

CONSUMER ATTITUDES TOWARD AND ACCEPTANCE  
OF PERSONALIZATION ATTEMPTS IN THE ONLINE ENVIRONMENT

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CONSUMER ATTITUDES TOWARD AND ACCEPTANCE  
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## Thesis Abstract

Serkan Albayrak, “Consumer Attitudes Toward and Acceptance of Personalization Attempts in the Online Environment”

By the extended use of Internet; technology and dynamic interaction for the first time makes personalization cost effective at large-scale. It also offers the possibility to provide personalized products and services at competitive prices. This development forces marketers to focus more in online personalization attempts to help them to improve the performance of their efforts.

The objective of this study is to determine the basics of consumer attitudes toward and acceptance of personalization attempts by compiling relevant scales from the marketing literature, developing two new scales for understanding the advantages and disadvantages of personalization and identifying relevant attitudes toward different personalization types in the online environment. Data collected online from 250 people was analyzed by using descriptive, reliability, ANOVA, cluster, factor and linear regression analyses to test the hypothesis and provide the findings.

In today’s very challenging marketing environment, it is very critical to identify different segments among consumers and apply right strategy to each different group based on consumers’ attitudes to different type of personalization. Many findings in this study can provide important strategic tools for marketers who want to provide online personalized offerings to the right consumer group to provide customer attention, loyalty and safe positioning against commoditization.

## Tez Özeti

Serkan Albayrak, “Internet'teki Kişiselleştirme Uygulamaları ile İlgili Tüketici Tutumlarının ve Kabullerinin incelenmesi”

Internet kullanımının yaygınlaşması sayesinde, teknoloji ve dinamik etkileşim, kişiselleştirilmiş ürün ve servislerin geniş kitlelere rekabetçi fiyatlarla sunulmasını mümkün hala getirmiştir. Tüm bu gelişmeler pazarlamacıları Internet'teki kişiselleştirme uygulamalarına daha fazla odaklanmaya zorlamaktadır.

Bu çalışmanın amacı, tüketicilerin Internet'teki kişiselleştirme uygulamalarına ve kişiselleştirme tiplerine karşı tutum ve kabullerini (avantaj ve dezavantaj), pazarlama literatüründeki ilgili ölçekleri derleyerek ve iki yeni ölçek geliştirerek belirlemektir.

Internet ortamında 250 kişiden toplanan veri; tanımlayıcı, güvenilirlik, ANOVA, kümeleme, faktör ve regresyon analizleri kullanarak; hipotezleri test etmek ve sonuçlara ulaşmak amacıyla analiz edilmiştir.

Günümüzün rekabetçi pazar ortamında, tüketicileri gruplandırmak ve tüketicilerin farklı kişiselleştirme tiplerine karşı olan tutum ve kabullerini de göz önünde bulundurarak, doğru gruba doğru strateji ile yaklaşmak çok önemlidir. Bu çalışmada elde edilen sonuçlar; tüketicilerin dikkatini kazanmak, sadakatini sağlamak ve ürün farkındalığı yaratmak isteyen pazarlamacılara; doğru tüketici grubuna, doğru kişiselleştirme teklifleri sunabilmek için stratejik araçlar sunmaktadır.

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## CHAPTER 1

### INTRODUCTION

By the extended use of Internet; technology and dynamic interaction for the first time ever makes personalization cost effective at large-scale. It also offers the possibility to provide personalized products and services at competitive prices. So, marketers are looking increasingly at personalization to help them improve the performance of their efforts, because personalized offerings offer customer attention, loyalty and a safe place against commoditization (Sunikka and Bragge, 2008). Therefore, the way of how marketing acts transforms from mass marketing to effective segmentation and targeting, advocating one-to-one, marketing.

Personalization has been utilized by various companies in the electronic marketplace. Gartner research stated that by 2004, 80 per cent of content-rich IT applications (eg news sites, e-tailers and corporate intranets) will incorporate personalization (Jackson, 2007).

In the relevant literature, it is observed that personalization has many different names and meanings such as customization, mass-customization, individualization, segmentation, targeting, profiling, one-to-one marketing, as there is no agreed definition of personalization (Fan et al., 2006). However, the technology-based definition of the concept can be acquired from Personalization Consortium (2005) as below:

“Personalization is the use of technology and customer information to tailor electronic commerce interactions between a business and each individual customer. Using information either previously obtained or provided in real-time about the

customer, the exchange between the parties is altered to fit that customer's stated needs as well as needs perceived by the business based on the available customer information"

Thus, personalization means something different to each business. It seems that the concept of personalization is currently used to cover a very fragmented set of ideas and types, and finally there is not a clear big picture for personalization so that it can be fully understood and applied for marketing purposes.

If there is no common understanding of personalization, it is obvious that there are problems because both companies and end users will not understand each other. This is especially problematic, when a company produces a service for a specific customer group or company. The final personalized product or service may not be what the customer is initially asking for.

To understand the major motivations for personalization, this study tries to provide an explanation of the needs for personalization, so that personalization can be used in marketing more effectively.

The objective of this study is to determine the basics of consumer attitudes toward and acceptance of personalization attempts by compiling relevant scales from the marketing literature, developing two new scales for understanding the advantages and disadvantages of personalization and identifying relevant attitudes toward different personalization types in the online environment.

The multipurpose objectives of the study can be briefly explained as follows:

- Measuring people's general disposition towards online personalization attempts: People may develop different levels of attitudes towards personalization attempts in accordance with their different level of need for personalization.

- Measuring how much benefit consumers perceive from online personalization attempts: Companies offer numerous personalized offerings for the use of consumers, but are consumers benefiting from them?
- Measuring the overall perception of consumers with respect to attached advantages and disadvantages perceived from online personalization attempts
- Determining consumers' segments: Can consumers be segmented based on the data about the level of importance attached to advantages and disadvantages of personalized attempts on internet? Can we find a best group who has certainly strong desire for personalized products and offerings?
- Determining personalization types: Can online personalization attempts be classified based on the data about the level of importance of consumers attach to perceived benefits of personalized attempts on Internet?
- Determining need for personalization: Can the need for each personalization type be explained with different personalization related scales?

## CHAPTER 2

### LITERATURE SURVEY

#### Personalization Dilemma

Personalization is currently used to cover a very fragmented set of ideas and types and finally there is not a clear big picture for personalization so that it can be fully understood, which we can call as the personalization dilemma. As Kemp (2001) points out, personalization seems to be hard to understand and applied for marketing purposes since it means something different to each business.

Nowadays, personalization seems to have different kinds of meanings and applications such as personalization of the product itself based on consumers' previous wish or needs, personalization of the pricing alternatives and personalization of the content of a web site just to mention some major examples (Kavassilis et. al, 2003 and Simonson, 2005). Because of these varieties of personalized applications, marketers can easily be confused by the different meanings of personalization (Goldsmith, 1999 and Simonson, 2005).

Personalization is probably as old as any other trade relationship. Ross (1992) has traced the first personalized direct marketing letters to the 1870s. However, modern personalization seems to have different kinds of meanings, fitting the visual layout of the message to data terminal equipment, to tailoring the content of the message, and tailoring the product, to mention a few examples (Hofgesang, 2007).

There are also many other definitions for personalization (Table 1) in the literature just to name some:

- Peppers and Rogers (1997) define personalization as the process of using customers' either previously or real time obtained information to provide a dedicated solution to each individual customer.
- Vesanen and Raulas (2006) define personalization with objects and operations variables. Operations define what is done at different stages of personalization and objects define the elements which are needed to perform that personalization process.

Table 1 Definition of Personalization and Customization

Author	Personalization	Customization	Interrelationship
Hanson (2000)	"A specialized form of product differentiation, in which a solution is tailored for a specific individual" (p. 450)	"The combining of individual-level information and flexible product design" (p. 445)	Customization is part of personalization and different levels of personalization create a continuum (p.188)
Peppers et al. (1999)	"Customizing some feature of a product or service so that the customer enjoys more convenience, lower cost, or some other benefit"	Treating a particular customer differently based on what that customer said during an interaction. (1998, p. 146)	Not important to distinguish between personalization and customization
Allen et al. (2001)	Company-driven individualization of customer web experience (pp. 32-33)	Customer-driven individualization of customer web experience (pp. 57-58)	Sometimes difficult to separate between concepts since: "a customized site can provide personalized content" (p. 32)

Table 1. Continued

Author	Personalization	Customization	Interrelationship
Imhoff et al. (2001)	“Personalization is the ability of a company to recognize and treat its customers as individuals through personal messaging, targeted banner ads, special offers on bills, or other personal transactions” (p. 467)	Customization includes individualization of features, e.g. web site content, by customers (p. 374)	Customization is part of the personalization concept
Wind and Rangaswamy (2001)	Personalization can be initiated by the customer (e.g. customizing the look and contents of a web page) or by the firm (e.g. individualized offering, greeting customer by name etc.) (p. 15)	Customization further developed into customerization, initiated by the customer. “. . . a business strategy to recast a company’s marketing and customer interfaces to be buyer-centric” (p. 14)	Customerization a more advanced form of personalization, combines mass customization of products with customized marketing
Co’ner (2003)	Personalization is performed by the company and is based on a match of categorized content to profiled users	Customization is performed by the user	Important to distinguish between personalization and customization. Customization is a form of personalization which is done by the customer
Roberts (2003)	“The process of preparing an individualized communication for a specific person based on stated or implied preferences” (p. 462)	“The process of producing a product, service, or communication to the exact specifications/desires of the purchaser or recipient” (p. 459)	Customization is more in depth individualization than personalization (p. 157)

According to above table which is provided by Vankola (2004) and Sunikka and Bragge (2008), it can be concluded that customization is a form of personalization which is done based on consumers' wishes and needs.

### Personalization Types

In the relevant literature, there are also many attempts to classify the personalization types, as there is no clear understanding for this issue as well (Riemer et. al, 2001). One of the most recent and widely accepted categorization of personalization is provided by Sunikka and Bragge (2008):

- According to these authors, there are two types of personalization based on the initiator of the personalization (customer or company initiated) and type of the products (intangible or tangible) personalized. Sunikka and Bragge (2008) also go into the details of the product based personalization as is shown in Table 2.

Table 2. Personalization Types

Personalization			
	Intangibles (web context, services)		Tangibles (products)
	Individual	Group	Individual/Group
Customer-initiated	Web customization	?	Mass customization, customization
System or Company initiated	One-to one personalization	Micro personalization	

Source: Sunikka and Bragge (2008)

Although Sunikka and Bragge's classification seems to have a good coverage for personalization types, it only depends on the literature survey by lacking to have an applied survey as a proof of that.

Another personalization type which is very commonly accepted by the literature provided by Tam et al (2006). According to Tam et al. (2006), there are three types of personalization.

In user-driven personalization a user specifies in advance the desired web layout and content that matches his interests and preferences. User-driven personalization provides the user with tools and options to specify information requirements and presentation format (customization is the term more commonly used for this type of personalization).

Transaction-driven personalization represents the "normal" personalization whereby the online merchant generates personalized layout and content.

Context-driven personalization adds yet another dimension to personalization. It is an adaptive mechanism to be employed to personalize content and layout for each individual user. Advances in click stream analysis and web mining have made it possible to understand the context and to infer the user's likely behavior in real time (browsing or buying)

## Constructs and Scales Related to Personalization

Through relevant literature survey for the need for personalization, it was determined that there is no scale that assesses this construct. Almost all of the personalization related research in the literature is based on Snyder and Fromkin's (1977) need for uniqueness scales as the base for their studies although later on in some studies, it was accepted that Snyder and Fromkin's (1977) scale is significantly correlated with "consumer susceptibility to normative influence" negatively and is not correlated with "desire for personalized or even unique products". Through literature survey, it was also observed that there are many studies/scales for the desire for either scarce or customized products but not for personalized products which is indeed the major problem of the studies in the literature, as consumers' acceptance of new products does not need to be related with either uniqueness or customization. Major scales which were generated to understand the needs for customization and uniqueness were called in this study as personalization related scales:

- Need for Uniqueness Scale (Snyder and Fromkin, 1980)
- The Desire for Unique Consumer Products (DUCP) Scale (Lynn and Harris,1997)
- Self-Attributed Need for Uniqueness Scale (Lynn and Harris,1997)
- Preference for Unique Shopping Venues Scale (Lynn and Harris,1997)
- Consumers' Need for Uniqueness Scale (CNFU) (Tian et. al, 2001)
- Short form of Consumers Need for Uniqueness/Avoidance of similarity Scale (Ruvio et al., 2007)

- Short form of Consumers Need for Uniqueness/Unique consumption behavior Scale (Ruvio et al., 2007)
- Market Mavenism Scale (Feick et al., 1987)
- Prestige Seeking Scale (self constructed)
- Entertainment Shopper Scale (self constructed)

Need for Uniqueness Scale (NFU) (Snyder and Fromkin, 1980)

According to uniqueness theory, when people perceive more similarity between themselves and others, they become motivated to establish their dissimilarity or uniqueness.

A 32 item scale measuring individual differences in the need for uniqueness is shown in Figure 1.

- 1 When I am in a group of strangers, I am not reluctant to express my opinion publicly
  - 2 I find that criticism affects my self-esteem
  - 3 I sometimes hesitate to use my own ideas for fear they might be impractical
  - 4 I think that society should let reason lead it to new customs and throw aside old habits or mere traditions
  - 5 People frequently succeed in changing my mind
  - 6 I find it sometimes amusing to upset the dignity of teachers, judges, and cultured people
  - 7 I like wearing a uniform because it makes me proud to be a member of the organization it represents
  - 8 People have sometimes called me stuck-up
  - 9 Others' disagreements make me uncomfortable
  - 10 I do not always need to live by the rules and standards of society
  - 11 I am unable to express my feelings if they result in undesirable consequences
  - 12 Being a success in one's career means making a contribution that no one else has made
  - 13 It bothers me if people think I am being too unconventional
  - 14 I always try to follow rules
  - 15 If I disagree with a superior on his or her views, I usually do not keep it to myself
  - 16 I speak up in meetings in order to oppose those who I feel are wrong
  - 17 Feeling different in a crowd of people makes me feel uncomfortable
  - 18 If I must die, let it be an unusual death rather than an ordinary death in bed
  - 19 I would rather be just like everyone else than be called a freak
  - 20 I must admit I find it hard to work under strict rules and regulations
  - 21 I would rather be known for always trying new ideas than for employing well-trusted methods
  - 22 It is better always to agree with the opinions of others than to be considered a disagreeable person
  - 23 I do not like to say unusual things to people
  - 24 I tend to express my opinions publicly, regardless of what others say
  - 25 As a rule, I strongly defend my own opinions
  - 26 I do not like to go my own way
  - 27 When I am with a group of people, I agree with their ideas so that no arguments will arise
  - 28 I tend to keep quiet in the presence of persons of higher rank, experience, etc.
  - 29 I have been quite independent and free from family rule
  - 30 Whenever I take part in group activities, I am somewhat of a nonconformist
  - 31 In most things in life, I believe in playing it safe rather than taking a gamble
  - 32 It is better to break rules than always to conform with an impersonal society
- 

Fig. 1 Need for uniqueness scale

Higher scores on the scale indicate a greater tendency toward need for uniqueness. A final problem with using Snyder and Fromkin's (1977) scale in consumer research is that none of its items involve reactions to consumer goods and services. NFU scale seems to

place intense emphasis on socially risky behaviors, and therefore might better be described as a measure of public nonconformity than of uniqueness so it is not correlated with the desire for either scarce or customized products. So this scale was not used in the survey which has actually been base of all related scales.

