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TITLE: THE EFFECT OF INCOME DISTRIBUTION ON CONSUMERS' ATTITUDES

ABSTRACT

Income has a key position among the subject of economy. Income affects or is affected by economic factors which give guidance to economic attitudes. One of the most prominent factors is consumers' income and expenditure attitude. Because of this, economy has become one of the most searched economical subjects. These studies examine the relationship between consumer income and expenditure from the economical point of view, and at the same time from the sociological and psychological point of view.

This study is to establish the tendency of society's income, expenditure, consumption and the factors which affect them. Because of this, primarily income and consumption are considered theoretically and the relation between income - consumer attitude and consumption expenditure is evaluated. In the centre of Aydin, nearly 200 people were surveyed. The data obtained from the survey was analyzed statistically according to the various demographic factors and expenditure attitudes.

As a result of the analysis, it is stated that society's consumption expenditure is affected mostly by the income distribution. In addition, it is detected that in the decision of consumption expenditure not only economic factors but also sociological and psychological factors are effective. In particular, individuals' demographic characteristics, educational level, residence, income and consumption expenditure tendencies are effective factors on income-consumption attitudes and expenditures. These factors significantly affect and differentiate society's consumption tendencies.

Key words: Income distribution, consumer behaviour, income, consumption function, household