent theories and concepts we encountered while conducting our review.

After deeply examining the theoretical backgrounds of our data, we discovered that branding and brand-related topics are highly in demand. Under these topics, we can cite brand extension (Estes et al., 2012), consumer-brand relationship (Johnson et al., 2016), brand loyalty (Kivetz et al., 2008), brand choice (Topolinski et al., 2014), brand recognition (Ellis et al., 2010), brand culture (Fournier and Alvarez, 2019), and brand perception (Rompay and Pruyn, 2011). As mentioned earlier in the text, researchers have been trying to better understand why consumers choose a certain brand (Mcleod, 2009). To find an answer to this question, they developed different perspectives concerning brand-related concepts.

The brand decision is a crucial variable for marketing researchers. However, this decision is not an unaccompanied phenomenon. In other words, other variables take an active role in this decision such as identity and self. For this very reason, we come across a rich content of studies analysing the effects of identity and self on consumer behaviours. Among them, we can cite social identity theory and self-categorization theory (Amaral and Loken, 2016; Ding et al., 2016). Under identity title, we found more relevant concepts such as identity modal and consumer identity (Lamberton, 2019). Another point that took our attention is finding that the identity is often associated with social constructs such as social identity/identification, social identification perspective, consumers' social identity, etc.

Marketers have been analysing the previously stated subjects for a long while. Besides these long-established subjects, we explored in our review relatively new research areas. In recent studies, there is a broad discussion on sensory marketing, cause-related marketing, and sustainability/green marketing. Under these marketing branches, cross-modal correspondences/matching (Gilbert et al., 2016), sensory perception (Litt & Shiv, 2012), non-profit marketing (Bennett et al., 2012), (corporate) social responsibility (Gupta and Sen 2013), and donation behaviour (Krishna, 2011; Winterich et al., 2015) are widely discussed. According to these studies, indirect donations increase brands' attractiveness along with socially responsible acts especially if they are sincere.

The synthesis of consumer psychology literature represents the crucial constructs of the field. For all the constructs, related issues in current literature and research questions to shape the future of the literature are proposed. As the significant effect of consumer psychology will maintain in the consumer experiences, the insight opportunities pointed out in this paper may help researchers explore and better understand the nature of the field.

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