#### The Desire for Unique Consumer Products (DUCP) Scale (Lynn and Harris,1997)

Compared with Snyder and Fromkin's (1977) NFU scale, Lynn and Harris (1997) developed promising alternative scales which are more applicable to analyze consumer behavior based on need for uniqueness.

According to the desire for unique consumer products (DUCP) scale, consumers who are particularly desirous of scarce products also tend to be more desirous of new products, more interested in customizing products, and have more tendencies to shop at small, unique retail outlets. The 8-item DUCP scale of Lynn and Harris (1997) is shown below:

1. I am more likely to buy a product if it is scarce.
2. I would prefer to have things custom-made than to have them ready-made.
3. I enjoy having things that others do not.
4. I rarely pass up the opportunity to order custom features on the products I buy.
5. I like to try new products and services before others do.
6. I enjoy shopping at stores that carry merchandise which is different and unusual.
7. I am very attracted to rare objects.
8. I tend to be a fashion leader rather than a fashion follower

Higher scores on the scale indicate a greater desire toward unique consumer products.

Self-Attributed Need for Uniqueness Scale (SANU) (Lynn and Harris,1997)

Another scale developed by Lynn and Harris (1997) is Self-Attributed Need for Uniqueness. According to Lynn and Harris (1997), SANU is positively and significantly correlated with all of the consumer dispositions (desire for scarce products, consumer innovativeness, preference for unique shopping venues and desire for customized products) except susceptibility to normative influence. .

The 4-item SANU scale is shown below:

1. I prefer being different from other people.
2. Being distinctive is important to me.
3. I intentionally do things to make myself different from those around me.
4. I have a need for uniqueness.

Higher scores on the scale indicate a greater tendency toward need for uniqueness.

Preference for Unique Shopping Venues Scale (PUSV) (Lynn and Harris, 1997)

Another scale developed by Lynn and Harris (1997) is preference for unique shopping venues. According to Lynn and Harris (1997), consumers with strong desires to be unique may prefer to shop at smaller, less popular retail outlets that carry unique merchandise, rather than at larger and more popular retail outlets that carry standard or common merchandise. The 7-item PUSV scale is shown below:

1. I would rather shop at a store that few others go to than shop at a store that everyone goes to.
2. I tend to shop at small unusual stores.
3. I prefer small specialty shops to large department stores.
4. I shop at antique shops, flea markets and/or thrift shops.
5. I would rather buy something from a catalogue than go to a mall to buy it.
6. When shopping, I tend to avoid malls.
7. I prefer little-known stores to well-known stores.

Higher scores on the scale indicate a greater tendency toward having need for unique products.

#### Consumers' Need for Uniqueness Scale (CNFU) (Tian et. al, 2001)

Tian et al. (2001) developed and validated a measure of consumers' need for uniqueness, because CNFU varies across individuals. According to Tian et al. (2001), consumers acquire, utilize, dispose consumer goods to develop and enhance their personal and social identity (differentiation from other people). Marketers can use consumers' need to be unique desire to develop advertising messages that focus on product scarcity. CNFU has been operationalized with 31 items along three dimensions: creative choice counterconformity, unpopular choice counterconformity, and avoidance of similarity

### Creative choice counterconformity

Creative choice counterconformity is defined as consumers' ability to use Consumers' need for unique products to creating personal styles and expressing self-image in a way which is viewed as socially acceptable (Lynn and Harris, 1997; Tian et al., 2001).

The 11-item creative choice counterconformity scale is shown below:

1. I collect unusual products as a way often telling people I'm different.
2. I have sometimes purchased unusual products or brands as a way to create a more distinctive personal image.
3. I often look for one-of-a-kind products or brands so that I create a style that is all my own.
4. Often when buying merchandise, an important goal is to find something that communicates my uniqueness.
5. I often combine possessions in such a way that I create a personal image for myself that can't be duplicated.
6. I often try to find a more interesting version of run-of-the-mill products because I enjoy being original.
7. I actively seek to develop my personal uniqueness by buying special products or brands.
8. Having an eye for products that are interesting and unusual assists me in establishing a distinctive image.
9. The products and brands that I like best are the ones that express my individuality.

10. I often think of the things I buy and do in terms of how I can use them to shape a more unusual personal image.

11. I'm often on the lookout for new products or brands that will add to my personal uniqueness.

### Unpopular choice counterconformity

Unpopular choice counterconformity is defined as consumers' use of products to differentiate themselves from social norms in order to enhance self and social image by even having the risk of social disapproval (Tian et al., 2001).

The 11-item unpopular choice counterconformity scale is shown below:

12. When dressing, I have sometimes dared to be different in ways that others are likely to disapprove.

13. As far as I'm concerned, when it comes to the products I buy and the situations in which I use them, customs and rules are made to be broken.

14. I often dress unconventionally even when it's likely to offend others.

15. I rarely act in agreement with what others think are the right things to buy.

16. Concern for being out of place doesn't prevent me from wearing what I want to wear.

17. When it comes to the products I buy and the situations in which I use them, I have often broken customs and rules.

18. I have often violated the understood rules of my social group regarding what to buy or own.

19. I have often gone against the understood rules of my social group regarding when and how certain products are properly used.

20. I enjoy challenging the prevailing taste of people I know by buying something they wouldn't seem to accept.

21. If someone hinted that I had been dressing inappropriately for a social situation. I would continue dressing in the same manner.

22. When I dress differently. I'm often aware that others think I'm peculiar, but I don't care.

#### Avoidance of similarity

Avoidance of similarity is defined as consumers' need of avoiding to use widely adopted products.

The 9-item avoidance of similarity scale is shown below:

23. When products or brands I like become extremely popular. I lose interest in them.

24. I avoid products or brands that have already been accepted and purchased by the average consumer.

25. When a product I own becomes popular among the general population, I begin using it less.

26. I often try to avoid products or brands that I know are bought by the general population.

27. As a rule. I dislike products or brands that are customarily purchased by everyone.

28. I give up wearing fashions I've purchased once they become popular among the general public.

29. The more commonplace a product or brand is among the general population, the less interested I am in buying it.

30. Products don't seem to hold much value for me when they are purchased regularly by everyone.

31. When a style of clothing I own becomes too commonplace. I usually quit wearing it.

Although CNFU has provided a very good link between NFU and the desire to acquire unique consumer products, the long length of the scale (31 items) prevent it to be commonly used in research. Because of this practical limitation, this scale was not used in the applied survey.

#### Short form of Consumers Need for Uniqueness Scale (Ruvio et. Al, 2007)

Ruvio et. al (2007) developed and validate cross-culturally short form of consumers' need for uniqueness scale (Tian et al. (2001) which has some practical limitation to be used in the applied survey because of its long length. As this scale was also cross-culturally validated, it was used in the survey to analyze Turkish consumers' attitude.

#### Short Form of Consumers' Need for Uniqueness \Creative Choice

The 4 item, short form of creative choice, scale is shown below:

1. I often combine possessions in such a way that I create a personal image that cannot be duplicated.
2. I often try to find a more interesting version of run-of-the-mill products because I enjoy being original.
3. I actively seek to develop my personal uniqueness by buying special products or brands.
4. Having an eye for products that are interesting and unusual assists me in establishing a distinctive image.

Short Form of Consumers' Need for Uniqueness\Unpopular Choice

The 4 item, short form of creative choice, scale is shown below:

5. When it comes to the products I buy and the situations in which I use them, I have broken customs and rules.
6. I have often violated the understood rules of my social group regarding what to buy or own.
7. I have often gone against the understood rules of my social group regarding when and how certain products are properly used.
8. I enjoy challenging the prevailing taste of people I know by buying something they would not seem to accept.

Short Form of Consumers' Need for Uniqueness\ Avoidance of similarity (CNFUAVD)

The 4 item, short form of avoidance of similarity, scale is shown below:

9. When a product I own becomes popular among the general population, I begin to use it less.
10. I often try to avoid products or brands that I know are bought by the general population.
11. As a rule, I dislike products or brands that are customarily bought by everyone.
12. The more commonplace a product or brand is among the general population; the less interested I am in buying it.

Short Form Of Consumers Need For Uniqueness/Unique Consumption Behavior (CNFUUN)

The 4 item, short form of unique consumption behavior, scale is shown below:

1. I have decorative walls in my house like brick stones, plaster walls, etc.
2. I have a wet bar in my kitchen.
3. I have a tattoo on my body.
4. I own a pure-bred cat, or dog, or horse.
5. I own a unique collection (knives, stamps, coins, etc)

Higher scores on the scales indicate a greater tendency toward having avoidance of similarity and unique consumption behaviors.

### Market Mavenism Scale (MM)

Feick et al. (1987) developed market Mavenism scale which measures the extent to which consumers are informed about the general marketplace and share that information with other consumers.

The 6-item MM scale is shown below:

1. I like introducing new brands and products to my friends.
2. I like helping people by providing them with information about many kinds of products.
3. People ask me for information about products, places to shop, or sales.
4. If someone asked where to get the best buy on several types of products, I could tell him or her where to shop.
5. My friends think of me as a good source of information when it comes to new products and sales.
6. Think about a person who has information about a variety of products and likes to share this information with others. This person knows about new products, sales, stores, and so on, but does not necessarily feel he or she is an expert on one particular product. How well would you say that this description fits you?

Higher scores on the scale indicate a greater tendency toward having market mavenism behavior.

## CHAPTER 3

### THEORETICAL MODEL AND HYPOTHESIS

In this part of the study, a theoretical model is proposed. Following sections contain a set of variables/scales which shape the characteristic of the study. The model is developed by using these variables are expected explain basics of people's general attitude towards personalization and specific type of personalization.

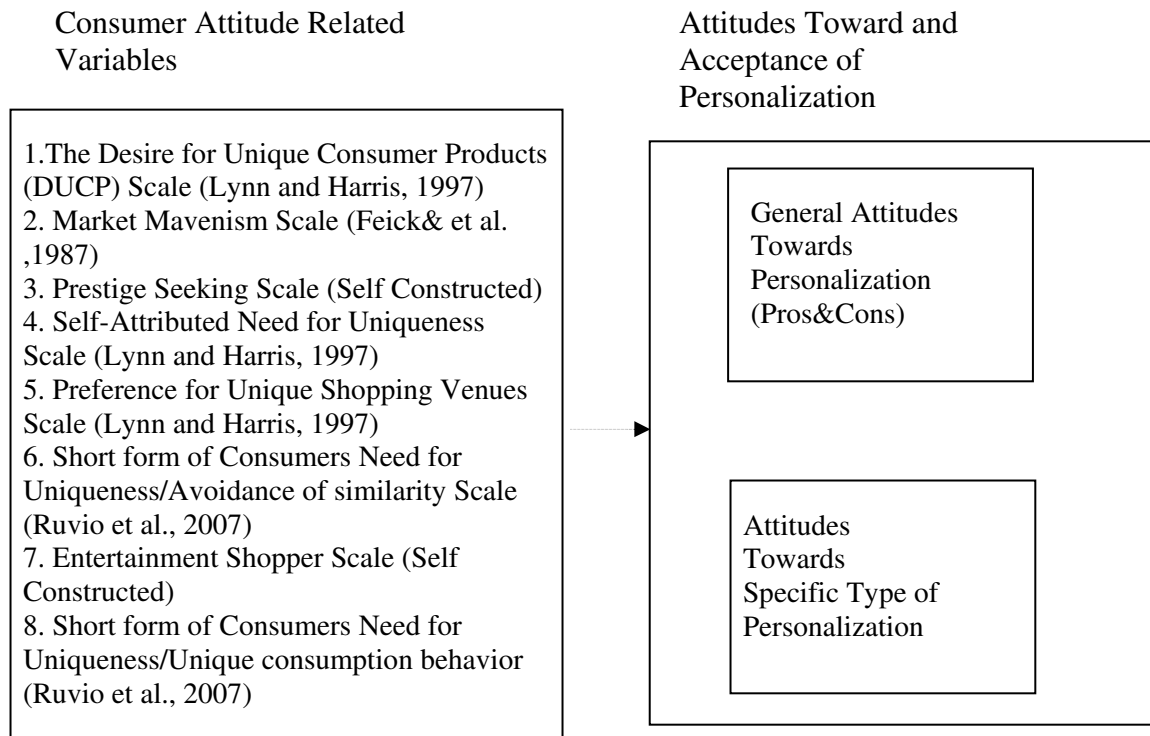


Fig. 2 Theoretical model

For simplicity, abbreviations generated for each of the scales are going to be used in the rest of the study as below.

- The Desire for Unique Consumer Products Scale (Lynn and Harris, 1997) as DUCP
- Market Mavenism Scale (Feick& Price,1987) as MM
- Prestige Seeking Scale (Self Constructed) as PS
- Self-Attributed Need for Uniqueness Scale (Lynn and Harris, 1997) as SANU
- Preference for Unique Shopping Venues Scale (Lynn and Harris, 1997) as PUSV
- Short form of Consumers Need for Uniqueness/Avoidance of similarity Scale (Ruvio et al., 2007) as CNFUAV
- Entertainment Shopper Scale (Self Constructed) as ES
- Short form of Consumers Need for Uniqueness/Unique consumption behavior scale (Ruvio et al., 2007) as CNFUUN

### Demographic Characteristics of Consumers

Demographic characteristics of consumers can play a direct or indirect role on consumers' attitudes towards and acceptance of online personalization attempts. The following demographic variables are included in the study:

1. Age: Being one of the most common demographic characteristics used in researches, age is an important factor in this study. Age may be important especially to determine whether the sample has enough experience as consumers.
2. Gender: This characteristic enables confirming that distribution of females and males among respondents of the questionnaire is acceptable.

