

CONTENTS

| | <u>Article Header</u> | <u>Article Type</u> | <u>Page No</u> |
|---|--|----------------------------|-----------------------|
| 1 | THE LAST DECADE OF MARKETING RESEARCH: THE CASE OF EUROPEAN JOURNAL OF MARKETING | RESEARCH | 1-10 |
| 2 | EVALUATION OF HYBRID (CONVERGENT) PRODUCTS FOR FUNCTIONAL USAGE PURPOSES AND CATEGORY SIMILARITY | RESEARCH | 11-25 |
| 3 | THE IMPACT OF GENDER ON DECISION-MAKING STYLES OF YOUNG CONSUMERS | RESEARCH | 26-41 |
| 4 | A CONCEPTUAL VIEW ON DIDEROT EFFECT AND ZEIGARNIK EFFECT IN CONSUMPTION | REVIEW | 42-61 |

İÇİNDEKİLER

| | <u>Makale Başlığı</u> | <u>Makale Türü</u> | <u>Sayfa No</u> |
|---|--|---------------------------|------------------------|
| 1 | PAZARLAMA ARAŞTIRMALARININ SON ON YILI: EUROPEAN JOURNAL OF MARKETING ÖRNEĞİ | ARAŞTIRMA | 1-10 |
| 2 | HİBRİT (YAKINSAK) ÜRÜNLERİNİN FONKSİYONEL KULLANIM AMAÇLARI VE KATEGORİ BENZERLİĞİ AÇISINDAN DEĞERLENDİRİLMESİ | ARAŞTIRMA | 11-25 |
| 3 | GENÇ TÜKETİCİLERİN SATIN ALMA KARARLARINDA CİNSİYETİN ETKİSİ | ARAŞTIRMA | 26-41 |
| 4 | TÜKETİMDE DİDEROT ETKİSİ VE ZEİGARNİK ETKİSİNE KAVRAMSAL BİR BAKIŞ | DERLEME | 42-61 |