3. Marital Status: This characteristic of consumers may not have any real affect towards personalization, but it is asked to draw overall profile of the sample.
4. Education: The aim of asking education levels of people is that it may affect their attitudes toward personalization attempts in the online environment. It is expected that the higher educated consumers can have much more interested in personalized products.
5. Income: This is asked in order to see the share of consumers who can pay premium for personalized products.

### General Disposition toward Personalization

Consumers' general dispositions toward and acceptance of personalization is a significant factor in today's very competitive marketplace. Their attitudes toward personalization affect their shopping behavior.

### Hypotheses

In this study, below hypothesis were analyzed:

Hypothesis 1: Consumers can be segmented according to the level of importance they attach to various advantages and disadvantages of personalization attempts over the internet.

Hypothesis 2a: Consumer groups with different attitudes toward personalization are expected to differ with respect to "Desire for Unique Consumer Products (DUCP)".

Hypothesis 2b: Consumer groups with different attitudes toward personalization are expected to differ with respect to “Market Mavenism”.

Hypothesis 2c: Consumer groups with different attitudes toward personalization are expected to differ with respect to “Prestige Seeking”.

Hypothesis 2d: Consumer groups with different attitudes toward personalization are expected to differ with respect to “Self-Attributed Need for Uniqueness”.

Hypothesis 2e: Consumer groups with different attitudes toward personalization are expected to differ with respect to “Preference for Unique Shopping Venues”.

Hypothesis 2f: Consumer groups with different attitudes toward personalization are expected to differ with respect to “Avoidance of Similarity”.

Hypothesis 2g: Consumer groups with different attitudes toward personalization are expected to differ with respect to “Unique Consumption Behavior”.

Hypothesis 2h: Consumer groups with different attitudes toward personalization are also expected to differ with respect to “Entertainment Shopper”.

Hypothesis 3: Online personalization attempts can be classified based on the level of importance attached to the perceived benefits of specific applications of personalization over the Internet environment.

Hypothesis 4a: Attitudes toward product-based personalization can be explained with “desire for unique consumer product”, “market Mavenism”, “prestige seeking”, “self-attributed need for uniqueness”, “preference for unique shopping venues”, “avoidance of similarity”, “unique consumption behavior”, “entertainment shopper”.

Hypothesis 4b: Attitudes toward process-based personalization can be explained with “desire for unique consumer product”, “market Mavenism”, “prestige seeking”,

“self-attributed need for uniqueness”, “preference for unique shopping venues”,  
“avoidance of similarity”, “unique consumption behavior”, “entertainment shopper”.

Hypothesis 4c: Attitudes toward sales and promotion-based personalization can be explained with “desire for unique consumer product”, “market Mavenism”, “prestige seeking”, “self-attributed need for uniqueness”, “preference for unique shopping venues”, “avoidance of similarity”, “unique consumption behavior”, “entertainment shopper”.

## CHAPTER 4

### RESEARCH METHODOLOGY

In this part of the study, initially, an analysis of Turkey's most visited web sites was done to better understand the benefits and consumers' acceptance of personalized offerings in online environment; then two new scales were self constructed to better explain consumers' attitude toward personalization and after all a questionnaire was developed to test all hypothesis'.

#### Review of Online Personalization Types

Personalization is an ever-growing feature of on-line services that is manifested in different ways and contexts, harnessing a series of developing technologies (Bonett, 2007). To better understand the benefits and consumers' acceptance of personalized offerings in online environment, Turkey's most visited twenty-five web sites were analyzed based on Tam and Ho's (2008) classification.

According to Tam and Ho (2008), there are three types of personalization which can be taken as a reference to analyze current web sites' personalization structure:

- User driven
- Transaction driven
- Content driven

After analyzing Turkey's most visited twenty-five web sites (based on ALEXA rating), using Tom and Ho's (2008) classification, we can easily observe that almost half

of the companies use personalization as a core competitive advantage in the certain type of application area.

As it is also expected, top twenty-five list mainly consists of search engines, news portals, E-mail providers, Bloggers.

Table 3. Turkey's Most Visited Websites

ALEXA TOP25 WEB SITE List				
Industry	Company	Website	Personalization Type	Competitive Advantage
Internet	Google Turkey	<a href="http://www.google.com.tr">www.google.com.tr</a>	U,C, T	C
Internet	Facebook	<a href="http://www.facebook.com">www.facebook.com</a>	U,C, T	C
Internet	Google	<a href="http://www.google.com">www.google.com</a>	U,C, T	C
Internet	Window live	<a href="http://www.live.com/">http://www.live.com/</a>	U, C, T	C
Media	Milliyet	<a href="http://www.milliyet.com.tr">www.milliyet.com.tr</a>	-	No
Media	Hurriyet	<a href="http://hurriyet.com.tr">http://hurriyet.com.tr</a>	U, C, T	C
Internet	Mynet	<a href="http://www.mynet.com.tr">www.mynet.com.tr</a>	-	No
Internet	Yahoo	<a href="http://www.yahoo.com/">http://www.yahoo.com/</a>	U, C, T	No
Internet	Rapidshare	<a href="http://rapidshare.com/">http://rapidshare.com/</a>	-	C
Internet	Blogger	<a href="https://www.blogger.com/start">https://www.blogger.com/start</a>	U, C, T	U, C
Internet	Ekolay	<a href="http://www.ekolay.net/">http://www.ekolay.net/</a>	-	
Internet	MSN	<a href="http://www.msn.com/">http://www.msn.com/</a>	U, C, T	
Internet	Youtube	<a href="http://youtube.com/">http://youtube.com/</a>	U, C, T	C
Internet	Wikipedia	<a href="http://wikipedia.org/">http://wikipedia.org/</a>	C	C
Internet	ImageShack	<a href="http://imageshack.us/">http://imageshack.us/</a>	-	-
Internet	Eksisozluk	<a href="http://sozluk.sourtimes.org/">http://sozluk.sourtimes.org/</a>	C	C
Media	Haberturk	<a href="http://haberturk.com/">http://haberturk.com/</a>	C	C
Media	internethaber	<a href="http://internethaber.com">http://internethaber.com</a>	-	-
Internet	Netlog	<a href="http://tr.netlog.com/">http://tr.netlog.com/</a>	U,C, T	U, C
Real estate	Sahibinden	<a href="http://www.sahibinden.com/">http://www.sahibinden.com/</a>	U,C, T	U, C
Internet	Blogcu	<a href="http://www.blogcu.com/">http://www.blogcu.com/</a>	U, C, T	U, C
Auctioning	Gittigidiyor	<a href="http://www.gittigidiyor.com/">http://www.gittigidiyor.com/</a>	U, C, T	U, C
Media	Sabah Gazete	<a href="http://sabah.com.tr">http://sabah.com.tr</a>	-	No
Media	Haber7	<a href="http://haber7.com/">http://haber7.com/</a>	-	No
Internet	Hepsiburada	<a href="http://www.hepsiburada.com/">http://www.hepsiburada.com/</a>	U,C, T	C, T

Search engines are certainly an area of where personalized information creates the core competitive advantage like in GOOGLE which unsurprisingly occupies the top position in the list.

In top twenty-five, there are three Bloggers where the personalized information creates the core competitive advantage such as BLOGGER, NETLOG, and BLOGCU.

In top twenty-five, there are six content providers where the personalized information directly comes from the users themselves and finally creates the core competitive advantage such in FACEBOOK, YOUTUBE, WIKIPEDIA, EKSISOZLUK, SAHIBINDEN, GITTIGIDIYOR

Personalization on the news portals is very much limited but seem to be opportunistic with applications such as MIND by Hurriyet.

Personalization on the online sales stores has been developed mainly with a similar approach of AMAZON.

U: User driven  
C: Content driven  
T: Transaction driven

#### Preparation of Self Constructed Scales

After concluding literature survey, two new scales were self constructed to better explain consumers' attitude toward personalization. These scales were Prestige Seeking and Entertainment Shopper Scale respectively.

### Prestige Seeking Scale (PS)

Prestige seeking scale which measures the extent to which consumers have a strong desire to have the prestige in the society. It basically depends on the idea: If virtually everyone owns a particular brand it is by definition not prestigious (perceived unique value).

2-item scale is shown below:

1. Personal prestige, which the products I use provides me with is important.
2. To decide what to buy and where to buy, I consider if they fit my personal prestige.

Higher scores on the scale indicate a greater tendency toward prestige seeking behavior.

### Entertainment Shopper Scale (ES)

Entertainment shopper scale which measures the extent to which consumers see shopping as an entertainment activity and a leisure time.

4-item scale is shown below:

1. Shopping is not a not a task for me; it is just an entertainment activity.
2. I like all kinds of shopping activities.
3. I would like others to make all my shopping except for the products which are very important for me.
4. I do not care about the time I spend for shopping.

Higher scores on the scale indicate a greater tendency toward being an entertainment shopper.

### Preparation of the Questionnaire

After complying relevant scales from marketing literature and developing two new scales, the questionnaire was developed. The questionnaire consists of five sections: (1) An introduction to two type of personalization attempts on Internet, (2) Demographic characteristics of the consumers, (3) Verifying Candidate Personalization scales, (4) Benefits of the personalization attempts on Internet, (5) Pro&Cons of Personalized Products in General.

The data for this study has been collected from 250 individuals in Turkey who have the ability to use Internet. These individuals are no younger than eighteen and may also include the ones with age of over forty-two but also no older than sixty years old. The questionnaire was prepared on internet through a survey preparation tool provider web site. Collection of the data was done through the Internet through only on this channel. Respondents were invited to survey by sending the survey link directly to their e-mail address.

### Choice of People for the Questionnaire

Convenience sampling was used in this study. The data for this study has been collected from individuals in Turkey. The sample was targeted to be composed mostly of individuals who are members of the working population with high potential of being

experienced and educated customer and having the awareness of recent developments in business and technology.

From the basic outcome of the survey, it can generally be inferred that most of the members are working and aware of the personalization attempts in online media. The data generated from the questionnaire was statistically tested by using SPSS 17.0

### Components of the Questionnaire

The first part of the survey includes an introduction to two types of personalization attempts on Internet. This part simply aims to give the insights about online personalization to respondents by providing very common and basic usage of the personalization of our focus from practical cases such as Nike's online customization tool (Nikeid) and HEPSIBURADA.COM's personalized sales offering to online internet shoppers. This part is enriched by providing pictures of the personalized offerings for user driven and content driven personalization derived from Tam and Ho's classification but simplified and adapted to online environment. This part is only for informative, so no questions were asked to respondents.

- Advantage of Internet to provide personalized products based on customer's wish and needs: User driven personalization.

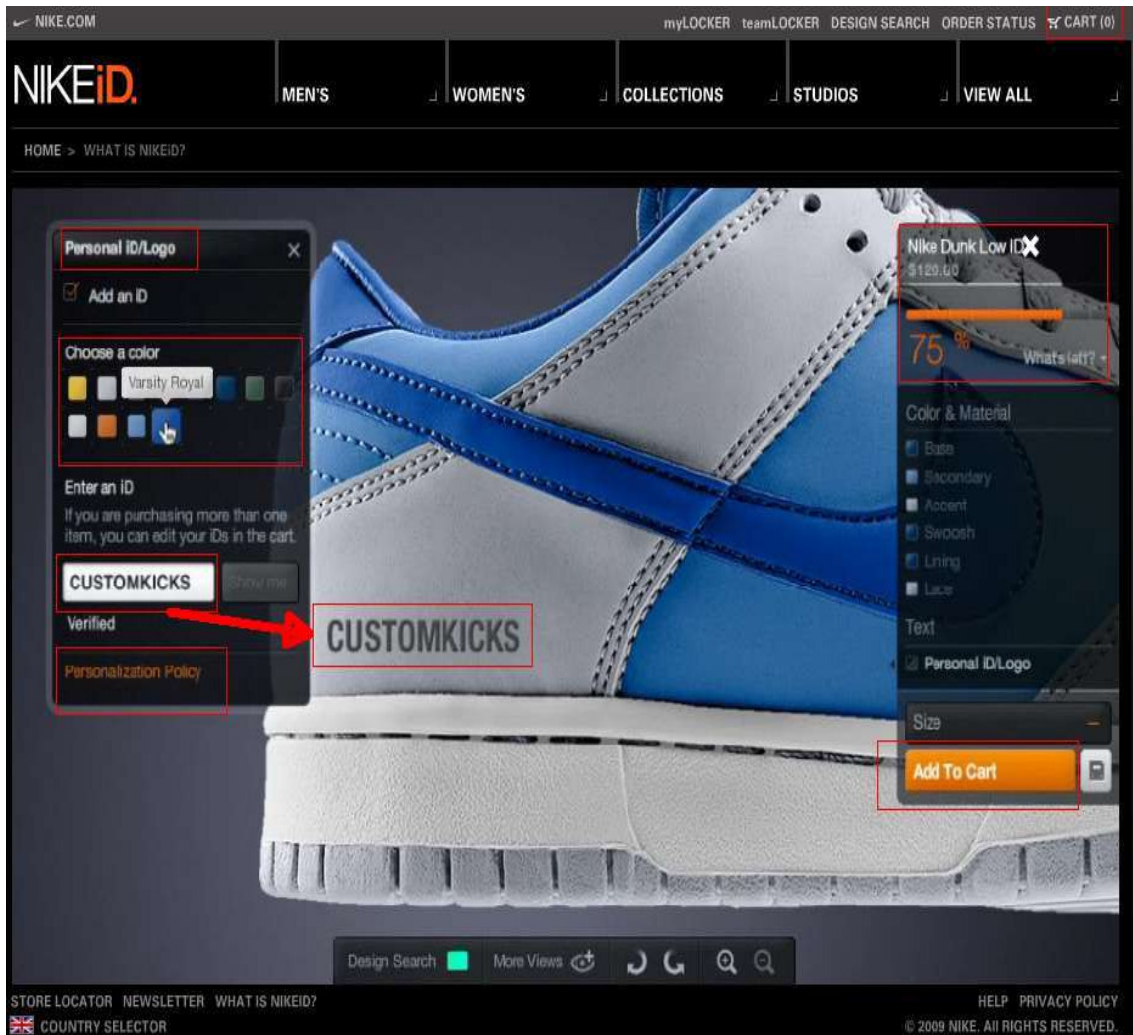


Fig. 3 Nikeid: Nike's online personalization tool

- Advantage of Internet to provide personalized content offerings: Content driven personalization

Hepsiburada.com **SAMSUNG i900 Omnia 8 GB ( 1 GB HAFIZA KARTI + ROUTE 66 NAVIGASYON YAZILIMI HEDİYE ) | Telefon**

Bu ürünü, MOTOROLA H680 FEMALE BLUETOOTH KULAKLIK ile birlikte alırsanız **34 YTL indirimli!**

Smartphone ve PDA ahrdaki ürünlerden en az 1 adet alana ZAGG DUAL USB ARAÇ ŞARJ CİHAZI (2.1) **%30 indirimli!!!!**  
29,90 TL yerine 27,93 TL

Cep Bilgisayar (PDA) ve Akıllı Telefonlar ahrdaki ürünlerden en az 1 adet alana CREA BHC-1 BLUETOOTH ARAÇ KİTİ ( SOLAR ENERJİLİ ) **%18 indirimli!!!!**  
90,61 TL yerine 74,30 TL

**Sepete Ekle**

**SAMSUNG i900 Omnia 8 GB ( 1 GB HAFIZA KARTI + ROUTE 66 NAVIGASYON YAZILIMI HEDİYE ) ile Uyumlu Ürünler**

- Telefon Kılıflar

**İlginizi Çekebilecek Diğer Ürünler**

- Cep Bilgisayar (PDA) Telefonlar (Stok Fazlası)

**Bu Ürünü Tercih Edenlerin Satın Aldığı Diğer Ürünler ;**



DC TWINCASE i900 OMNIA  
ÇİFT TARAFLI DERİ KILIF



MICROSONIC SAMSUNG  
i900 EKİRAN KORUYUCU  
SEFFAF KILIF



INVISIBLE SHIELD ( i900  
GÖRÜNMEZ + ÇİZİLMEZ  
KILIF )



MICROSONIC SAMSUNG  
i900 EKİRAN KORUYUCU  
AYNA KILIF

**En Çok Satılan Smartphone ve PDA Listesi**

	SAMSUNG G810 ( 1 GB HAFIZA KARTI + ROUTE 66 GPS HARİTA HEDİYE )	584,66 TL + KDV	↑ 17%
	NOKIA N79 ( 4 GB HAFIZA KARTI ve 3 AYLIK NAVİGASYON PAKETİ HEDİYE )	259,00 € + KDV	↓ 14%

Fig. 4 Hepsiburada.com's personalized offerings based on the current choice of consumers.

The second part of the survey focuses on the Demographic characteristics of consumers. Demographic characteristics of consumers part includes eight questions of age, gender, marital status, education, monthly income, internet experience, weekly Internet usage and internet usage activities. The aim of asking age, monthly income, and was to satisfy the need for reaching the potential and experienced consumers. Gender, marital status, education, Internet experience, weekly Internet usage and type of internet usage activities were asked since these characteristics can significantly affect consumers' attitudes toward and acceptance of personalization in the online environment.

The third part of the survey tries to understand the needs of personalization by using eight personalization related scales. A total of eight scales (with twenty-eight items in total) which can base personalization were directed to respondents through twenty-eight questions. Respondents were asked to answer these statements on a 5-point interval scale (1: Strongly disagree, 2: Partially Disagree, 3: Undecided, 4: Partially Agree, 5: Strongly Agree). The reason for constructing a 5-point scale is because respondents were expected to have different level of acceptance of personalization in the online environment, positive, negative or neutral.

The fourth part of the survey focuses to understand perceived benefits of the personalization attempts on Internet.

Respondents were asked to represent the level that they benefit from these attempts on a 5-item interval scale (1: Not beneficial at all, 5: Highly beneficial)

The last part of survey focuses the advantages and disadvantages of personalized products in general. Respondents were asked to represent the level that they give importance to advantages and disadvantages of personalized products on a 5-item interval scale (5: Very important; 1: Not important at all)

Eight Scales which were asked to respondents with either regenerated or self constructed twenty-eight items in total is shown in following pages.

#### The Desire for Unique Consumer Products (DUCP) Scale

- I am more likely to buy a product if it is scarce.
- I enjoy having products that are in limited supply.
- I would prefer to have things custom-made than to have them ready-made.

- I rarely pass up the opportunity to order custom features on the products I buy.
- I like to try new products and services before others do.
- I enjoy having things that others do not.
- I enjoy shopping at stores that carry merchandise which is different and unusual.

#### Self-Attributed Need for Uniqueness (SANU) Scale

- I prefer being different from other people.
- I intentionally do things to make myself different from those around me.
- I have a need for uniqueness.

#### Preference for Unique Shopping Venues (PUSV) Scale

- I would rather shop at a store that few others go to than shop at a store that everyone goes to.
- I tend to shop at small unusual stores.
- I prefer small specialty shops to large department stores.
- I would rather buy something from a catalogue than go to a mall to buy it.
- When shopping, I tend to avoid malls.

#### Short form of Consumers Need for Uniqueness/Avoidance of similarity Scale

##### (CNFUAV)

- I often try to avoid products or brands that I know are bought by the general population

- When a product I own becomes popular among the general population, I begin to use it less.

Short form of Consumers Need for Uniqueness/Unique consumption behavior

(CNFUUN) Scale

- I have decorative walls in my house like brick stones, plaster walls, etc.
- I own a unique collection (knives, stamps, coins, etc)

Market Mavenism Scale (MM)

- I like introducing new brands and products to my friends.
- I like helping people by providing them with information about many kinds of products.
- People ask me for information about products, places to shop, or sales.

Prestige Seeking Scale (PS)

- Personal prestige, which the products I use, provides me is important.
- To decide what buy and where to buy, I consider if they fit my personal prestige.

Entertainment Shopper Scale (ES)

- Shopping is not a work or must for me it is just an entertainment.
- I like all kind of shopping activity

- I would like others to make all my shopping except for the products which are very important for me.

- I do not care the time I spend for shopping.

## CHAPTER 5

### ANALYSES AND FINDINGS

In this part of the study; descriptive, reliability, ANOVA, cluster, factor and linear regression analyses were conducted to test the hypothesis and provide the findings.

Descriptive Analyses were done for

- Demographic characteristics
- The Desire for Unique Consumer Products Scale (Lynn and Harris) ( DUCP)
- Market Mavenism Scale (Feick& Price) (MM)
- Prestige Seeking Scale (PS)
- Self-Attributed Need for Uniqueness Scale (Lynn and Harris) (SANU)
- Preference for Unique Shopping Venues Scale (Lynn and Harris) (PUSV)
- Short form of Consumers Need for Uniqueness/Avoidance of similarity Scale (Ruvio&Shoham&Brencic) (CNFUAV)
- Entertainment Shopper Scale (ES)
- Short form of Consumers Need for Uniqueness/Unique consumption behavior scale (Ruvio&Shoham&Brencic) (CNFUUN)
- Perceived benefits of the personalization attempts on Internet.
- Advantages and disadvantages of personalized products in general.

Reliability of the survey items, including eight personalization related scales, has been analyzed by using reliability analysis with Cronbach's Alpha.

A K-means cluster analysis has been run to segment consumers according to the differences in the emphasis they put on the advantages and disadvantages of online personalization attempts.

An ANOVA analysis was conducted to discover the significant differences between the newly generated consumer groups and eight personalization related scales.

Responses of consumers with regards to perceived benefit from personalized attempts on Internet were analyzed by using factor analysis with Varimax with Kaiser normalization to provide a deeper understanding for the different type of personalization.

In order to better understand the relationship between personalization's related scales and three types of personalization (need for personalization), stepwise linear regressions analysis was conducted.

## Descriptive Findings

### Demographic Profile of the Respondents

Table 4. Demographic Profile of Respondents

	18-23	24-29	30-35	36-41	>42
Age	20	146	53	20	11
	8%	58%	21%	8%	5%
	Female	Male			
Gender	94	156			
	38%	62%			
	Married	Single	Divorced/ Widow		
Marital Status	82	166	2		
	33%	66%	1%		
	High school (graduate)	University (graduate)	Postgraduate Degree (graduate)		
Education	36	141	73		
	15%	56%	29%		
	<2000 TL. (<≈\$1300)	2000-3500 TL. (≈\$1300-\$2300)	>3500 TL. (>≈\$2300)		
Income	104	103	43		
	42%	41%	14%		

This distribution suits the targeted profile for this study with respect to five major demographic variables (Table 4). The sample consists of mainly early adult with 58% in the 24- 29 range and middle aged consumers with 21% in the 30-35 range which corresponds to a young urban working population. So, 79 percent of respondents are between ages 24 and 35, who are relatively more technology-oriented and who can be assumed to enough level of personalized online offerings, which meets the need of the study.

The number of males is somewhat higher than females, but as we do not have a search criterion on the gender, it does not have any real effect on the results of the survey.

Distribution in marital status shows that majority of the participants are single with a 66 percent of dominance, showing that the sample is in the early stages of family lifecycle.

The majority of respondents are either university students or graduates with 56 percent. Another slightly significant part has a either postgraduate student or graduate degree corresponding to 29 percent of all respondents. Having a sample of respondents who have very high level of educational background guarantees that majority of respondents are very familiar and experienced with Internet and technology.

Another demographic factor that is measured is the income levels of respondents. More than 80 percent of the respondents have a monthly income level between 2000 and 3500 Turkish Liras (TL), which corresponds to an approximate income level between 1300 and 2300 U.S. Dollars. This level of income can be considered enough to pay premium prices for personalized products.

Internet usage profile of the respondents is also measured in the survey (Table 5). In our survey, 58 percent of the respondents have internet experience more than 6 years. Supporting the idea of having the right sample for the study, 81 percent of the respondents use internet more than 10 hours a week. By looking at the activity type of the respondents, it can be said that most consumers use internet mainly for research (76%), communication (70%), news (70%), work/school tasks (66%) and product search (55%). So, it is obvious that almost one of two consumers use Internet for product search which is one of the focus of this study.

Table 5. Internet Usage Profile of Respondents

Internet Experience	0-6	>6		
	20	146		
	8%	58%		
Weekly Internet Usage (Hours)	0-10	11-20	21-30	>30
	47	50	42	111
Internet Activities	Very Frequently	Sometimes	Never	
Communication	70%	28%	2%	
Online Banking	51%	39%	10%	
News	70%	28%	2%	
Resarch	76%	23%	1%	
Online forum etc	22%	49%	29%	
Online Shopping	8%	74%	18%	
Product Search	55%	44%	1%	
Work/school act	66%	32%	2%	

Based on these findings, it can be concluded that Internet has become one of the most important shopping experience in general.

#### Disposition of Respondents toward Personalization Related Scales

This part of the questionnaire attempts to measure respondents' attitudes toward personalization by using twenty-eight questions from six different scales from literature review and two self-constructed scales (PS, ES). The two self-constructed scales were developed in conclusion with the insights gathered from the literature survey.

Respondents were asked to answer the questions on a 5-point interval scale (1: Strongly Disagree, 2: Partially Disagree, 3: Undecided, 4: Partially Agree, 5: Strongly Agree).

As the results in Table 6 shows, except for two scales ( CNFUAV, CNFUUN) whose mean are just slightly lower than the average, which is three for this survey, respondents have showed positive dispositions toward all personalization related scales.

Table 6. Mean Values of Scale items

Scale	Mean (Over 5)	St. Dev.
The Desire for Unique Consumer Products (DUCP) Scale (Lynn and Harris)	3.63	0.94
Market Mavenism Scale (Feick& Price)	3.41	1.06
Prestige Seeking Scale	3.36	1.19
Self-Attributed Need for Uniqueness Scale (Lynn and Harris)	3.30	1.02
Entertainment Shopper Scale	3.24	0.99
Preference for Unique Shopping Venues Scale (Lynn and Harris)	3	0.90
Short form of Consumers Need for Uniqueness/Avoidance of similarity Scale (Ruvio&Shoham&Brencic)	2.76	0.42
Short form of Consumers Need for Uniqueness/Unique consumption behavior Scale (Ruvio&Shoham&Brencic)	2.67	1.12

Based on these findings, it can be concluded that people’s general disposition toward personalization is positive.

#### Perceived Benefits of Online Personalization Attempts

This part of the questionnaire attempts to measure respondents’ perceived benefits of especially online personalization by providing fourteen self constructed questions.

Fourteen self-constructed questions were developed in conclusion with the insights gathered from literature survey and practical cases from Internet.

Respondents were asked to answer the questions on a 5-point interval scale (1: Not Beneficial At All, 2: Not So Beneficial, 3: Undecided, 4: Partially Beneficial, 5: Very Beneficial).

Table 7. Mean Values of Perceived Benefits from Online Personalization

Variables with a <u>High Level</u> of Benefit Perceived By Customers		Mean (Over 5)	St. Dev.
PER1	Personalizing Payment alternatives	4.50	0.76
PER2	Personalizing promotions based on customer's field of interests	4.49	0.75
PER3	Personalizing delivery alternatives	4.49	0.78
PER4	Offering products based on customer's field of interests	4.43	0.75
PER5	Personalizing pricing alternatives	4.35	0.94
PER6	Producing products based on customer's prior wishes and needs.	4.30	0.79
PER7	Offering complementary products regarding customer's current choice	4.28	0.80
PER8	Offering products based on customers previous shopping activities	4.24	0.89
PER9	Personalizing product search in online shopping	4.23	0.88
PER10	Personalizing products by small add ons such as placing stickers etc without changing product's prime specs.	4.16	0.91
PER11	Personalizing contents of web sites	4.05	0.96
PER12	Personalizing home pages of web sites	3.99	0.97
PER13	Personalizing advertisements	3.94	1.04
PER14	Personalizing offerings via e-mails.	3.73	1.24
Average Perceived Benefit of Personalization on Internet		4.23	

As the results in Table 7 prove that, people are aware of the benefits of online personalization attempts.

## Perceived Advantages and Disadvantages of Personalization Attempts in General

This part of the questionnaire attempts to measure respondents' perceived advantages and disadvantages of personalization by providing twelve self constructed questions. Fourteen self-constructed questions were developed in conclusion with the insights gathered from literature survey and practical cases from Internet.

Respondents were asked to answer the questions on a 5-point interval scale (1: Not Important At All, 2: Not So Important, 3: Undecided, 4: Partially Important, 5: Very Important).

Table 8. Mean Values of Perceived Advantage of Personalization Attempts in General

Variables with a <u>High Level</u> of Perceived Advantage By Customers		Mean (Over 5)	St. Dev.
PRO 1	Personalized products perfectly meets customer's wishes and needs	4.43	0.74
PRO 2	Personalized products provides customers to create and finally have interesting products	4.40	0.67
PRO 3	Personalized products provides customers to be more knowledgeable about the products' specifications	4.37	0.80
PRO 4	Customers can have their creativity inside the personalized products they buy	4.27	0.82
PRO 5	Personalized products provide more entertainment for the customers	4.12	0.86
PRO 6	Personalized products provide customers to have products which are interesting to their social surroundings	4.10	0.86
PRO 7	Personalized products provide customers to have an image of new tech. follower	4.00	0.96
PRO 8	Personalized products provide prestige for the consumers	3.96	1.05
Average Perceived Advantage of Personalized Products		4.20	

Table 9. Mean Values of Perceived Disadvantage of Personalization in General

Variables with a <u>High Level</u> of Perceived Disadvantage By Customers		Mean (Over 5)	St. Dev.
CON 1	Personalized products can not be returned.	4.42	0.98
CON 2	The risk of having final personalized product be which is not customer asking for.	4.24	0.99
CON 3	Customers need to provide too much data and effort to have their personalized products,	4.03	1.08
CON 4	Personalization can increase the price of the final products.	3.77	1.17
Average Perceived Disadvantage of Personalized Products		4.12	

As the results in Table 8 and 9 show, people are aware of both advantages and disadvantages of personalization attempts.

#### Reliability / Internal Consistency of the Survey Items and Scales

Reliability of the survey items including eight scales have been proved by having the Cronbach's Alfas bigger than 0.7 (Table 10). So, all of the multi-item scales used in the study are reliable measures.

Table 10. Reliability / Internal Consistency of the Survey Items

Survey Items	Number of Items	Cronbach's Alpha
Benefits of the Personalization activities on INTERNET	14	0.897
The Desire for Unique Consumer Products (DUCP) Scale (Lynn and Harris, 1997)	7	0.878
Advantages of the Personalization attempts on INTERNET	8	0.871
Market Mavenism Scale (Feick et al., 1987 )	3	0.870
Prestige Seeking Scale	2	0.861
Self-Attributed Need for Uniqueness Scale (Lynn and Harris, 1997)	3	0.782
Preference for Unique Shopping Venues Scale (Lynn and Harris, 1997)	5	0.775
Short form of Consumers Need for Uniqueness/Avoidance of similarity Scale (Ruvio et al., 2007 )	2	0.770
Entertainment Shopper Scale	4	0.733
Disadvantages of the Personalization attempts on INTERNET	4	0.721
Short form of Consumers Need for Uniqueness/Unique consumption behavior Scale (Ruvio et al., 2007 )	2	0.679

## Multivariate and Group Difference Findings

In this section of the study, the findings of statistical models which were conducted in order to test the hypotheses of the research are represented. The models that were applied to test the hypotheses were Factor, Regression and ANOVA analyses

### Cluster Analysis of Internet Users

Hypothesis 1: Consumers can be segmented according to the level of importance they attach to various advantages and disadvantages of personalization attempts over the internet.

The cluster analysis is performed on the data about the level of importance attached to eight advantages and four disadvantages of personalized attempts on internet.

In this section, the sample of 250 Internet users is clustered into three groups by using advantages and disadvantages of personalization attempts on the online environment as the base for segmentation.

A K-means cluster analysis has been run to segment consumers into three groups according to the differences in the emphasis they put on the advantages and disadvantages of online personalization attempts. The non-hierarchical K-means method of clustering has been preferred instead of a hierarchical approach since the latter method computes all cluster combinations of all size and, thus, is not suitable to be used for large sample sizes. The K-means method of clustering starts with random initial cluster centers and basically minimizes within cluster distances and maximizes between cluster distances until the optimum point is reached and the final cluster centers are

determined. This method is much more applicable to large sample sizes such in this study. In this study, the method has been employed for clustering customers into three distribution of the sample. At 14<sup>th</sup> iteration (Table 11), K-means cluster analysis has generated three segments respectively. The minimum distance between initial centers is 8,307.

Table 11. Iteration History

Iteration	Change in Cluster Centers		
	1	2	3
1	4.383	4.393	2.291
2	.391	1.321	.262
3	.105	.782	.196
4	.131	.347	.128
5	.000	.297	.104
6	.046	.237	.089
7	.000	.216	.103
8	.095	.204	.103
9	.183	.197	.072
10	.000	.050	.033
11	.000	.040	.026
12	.000	.034	.022
13	.000	.037	.025
14	.000	.000	.000

Since the three-group clustering produced the most meaningful differences with a very reasonable distribution of the sample (Table 12), this attempt was selected for interpretation and further analysis.

Table 12. Final Three-Group Cluster Sizes

Cluster	1	48
	2	81
	3	121
	Valid	250
	Missing	0

The final cluster centers which represent the mean importance of each decision making criterion over five for each cluster is shown in Table 13.

Table 13. Final Cluster Centers and Differentiation Power of Each Factor in Cluster Analysis

Advantages and Disadvantages of Personalized Attempts in the online environment	Final Cluster Centers			Differentiation Power of Each Factor in Cluster Analysis	
	1	2	3	F	Sig.
Advantages and Disadvantages of Personalized Attempts in the online environment	3.83	4.15	4.79	64.855	.000
Personalized products provides customers to find an create interesting and different products	3.63	4.28	4.85	80.759	.000
Personalized products perfectly meets customer's wishes and needs	3.35	3.68	4.67	95.883	.000
Personalized products provide customers to have products which are interesting to their social surroundings	3.46	4.33	4.76	70.779	.000
Personalized products provide customers to be more knowledgeable about the products' specifications.	3.42	3.42	4.63	81.942	.000
Personalized products provide customers to have an image of new tech. follower	3.63	3.67	4.62	58.513	.000
Personalized products provide more entertainment for the customers	3.69	3.85	4.79	73.614	.000
Customers can have their creativity inside the personalized products they buy	3.44	3.21	4.68	98.525	.000
Personalized products provide prestige for the consumers	2.79	4.17	3.88	26.770	.000
Personalization can increase the price of the final products.	3.00	4.60	4.49	73.985	.000
The risk of having final personalized product become which is not customer asking for.	2.73	4.16	4.46	70.474	.000
Customers need to provide too much data and effort to have their personalized products,	3.25	4.68	4.70	62.384	.000

Analysis of the characteristics of these three cluster shows that there are distinctly three different (Table 13) consumer segments because of having the significance factor below

0.05. By comparing the final cluster centers of each cluster (Table 14) with respect to advantages and disadvantages of personalized attempts on internet, there consumer segment can be named as; “Indifferent”, “Rational” and “Image Oriented” respectively where the biggest consumer segment is of image oriented people with a percent of 48 and smallest consumer segment is consisted of indifferent people with a 19.

Table 14. Final Cluster Centers with Consumer Groups

Advantages and Disadvantages of Personalized Attempts in the online environment	Final Cluster Centers		
	Indifferent Consumers	Rational Consumers	Image Oriented Consumers
Personalized products provides customers to find an create interesting and different products	3.83	4.15	4.79
Personalized products perfectly meets customer’s wishes and needs	3.63	4.28	4.85
Personalized products provide customers to have products which are interesting to their social surroundings	3.35	3.68	4.67
Personalized products provide customers to be more knowledgeable about the products’ specifications.	3.46	4.33	4.76
Personalized products provide customers to have an image of new tech. follower	3.42	3.42	4.63
Personalized products provide more entertainment for the customers	3.63	3.67	4.62
Customers can have their creativity inside the personalized products they buy	3.69	3.85	4.79
Personalized products provide prestige for the consumers	3.44	3.21	4.68
Personalization can increase the price of the final products.	2.79	4.17	3.88
The risk of having final personalized product become which is not customer asking for.	3.00	4.60	4.49
Customers need to provide too much data and effort to have their personalized products,	2.73	4.16	4.46
Personalized products can not be returned.	3.25	4.68	4.70

Final distribution of consumer groups is shown in Table 15.

Table 15. Final Distribution of Consumer Groups

	Frequency	Percentage
Indifferent Consumers	48	19%
Rational Consumers	81	33%
Image Oriented Consumers	121	48%
Total	250	100%

An analysis of the characteristics of these three consumer group shows that there are three consumer segments which are distinctively different from each other in terms of their attitude toward online personalized attempts. Based on these findings, Hypothesis 1 is supported.

Cluster 1- Indifferent Consumers

This consumer group has no real focus to online personalization attempts so they are both neglecting the advantages and disadvantages of online personalization attempts by giving the lowest importance to all disadvantages and to six out of eight perceived advantages of personalization attempts in the online environment compared to two other consumer groups. This group of people only scores comparably higher than the rational groups for prestige seeking behavior, which are the significant behaviors of rational consumers (Table 16).

Table 16. Comparison Table for Indifferent Consumers

Indifferent Consumers	Comparably High	Comparably Low
Personalized products provides customers to find an create interesting and different products		3.83
Personalized products perfectly meets customer's wishes and needs		3.63
Personalized products provide customers to have products which are interesting to their social surroundings		3.35
Personalized products provide customers to be more knowledgeable about the products' specifications.		3.46
Personalized products provide customers to have an image of new tech. follower		3.42
Personalized products provide more entertainment for the customers		3.63
Customers can have their creativity inside the personalized products they buy		3.69
Personalized products provide prestige for the consumers	3.44	
Personalization can increase the price of the final products.		2.79
The risk of having final personalized product become which is not customer asking for.		3.00
Customers need to provide too much data and effort to have their personalized products,		2.73
Personalized products can not Personalized products can not be returned.		3.25

Cluster 2- Rational Consumers

This consumer group does not have any characteristic of prestige and image seeking behavior as a proof that this consumer group gives the comparably lowest importance to regarding items:

- Personalized products provide customers to have an image of new technology follower and opinion leader
- Personalized products provide prestige for the consumers

By having a rational behavior, this consumer group gives the highest importance to the increased cost of personalized products and the risk of being disappointed with the final product (just slightly lower than image oriented Consumers) as a disadvantage of personalization (Table 17). Although, this consumer group does not give as much importance as Image Oriented Consumers to the advantages of the personalized attempts, they give higher importance to disadvantages of the personalized attempts than Image Oriented consumers.

Table 17. Comparison Table for Rational Consumers

Rational Consumers	Comparably High	Comparably Low
Personalized products provides customers to find an create interesting and different products		
Personalized products perfectly meets customer's wishes and needs		
Personalized products provide customers to have products which are interesting to their social surroundings		
Personalized products provides customers to be more knowledgeable about the products' specifications	4.33	
Personalized products provide customers to have an image of new tech. follower		3.42
Personalized products provide more entertainment for the customers		3.67
Customers can have their creativity inside the personalized products they buy		
Personalized products provide prestige for the consumers		3.21
Personalization can increase the price of the final products.	4.17	
The risk of having final personalized product become which is not customer asking for.	4.60	
Customers need to provide too much data and effort to have their personalized products,		
Personalized products can not Personalized products can not be returned.	4.68	

### Cluster 3- Image Oriented Consumers

This consumer group gives the highest importance to all advantages of personalized attempts among three group consumers but surprisingly this group of consumers give

less importance to the disadvantages of the personalized attempts than rational consumers which shows their very positive attitude towards personalization (Table 18). This consumer groups also gives the highest importance to prestige seeking, image seeking items which are distinguishing aspects of this group. This group also shows their positive attitude to personalized products by giving the lowest importance to the increased price of personalized products among the overall disadvantages of personalization.

So this is the only group who has a strong desire for personalized products and also willingness to pay more. Thus this consumer group should be the major focus of marketers.

Table 18. Comparison Table for Image Oriented Consumers

Image Oriented Consumers	Comparably High	Comparably Low
Personalized products provides customers to find an create interesting and different products	4.79	
Personalized products perfectly meets customer's wishes and needs	4.85	
Personalized products provide customers to have products which are interesting to their social surroundings	4.67	
Personalized products provides customers to be more knowledgeable about the products' specifications	4.76	
Personalized products provide customers to have an image of new tech. follower	4.63	
Personalized products provide more entertainment for the customers	4.62	
Customers can have their creativity inside the personalized products they buy	4.79	
Personalized products provide prestige for the consumers	4.68	
Personalization can increase the price of the final products.		3.88
The risk of having final personalized product become which is not customer asking for.	4.49	
Customers need to provide too much data and effort to have their personalized products,	4.46	
Personalized products can not Personalized products can not be returned.	4.70	

### ANOVA Analyses

The aim of conducting ANOVA analysis in this study is to discover the significant differences between the responses given to eight different scales. As it is hypothesized, it is expected that consumer groups (Indifferent, Rational, and Image Oriented etc.) which are defined with cluster analysis to develop different attitudes toward and acceptance of personalization in the online environment with respect to eight different personalization related scales.

Responses of consumer groups to eighth scales were tested by conducting One-way ANOVA analysis. In accordance with the results, all three self constructed consumer groups are significantly different with respect to eight personalization related scales which have a significance value less than 0.05.

Based on these findings, Hypothesis 2 is supported. Detailed analyses for Hypothesis 2 are as below:

#### Hypothesis 2a

Consumer groups with different attitudes toward personalization are expected to differ with respect to “Desire for Unique Consumer Products (DUCP)”.

Table 19. ANOVA Analysis Results for DUCP Scale

		N	Mean	F	Sig.
Desire for Unique Consumer Products Average Score	Indifferent Consumers	48	3.2411	20.933	.000
	Rational Consumers	81	3.3069		
	Image Oriented	121	3.9952		
	Total	250	3.6274		

Table 19 show that, as it is also expected, Image Oriented Consumer group has the highest mean for DUCP scale which shows their higher level of desire to have unique products and therefore to have a unique social image.

Hypothesis 2b

Consumer groups with different attitudes toward personalization are expected to differ with respect to “Market Mavenism”.

Table 20. ANOVA Analysis Results for MM Scale

		N	Mean	F	Sig.
Market Mavenism Average Score	Indifferent Consumers	48	3.2567	14.003	.000
	Rational Consumers	81	3.0084		
	Image Oriented	121	3.7550		
	Total	250	3.4174		

According to Table 20, all consumer groups have mean higher than the average which means that all consumer groups want to be aware of the market and product developments and changes. But Image Oriented Consumer group has the highest mean for MM scale which shows their higher level of desire to have market knowledge to reach to unique/personal products.

Hypothesis 2c

Consumer groups with different attitudes toward personalization are expected to differ with respect to “Prestige Seeking (PS)”.

Table 21. ANOVA Analysis Results for PS Scale

		N	Mean	F	Sig.
Prestige Seeking Average Score	Indifferent Consumers	48	3.0417	25.300	.000
	Rational Consumers	81	2.8086		
	Image Oriented	121	3.8595		
	Total	250	3.3620		

Table 21 shows that, Rational Consumer group has the lowest mean (even below than average) for PS by far compared to other two groups which is a distinctive behavior of rational consumers; they do not care the prestige that the products may bring to them. But Image Oriented Consumer group has the highest mean for PS scale which shows their dedication to have the prestigious in the society.

#### Hypothesis 2d

Consumer groups with different attitudes toward personalization are expected to differ with respect to “Self-Attributed Need for Uniqueness (SANU)”.

Table 22. ANOVA Analysis Results for SANU Scale

		N	Mean	F	Sig.
Self-Attributed Need for Uniqueness Average Score	Indifferent Consumers	48	2.9792	19.174	.000
	Rational Consumers	81	2.9136		
	Image Oriented	121	3.6830		
	Total	250	3.2986		

According to Table 22, Image Oriented consumers have the highest mean for SANU by far which shows their dedication to feel unique. As it is expected, both Rational and

Indifferent consumers have mean below than the average value for SANU which means that they do not think that the feeling of being unique is important.

Hypothesis 2e

Consumer groups with different attitudes toward personalization are expected to differ with respect to “Preference for Unique Shopping Venues (PUSV)”.

Table 23. ANOVA Analysis Results for PUSV Scale

		N	Mean	F	Sig.
Preference for Unique Shopping Venues Average Score	Indifferent Consumers	48	2.5833	14.820	.000
	Rational Consumers	81	2.8049		
	Image Oriented	121	3.2926		
	Total	250	2.9984		

Table 23 shows that, Image Oriented consumers prefer to shop at unique/specialized shopping places. In contrary, both Rational and Indifferent Consumers do not care about the type of the shopping place by having mean lower than average.

Hypothesis 2f

Consumer groups with different attitudes toward personalization are expected to differ with respect to “Avoidance of Similarity (CNFUAVD)”.

Table 24. ANOVA Analysis Results for CNFU Scale

		N	Mean	F	Sig.
Avoidance of Similarity Average Score	Indifferent Consumers	48	2.5696	28.390	.000
	Rational Consumers	81	2.5900		
	Image Oriented	121	2.9521		
	Total	250	2.7613		

According to Table 24, as it is expected, Image Oriented consumers have the highest mean for CNFUAV which shows their willingness to be different than others to be higher than other consumers.

Hypothesis 2g

Consumer groups with different attitudes toward personalization are expected to differ with respect to “Unique Consumption Behavior (CNFUUN)”.

Table 25. ANOVA Analysis Results for CNFUUN Scale

		N	Mean	F	Sig.
Unique Consumption Behavior Average Score	Indifferent Consumers	48	2.3958	5.441	.005
	Rational Consumers	81	2.4815		
	Image Oriented	121	2.9050		
	Total	250	2.6700		

Table 25 shows that, as it is expected, Image Oriented Consumers have the highest mean for CNFUUN which shows their higher desire to have unique consumption behavior such as collecting stamps etc.

Hypothesis 2h

Consumer groups with different attitudes toward personalization are also expected to differ with respect to “Entertainment Shopper (ES)”.

Table 26. ANOVA Analysis Results for ES Scale

		N	Mean	F	Sig.
Entertainment Shopper Average Score	Indifferent Consumers	48	3.0104	4.132	.017
	Rational Consumers	81	3.1019		
	Image Oriented	121	3.4174		
	Total	250	3.2370		

According to Table 26, both consumer groups have mean higher than the average for ES Scale which means that all consumers want to entertain while shopping.

### Factor Analysis

Hypothesis 3: Online personalization attempts can be classified based on the level of importance attached to the perceived benefits of specific applications of personalization over the Internet environment.

A factor analysis according to the principal components method has been run on fourteen variables (eight advantages and four disadvantages of personalization). The Kaiser-Meyer Olkin measure of sampling adequacy was found to be .877 (Table 27) which shows that sample is very adequate to run the analysis. The fact that Barlett's test of sphericity, which is another measure of sampling adequacy, has been found to be significant at the .000 (Table 27) level confirms that the analysis can be done reliably with this sample. Since the sample size is greater than five times the number of variables, finding high sampling adequacy is an expected result. The results of the factor analysis show that 64.4% of the total variance is explained by classifying these fourteen variables into three components (Table 28). Varimax rotation has been used to see which variables load together.

Table 27. KMO and Bartlett's Test

	Kaiser-Meyer-Olkin Measure of Sampling Adequacy.	.877
Bartlett's Test of Sphericity	Approx. Chi-Square	1894.951
	df	91
	Sig.	.000

Table 28. Total Variance Explained

Component	Rotation Sums of Squared Loadings		
	Total	% of Variance	Cumulative %
1	3.447	24.621	24.621
2	3.121	22.294	46.915
3	2.453	17.525	64.440
Extraction Method: Principal Component Analysis.			

Responses of consumers with regards to perceived benefit from personalized attempts on Internet were analyzed (Table 29) by using factor analysis with Varimax with Kaiser normalization to provide a new understanding for the different type of personalization.

Factor analysis has provided to have three different types of personalization based on the perceived benefits which is shown in Table 29. Based on the types of benefits, this type of personalization can be called in groups such as product, process and sales and promotion based personalization.

Table 29. Factor Loadings According to Rotated Component Matrix

TYPES OF PERSONALIZATION	Variable	Factor Loadings
<b>PRODUCT BASED PERSONALIZATION</b>  Variance Explained: 45.3% Eigenvalue: 6.341	Producing products based on customer's prior wishes and needs.	.809
	Personalizing products by small add ons such as placing stickers etc without changing product's prime specs.	.777
	Personalizing home pages of web sites	.627
<b>PROCESS BASED PERSONALIZATION</b>  Variance Explained: 56.5% Eigenvalue: 1,571	Personalizing contents of web sites	.586
	Personalizing product search in online shopping	.686
	Personalizing pricing alternatives	.859
	Personalizing Payment alternatives	.803
	Personalizing delivery alternatives	.655
<b>SALES&amp; PROMOTION BASED PERSONALIZATION</b>  Variance Explained: 64.4% Eigenvalue: 1.109	Offering products based on customer's field of interests	.663
	Offering products based on customers previous shopping activities	.695
	Offering complementary products regarding customer's current choice	.783
	Personalizing promotions based on customer's field of interests	.712
	Personalizing advertisements	.551
	Personalizing offerings via e-mails.	.601

Type1- Product Based Personalization

This type of personalization mainly focuses on the product itself. Product can be specially produced based on consumer's prior wish and needs or product can be changed later on by small ad ons such as using stickers. Product can be tangible or intangible like a website.

### Type2-Process Based Personalization

This type of personalization mainly focuses on the process of sales. In a sales activity; both price, payment, delivery, product search and content of the web site can be personalized to satisfy consumer demands and wishes.

### Type3-Sales and Promotion Based Personalization

This type of personalization mainly focuses on the sales and promotional activities itself. In a sales and marketing activity, promotions such as offering products based on personalized data based on consumer's field of interest, previous and current shopping activities via personal e-mails and advertisement can provide higher consumer satisfaction with regards to increased perceived benefits.

Based on these findings, Hypothesis 3 is supported.

Additionally, descriptive analysis for the mean values of three different personalization types was conducted (Table 30). It is observed that, surprisingly, people attach highest importance to the perceived benefits of process based personalization over the Internet environment.

Table 30. Descriptive Analysis for the Mean Values of Three Different Personalization Types

	N	Mean	Std. Deviation
Product Based Personalization	250	4.1507	.71758
Process Based Personalization	250	4.3240	.71236
Sales and Promotion Based Personalization	250	4.1827	.67114
Valid N (listwise)	250		

## Regression Analysis

Attitudes toward each personalization type can be explained with personalization related scales.

Hypothesis 4a: Attitudes toward product-based personalization can be explained with “desire for unique consumer product”, “market Mavenism”, “prestige seeking”, “self-attributed need for uniqueness”, “preference for unique shopping venues”, “avoidance of similarity”, “unique consumption behavior”, “entertainment shopper”.

Hypothesis 4b: Attitudes toward process-based personalization can be explained with “desire for unique consumer product”, “market Mavenism”, “prestige seeking”, “self-attributed need for uniqueness”, “preference for unique shopping venues”, “avoidance of similarity”, “unique consumption behavior”, “entertainment shopper”.

Hypothesis 4c: Attitudes toward sales and promotion-based personalization can be explained with with “desire for unique consumer product”, “market Mavenism”, “prestige seeking”, “self-attributed need for uniqueness”, “preference for unique shopping venues”, “avoidance of similarity”, “unique consumption behavior”, “entertainment shopper”.

In order to better understand the relationship between personalization’s related scales and three types of personalization, stepwise linear regressions analysis was conducted for each type of personalization.

### Hypothesis 4a

Attitudes toward product-based personalization can be explained with “desire for unique consumer product”, “market Mavenism”, “prestige seeking”, “self-attributed need for uniqueness”, “preference for unique shopping venues”, “avoidance of similarity”, “unique consumption behavior”, “entertainment shopper”.

Stepwise linear regression analysis was conducted for Product based personalization (Table 31).

R takes the values between -1 and +1, and R square takes the values between 0 and 1. If the absolute value of R is close to 1, this shows the strength of the regression equation in terms of high predictive value. In the model summary (Table 30), the value of R is 0,406 and the value of R square is 0.165. This means that the result of regression is very satisfying.

Table 31. Model Summary for Product Based Personalization

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
Product based Personalization	.406 <sup>a</sup>	.165	.162	.65706
a. Predictors: (Constant), Desire for Unique Consumer Products Average Score				

ANOVA table (Table 31) shows that predictive level by the dependent variable is high. It can be said that attitudes toward product based personalization can be predicted by regression equation by the input variables (DUCP Average) because significance level is under 0.01. Based on these data, it can be said that best explanation for attitudes toward product based personalization can be provided in below equation:

Product based personalization:  $a + .406 \text{ DUCP}$  (Table 33)

Table 32. ANOVA Analyses for Product Based Personalization

Model		Sum of Squares	df	Mean Square	F	Sig.
Product based Personalization	Regression	21.145	1	21.145	48.977	.000 <sup>a</sup>
	Residual	107.069	248	.432		
	Total	128.214	249			
a. Predictors: (Constant), Desire for Unique Consumer Products Average Score						
b. Dependent Variable: Product based Personalization						

The results of regression analysis done between personalization related scales and product based personalization designate that attitudes toward product based personalization mostly determined by Desire for Unique Consumer Products Scale (Lynn and Harris, 1997) (Table 31 and 33). Therefore, hypothesis 4a is supported.

Table 33. Coefficients for Product Based Personalization

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
Product based Personalization	(Constant)	3.026	.166		18.223	.000
	Desire for Unique Consumer Products Average Score	.310	.044	.406	6.998	.000
a. Dependent Variable: Product based Personalization						

#### Hypothesis 4b

Attitudes toward process based personalization can be explained with “desire for unique consumer product”, “market Mavenism”, “prestige seeking”, “self-attributed need for uniqueness”, “preference for unique shopping venues”, “avoidance of similarity”, “unique consumption behavior”, “entertainment shopper”.

Stepwise linear regression analysis was conducted for process based personalization (Table. 34).

R takes the values between -1 and +1, and R square takes the values between 0 and 1. If the absolute value of R is close to 1, this shows the strength of the regression equation in terms of high predictive value. In the model summary (Table 34), the value of R is 0.260 and the value of R square is 0.068. This means that the result of regression is very satisfying.

Table 34. Model Summary for Process Based Personalization

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
Process based Personalization	.260 <sup>a</sup>	.068	.064	.68927
a. Predictors: (Constant), Market Mavenism Average Score				

ANOVA table (Table 35) shows that predictive level by the dependent variable is high. It can be said that attitudes toward process based personalization can be predicted by regression equation by the input variables (MM average) because significance level is under 0.01. Based on these data, it can be said that best explanation for attitudes toward process based personalization can be provided in below equation:

Process based personalization:  $a + .260 \text{ MMAV}$  (Table 36)

Table 35. ANOVA Analysis for Process Based Personalization

Model		Sum of Squares	df	Mean Square	F	Sig.
Process based Personalization	Regression	8.534	1	8.534	17.963	.000 <sup>a</sup>
	Residual	117.822	248	.475		
	Total	126.356	249			
a. Predictors: (Constant), Market Mavenism Average Score						
b. Dependent Variable: Process based Personalization						

Table 36. Coefficients for Process Based Personalization

Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	t	Sig.
Process based Personalization	(Constant)	3.728	.147		25.327	.000
	Market Mavenism Average Score	.174	.041	.260	4.238	.000
a. Dependent Variable: Process based personalization						

The results of regression analysis done between personalization related scales and process based personalization designate that attitudes toward process based personalization mostly determined by Market Mavenism Scale (Feick et. al., 1987 ) (Table 34 and 36). Therefore hypothesis 4b is supported.

#### Hypothesis 4c

Attitudes toward sales and promotion-based personalization can be explained with “desire for unique consumer product”, “market Mavenism”, “prestige seeking”, “self-attributed need for uniqueness”, “preference for unique shopping venues”, “avoidance of similarity”, “unique consumption behavior”, “entertainment shopper”.

Stepwise linear regression analysis was conducted for sales and promotion based personalization.

R takes the values between -1 and +1, and R square takes the values between 0 and 1. If the absolute value of R is close to 1, this shows the strength of the regression equation in terms of high predictive value. In the model summary (Table 37), the values of R is 0.261 and the value of R square is 0.068. This means that the result of regression is very satisfying.

Table 37. Model Summary for Sales and Promotion Based Personalization

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
Sales and Promotion Based Personalization	.261 <sup>b</sup>	.068	.061	.65049
a. Predictors: (Constant), Preference for Unique Shopping Venues Average Score				
b. Predictors: (Constant), Preference for Unique Shopping Venues Average Score, Entertainment Shopper Average Score				

ANOVA table (Table 38) shows that predictive level by the dependent variable is high.

It can be said that attitudes toward sales and promotion based personalization can be predicted by regression equation by the input variables (PUSV average and ES average) because significance level is under 0.01. Based on these data, it can be said that best explanation for attitudes toward sales and promotion based personalization can be provided in below equation:

$$\text{Sales and promotion based Personalization: } a + .183 \text{ PUSVAV} + .143 \text{ ESAV}$$

(Table 39)

Table 38. ANOVA Analysis for Sales and Promotion Based Personalization

Model		Sum of Squares	df	Mean Square	F	Sig.
Sales and Promotion Based Personalization	Regression	7.644	2	3.822	9.033	.000 <sup>a</sup>
	Residual	104.514	247	.423		
	Total	112.158	249			
a. Predictors: (Constant), Preference for Unique Shopping Venues Average Score, Entertainment Shopper Average Score						
b. Dependent Variable: Sales and promotion based personalization						

Table 39. Coefficients for Sales and Promotion Based Personalization

Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	t	Sig.
Sales and Promotion Based Personalization	(Constant)	3.461	.175		19.732	.000
	Preference for Unique Shopping Venues Average Score	.136	.047	.183	2.867	.005
	Entertainment Shopper Average Score	.097	.043	.143	2.244	.026
a. Dependent Variable: Sales and promotion based personalization						

The results of regression analysis done between personalization related scales and sales and promotion based personalization designate that attitudes toward sales and promotion based personalization mostly determined by Preference for Unique Shopping Venues Scale (Lynn and Harris, 1997) and self-constructed Entertainment Shopper Scale (Table 37 and 39). Therefore hypothesis 4b is supported.

## CHAPTER 6

### CONCLUSION AND IMPLICATIONS

This research provides an intensive literature survey of consumer attitudes toward and acceptance of personalization attempts and personalization types in the online environment.

Through this literature survey, it was observed that there is no clear understanding of personalization and attitudes toward and acceptance of personalization and personalization types. Almost all of the personalization related research in the literature is based on Snyder and Fromkin's (1977) need for uniqueness scales although later on it is accepted that Snyder and Fromkin's scale is significantly correlated with "consumer susceptibility to normative influence" negatively, but is not correlated with "desire for personalized products." Through the literature survey, it was also observed that there are many studies/scales for the desire for either scarce or customized products but not for personalized products which is indeed a major problem of the studies in the literature, as consumer's acceptance of new products does not need to be related with either uniqueness or customization.

To better understand consumers' acceptance of personalized offerings in online environment, Turkey's most visited twenty-five web sites were analyzed based on Tam and Ho's (2008) classification. As it is also expected, top 25-list mainly consists of search engines, news portals, E-mail providers and bloggers. Search engines are certainly an area where personalized information creates the core competitive advantage

like in GOOGLE which certainly occupies the top position in the list. We could easily observe that almost half of the web sites use personalization as a core competitive advantage in their business. In order to draw more visitors to their websites, owners of the websites should provide more personalized offerings and contents for consumers.

In the survey part of the research a comprehensive questionnaire is directed to 250 participants with demographic characteristics parallel to the target profile of being an experienced Internet user. This distribution suits the targeted profile for this study with respect to major demographic variables. 79 percent of respondents are between ages 24 and 35, who are relatively more technology-oriented and who must be experienced enough for personalized online offerings, which meets the need of the study. Another demographic factor that is measured is the income levels of respondents. More than 80 percent of the respondents have a monthly income between 2000 and 3500 Turkish Liras (TL), which corresponds to an approximate income level between 1300 and 2300 U.S. Dollars. This level of income can be considered to be enough to pay premium for personalized products. By looking at the activity type of the respondents, it can be said that most consumers use internet mainly for research (76%), communication (70%), news (70%), work/school tasks (66%) and product search (55%). So, it is obvious that almost one of two consumers use Internet for product search which is one of the important findings of the study. Based on this finding, it can be concluded that Internet has become one of the most important shopping media.

Descriptive findings suggest that respondents have showed positive disposition toward personalization attempts and the products they consume has become one of the most significant ways to show this. Descriptive findings also suggest that people are very much aware of the benefits, advantages and disadvantages of personalization

attempts on Internet. This is also one of the most important results of the survey, as consumers are fully aware of all aspects of personalization, because of this, marketers should provide more focus on personalization than ever before.

- The results of the cluster analysis showed that there are three distinctly different consumer segments and these consumer segments can be named as; “Indifferent”, “Rational” and “Image Oriented” consumers with regards to different emphasis they put on the advantages and disadvantages of online personalization attempts. The survey shows that the biggest consumer segment is “image oriented people” with a percent of 48 and the smallest consumer segment is consisted of “indifferent people” with a percent of 19. Details of the three consumer groups are shown below:

Indifferent Consumers: This consumer group has no real focus in online personalization attempts so they are both neglecting the advantages and disadvantages of online personalization attempts by giving the lowest importance to all disadvantages and advantages of personalization attempts in the online environment compared to the other two consumer groups. So marketers should omit this group when applying personalized online offerings to increase their efficiency.

Rational Consumers: By showing a rational behavior, this consumer group gives the highest importance to the increased cost of personalized products and the risk of being disappointed with the final product (just slightly lower than image oriented consumers) as a disadvantage of personalization . So marketers should try to ease the return of personalized products and also try to decrease the increased cost of personalized products in order to get much benefit of this consumer group who is strongly aware of the personalized products but afraid of the disadvantages.

Image Oriented Consumers: This consumer group gives the highest importance to all advantages of personalized attempts among three group consumers but surprisingly this group of consumers gives less importance to the disadvantages of the personalized attempts than rational consumers which shows their very positive attitude towards personalization. This consumer groups also gives the highest importance to prestige seeking and image seeking items which are the distinguishing aspects of this group. This group also shows their positive attitude to personalized products by giving the lowest importance to the increased price of personalized products among the overall disadvantages of personalization. So this is the only group who has a strong desire for personalized products and also willingness to pay more. Thus, this consumer group should be the major focus of marketers.

One-way ANOVA analyses showed that these three self constructed consumer groups are significantly different with respect to eight personalization related scales. By Anova analysis, the relation between consumer groups and personalization related scales were found as:

- All consumers want to be entertained while shopping. So marketers should make entertainment be a part of the shopping activity.
- All consumer groups want to be aware of the market and product developments and changes. With regards to this, marketers should provide much information not only for product but also for promotions, delivery and pricing alternatives.
- Image oriented consumers have higher level of desire to have unique products, to be different from other consumers and to shop at

unique/specialized places. So this group should be major focus of personalized offerings.

- Rational consumers do not care about the prestige that the products may bring to them.
- Both rational and indifferent consumers do not think that the feeling of being unique is important. So marketers should avoid using uniqueness messages when targeting these two consumer groups.

Factor analysis provided three different types of personalization based on the perceived benefits of online personalization attempts. This type of personalization can be called as product, process and, sales and promotion based personalization.

**Product Based Personalization:** This type of personalization mainly focuses on the product itself. Product can be specially produced based on consumer's prior wish and needs or product can be changed later on by small add ons such as using stickers. Product can be tangible or intangible like a website.

**Process Based Personalization:** This type of personalization mainly focuses on the process of sales. In a sales activity; price, payment, delivery, product search and content of the web site can be personalized to satisfy consumer demands and wishes.

**Sales and Promotion Based Personalization:** This type of personalization mainly focuses on the sales and promotional attempts itself. In a sales and marketing activity, promotions such as offering products based on personalized data such as consumer's field of interest, previous and current shopping activities via personal e-mails and advertisement can provide higher consumer satisfaction with regards to increased perceived benefits.

Additionally, descriptive analysis for the mean values of three different personalization types showed that, surprisingly, people attach much more importance to the perceived benefits of process based personalization over the Internet environment than other two personalization types. So marketers should provide more focus to process based personalization in which price, payment, delivery, product search and content of the web site can be personalized to satisfy consumer demands and wishes.

Regression analysis showed that attitudes toward each personalization type can be explained with different personalization related scales so marketers should use below scales when focusing each type of personalization:

- Attitudes toward product based personalization mostly determined by Desire for Unique Consumer Products Scale (Lynn and Harris, 1997).

- Attitudes toward process based personalization mostly determined by Market Mavenism Scale (Feick et. al., 1987).

- Attitudes toward sales and promotion based personalization mostly determined by Preference for Unique Shopping Venues Scale (Lynn and Harris, 1997) and self-constructed Entertainment Shopper Scale.

This study provided general consumer segmentation based on the consumer's attitudes and perception of personalized attempts in the online environment by neglecting the demographic factors of consumer, so further studies should also try to understand the relation between demographic factors and attitudes toward personalization attempt in the online environment. Besides this, further studies should also focus on attitudes and perception of personalized attempts for also in other product types such as food, cosmetics and etc. As our study was based on the attitudes toward

and acceptance of personalization attempts, further studies should also be conducted based on hedonic and utilitarian aspects of consumer behavior.

In today's very challenging marketing environment, it is critical to identify different segments among consumers and apply right strategy to each different group based on consumers' attitudes to different type of personalization. Finally, many findings in this study can provide important strategic tools for marketers who want to provide personalized offerings to draw customer attention, loyalty and safe positioning against commoditization.

## APPENDIX A

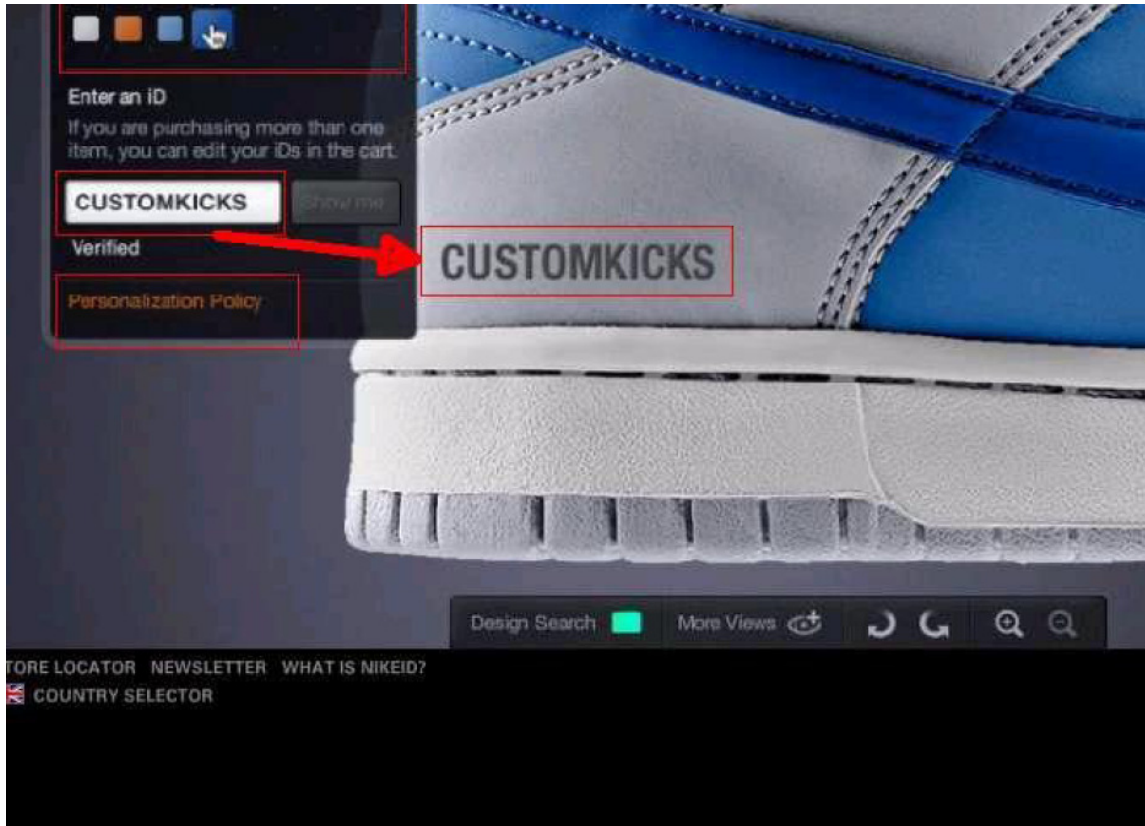
### Questionnaire

This questionnaire study is prepared in the content of the thesis “Consumer Attitudes Toward and Acceptance of Personalization in the Online Environment” by Serkan Albayrak who is a master student in Management Information Systems Department under the advisory of Assist. Prof. Dr. Hande Kımılođlu. All the questions must be answered completely for your questionnaire to be counted in the evaluation. You are not obliged to claim your name and e-mail in order to participate in the study. Thank you for your contribution to our study.

Before starting the survey, please have a look at two personalization examples from internet:

#### Personalization of Products

With NikeID, each consumer can design its own personal (color, personal logo etc) shoes on Internet based on his/her wishes and needs and get the personalized shoes from closest shops in four weeks time.



Personalization of offers (payment alternatives and promotions )

Personalized offerings by HEPSIBURADA.COM when customer has chosen

SAMSUNG OMINA cell phone



Bu ürünü, MOTOROLA H680 FEMALE BLUETOOTH KULAKLIK ile birlikte alırsanız **34 YTL indirimli!**



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- Cep Bilgisayar (PDA) Telefonlar (Stok Fazlası)

Bu Ürünü Tercih Edenlerin Satın Aldığı Diğer Ürünler ;



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KİLİF )



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i900 EKRAN KORUYUCU  
AYNA KİLİF

En Çok Satılan Smartphone ve PDA Listesi



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584,66 TL + KDV ↑ 17%



NOKIA N79 ( 4 GB HAFIZA KARTI ve 3 AYLIK NAVİGASYON PAKETİ HEDİYE )

259,00 € + KDV ↓ 14%

Part 1

Please put an [x] next to the answer that best suits you.

1. Your Age Group

18-23	
24-29	
30-35	
36-41	
42-47	
48-53	
54-59	
60+	

2. Your Gender

Female	
Male	

3. Your Marital Status

Married	
Unmarried	
Divorced/Widow	

4. Education

High School Graduate	
University Student	
University Graduate	
Postgraduate Student	
Postgraduate Graduate	

5. Personal monthly income

< 1,000 TL	
1,000-2,000 TL	
2,001-3,500 TL	
3,501-5000 TL	
> 5,000 YTL	

6. For how many years do you use Internet?

0-2 years	
2-4 years	
4-6 years	
>6 years	

7. For how many hours per week do you use Internet?

0-10 hours	
11-20 hours	
21-30 hours	
>30 hours	

8. Please state how frequently do you have below attempts on Internet

Internet Activities	Very Frequently	Sometimes	Never
Communication			
Online Banking			
News			
Research			
Online forum etc			
Online Shopping			
Product Search			
Work/school act			

Part 2

Below given statements about personalization. Considering how much each of these situations you agree with, please choose the appropriate answer

		Strongly Disagree	Partially Disagree	Undecided	Partially Agree	Strongly Agree
1	I am more likely to buy a product if it is scarce.					
2	I enjoy having products that are in limited supply.					
3	I would prefer to have things custom-made than to have them ready-made.					
4	I rarely pass up the opportunity to order custom features on the products I buy.					
5	I like to try new products and services before others do.					
6	I enjoy having things that others do not.					
7	I enjoy shopping at stores that carry merchandise which is different and unusual.					
8	I prefer being different from other people.					
9	I intentionally do things to make myself different from those around me.					
10	I have a need for uniqueness.					
11	I would rather shop at a store that few others go to than shop at a store that everyone goes to.					
12	I tend to shop at small unusual stores.					
13	I prefer small specialty shops to large department stores.					
14	I would rather buy something from a catalogue than go to a mall to buy it.					
15	When shopping, I tend to avoid malls.					
16	I often try to avoid products or brands that I know are bought by the general population					

		Strongly Disagree	Partially Disagree	Undecided	Partially Agree	Strongly Agree
17	When a product I own becomes popular among the general population, I begin to use it less.					
18	I have decorative walls in my house like brick stones, plaster walls, etc.					
19	I own a unique collection (knives, stamps, coins, etc.)					
20	I like introducing new brands and products to my friends.					
21	I like helping people by providing them with information about many kinds of products.					
22	People ask me for information about products, places to shop, or sales.					
23	Personal prestige which the products I use provides me is important.					
24	To decide what buy and where to buy, I consider if they fit to my personal prestige.					
25	Shopping is not a task for me; it is just an entertainment activity.					
26	I like all kinds of shopping activities.					
27	I would like others to make all my shopping except for the products which are very important for me.					
28	I do not care the time I spend for shopping.					

Part 3

. Below given statements about personalization attempts on Internet. Considering how much each of these situations makes benefit to “your life”, please tick the answer you agree with.

		Not Beneficial At All	Not So Beneficial	Undecided	Partially Beneficial	Highly Beneficial
1	Producing products based on customer's prior wishes and needs.					
2	Personalizing products by small add ons such as placing stickers etc without changing product's prime specs.					
3	Personalizing home pages of web sites					
4	Personalizing contents of web sites					
5	Personalizing product search in online shopping					
6	Personalizing pricing alternatives					
7	Personalizing Payment alternatives					
8	Personalizing delivery alternatives					
9	Offering products based on customer's field of interests					
10	Offering products based on customers previous shopping activities					
11	Offering complementary products regarding customer's current choice					
12	Personalizing promotions based on customer's field of interests					
13	Personalizing advertisements					
14	Personalizing offerings via e-mails.					

Part 4

Below given statements about personalization attempts on Internet, considering how much each of these situations are important for you, please tick the answer you agree with.

		Not important At All	Not So Important	Undecided	Partially Important	Very Important
1	Personalized products provides customers to find an create interesting and different products					
2	Personalized products perfectly meets customer's wishes and needs					
3	Personalized products provide customers to have products which are interesting to their social surroundings					
4	Personalized products provides customers to be more knowledgeable about the products' specifications					
5	Personalized products provide customers to have an image of new tech. follower					
6	Personalized products provide more entertainment for the customers					
7	Customers can have their creativity inside the personalized products they buy					
8	Personalized products provide provide prestige for the consumers					
9	Personalization can increase the price of the final products.					
10	The risk of having final personalized product become which is not customer asking for.					
11	Customers need to provide too much data and effort to have their personalized products,					
12	Personalized products can not be returned.					

## APPENDIX B

### Questionnaire (Turkish)

Internet'teki Kişiselleştirme Uygulamaları ile İlgili Tüketici Tutumlarının incelenmesi

Bu anket Boğaziçi Üniversitesi, Yönetim Bilişim Sistemleri Bölümü öğretim üyesi Yrd.Doç.Dr. Hande Kımiloğlu yönetiminde Serkan Albayrak tarafından yüksek lisans tezi için gerçekleştirilmektedir. Anketin konusu, Internet'teki kişiselleştirme uygulamaları ile ilgili tüketici tutumlarının incelenmesidir. Elde edilen sonuçlar tamamen akademik amaçlar için kullanılacaktır.

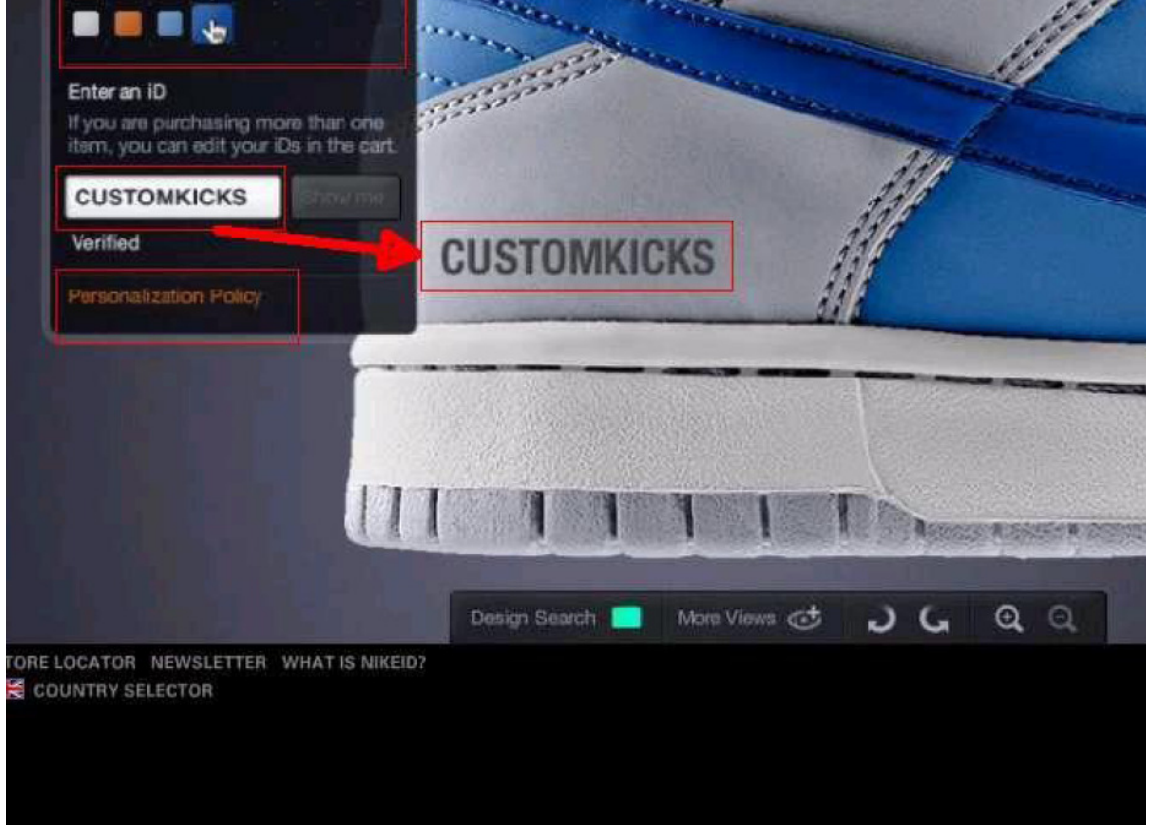
Desteğiniz ve zaman ayırdığınız için teşekkür ederiz.

Anket formunu yanıtlamadan önce aşağıdaki 2 tip kişiselleştirme örneğine göz atmanız istenmektedir.

#### 1) Ürünün Kişiselleştirilmesi:

Nike'ın her isteyen kendi ayakkabısını tasarlamasına imkan sağlayan yeni uygulaması.

Bu sayede müşteriler internet üzerinden kendi beğenileri doğrultusunda tasarladıkları (renk, kişisel logo gibi) ayakkabıları 4 hafta içerisinde kendilerine en yakın mağazadan temin edebilmektedir.



2) Müşteriye Sunulan Tekliflerin (ödeme alternatifleri ve promosyonlar gibi)

Kişiselleştirmesi:

HEPSIBURADA.COM tarafından Kullanıcının SAMSUNG OMNIA'yı seçtiği zaman kullanılan kişiselleştirme yöntemleri



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~~39,90 TL~~ yerine **27,93 TL**



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NOKIA N79 ( 4 GB HAFIZA KARTI ve 3 AYLIK NAVİGASYON PAKETİ HEDİYE )

259,00 € + KDV ↓ 14%

Part1

1. Yaş grubunuzu belirtiniz.

18-23	
24-29	
30-35	
36-41	
42-47	
48-53	
54-59	
60+	

2. Cinsiyetiniz:

Kadın	
Erkek	

3. Medeni Durumunuz:

Bekar	
Evli	
Boşanmış/Dul	

4. Eğitim Durumunuz:

Lise Mezunu	
Lisans Öğrencisi	
Universite Mezunu	
Yüksek lisans/Doktora Öğrencisi	
Yüksek lisans/Doktora Mezunu	

5. Aylık ortalama kişisel geliriniz:

< 1,000 TL	
1,000-2,000 TL	
2,001-3,500 TL	
3,501-5000 TL	
> 5,000 YTL	

6. Kaç yıldır internet kullanıyorsunuz?

0-2 yıl	
2-4 yıl	
4-6 yıl	
>6 yıl	

7. Haftada kaç saat internet kullanıyorsunuz?

0-10 saat	
11-20 saat	
21-30 saat	
>30 saat	

8. İnternette aşağıda belirtilen faaliyetleri ne sıklıkta gerçekleştirdiğinizi belirtiniz.

İnternet Aktiviteleri	Çok Sık	Bazen	Asla
Haberleşme, iletişim, sohbet			
Online Banking			
Bankacılık işlemleri			
Çeşitli konularda araştırma yapmak			
Sosyal forum/tartışmaları izlemek/katılmak			
Alışveriş yapmak			
Çeşitli ürünler ile ilgili araştırma, inceleme			
İşim/egitimim ile ilgili çeşitli çalışmalar			

Part 2

Aşağıdaki ifadelerden herbirine katılma derecenizi belirtiniz.

		Kesinlikle Katılıyorum	Kısmen Katılıyorum	Ne Katılıyorum Ne Katılmıyorum	Kısmen Katılmıyorum	Kesinlikle Katılmıyorum
1	Nadir bulunan ürünleri satın almaktan hoşlanırım.					
2	Sınırlı sayıda üretilmiş ürünlere sahip olmaktan hoşlanırım.					
3	Alacağım şeylerin hazır ürün olmasındansa bana özel yapılmış olmasını tercih ederim.					
4	Satın aldığım ürünler ile ilgili ısmarlama özellikler sipariş etme olanağı varsa bunu değerlendiririm.					
5	Yeni ürün ve hizmetleri başkalarından önce denemekten hoşlanırım.					
6	Başkalarında olmayan şeylere sahip olmaktan keyif duyarım..					
7	Değişik ve sıradışı ürünler bulunduran mağazalardan alışveriş yapmaktan zevk alırım.					
8	Diğer insanlardan farklı olmayı tercih ederim.					

		Kesinlikle Katılıyorum	Kısmen Katılıyorum	Ne Katılıyorum Ne Katılmıyorum	Kısmen Katılmıyorum	Kesinlikle Katılmıyorum
9	Kendimi çevremdekilerden farklı hale getirmek için özel bir çaba sarfederim.					
10	Özgün ve farklı olmak kişiliğimin önemli bir parçasıdır.					
11	Herkesin gittiği bilinen mağazalar yerine daha az kişinin gittiği pek bilinmeyen mağazalardan alışveriş etmeyi tercih ederim.					
12	Küçük ilginç mağazaları keşfedip gezmekten çok hoşlanırım..					
13	Birçok ürün ve markanın birarada bulunduğu çok departmanlı mağazalara gitmektense, markaların kendi mağazalarına ya da küçük ölçekli butik tipi mağazalara gitmeyi tercih ederim.					

		Kesinlikle Katılıyorum	Kısmen Katılıyorum	Ne Katılıyorum Ne Katılmıyorum	Kısmen Katılmıyorum	Kesinlikle Katılmıyorum
14	Birçok ürün ve markanın birarada bulunduğu çok departmanlı mağazalara gitmektense, daha az sayıda ürünün bulunduğu bir katalogdan alışveriş etmeyi tercih ederim.					
15	Alışveriş için alışveriş merkezlerine gitmeyi tercih etmem.					
16	Birçok kişi tarafından satın alınan ürün ya da markaları tercih etmekten özellikle kaçınıyorum.					
17	Satın aldığım bir ürün birçok kişi tarafından tercih edilmeye başlarsa, o ürünü daha az kullanırım.					
18	Evim, odam ya da ofisim gibi bana ait mekanların dekorasyonu oldukça ilginçtir.					

		Kesinlikle Katılıyorum	Kısmen Katılıyorum	Ne Katılıyorum Ne Katılmıyorum	Kısmen Katılmıyorum	Kesinlikle Katılmıyorum
19	Koleksiyonculuk merakım vardır.					
20	Çevremdekileri yeni ürün ve markalardan haberdar etmekten hoşlanırım.					
21	Birçok ürün hakkında bilgi vererek çevremdekilere yardımcı olmaktan hoşlanırım.					
22	Çevremdekiler bana yeni ürünler, alışverişe gidilecek yerler ya da indirimler hakkında danışırlar.					
23	Kullandığım ürünlerin bana sağladığı kişisel prestij benim için önemlidir.					
24	Satın aldığım ürünleri ya da alışveriş ettiğim mekanları seçerken kişisel prestijime uygun olup olmadıklarına dikkat ederim.					
25	Alışveriş benim için bir iş ya da mecburiyet değil, eğlencedir..					
26	Her türlü alışveriş faaliyetinden keyif duyarım.					

		Kesinlikle Katılıyorum	Kısmen Katılıyorum	Ne Katılıyorum Ne Katılmıyorum	Kısmen Katılmıyorum	Kesinlikle Katılmıyorum
27	Benim için çok önemli olan bazı ürünler dışında birçok şeyi başkalarının benim adıma satın alabilmesini isterdim.					
28	Alışverişte geçirdiğim zamana acımam.					

### Part 3

Aşağıda Internet ortamında yapılabilen kişiselleştirme uygulamalarının herbirinin ne derece faydalı olduğunu ölçek üzerinde belirtiniz.

		Çok faydalı	Kısmen Faydalı	Ne Faydalı Ne Faydasız	Pek Faydalı Değil	Hiç Faydalı Değil
1	Ürünlerin kişinisteklerine göre özel olarak üretilebilmesi					
2	Ürünü asıl özelliklerini değiştirmeden kişisel hale getirecek küçük eklemeler yapılabilmesi (isim ya da mesaj yazdırma gibi).					
3	Internet sitesinin açılış sayfasının kişiye özel olarak sunulması.					
4	Internet sitesinin içeriğinin kişiye özel olarak sunulması.					
5	Internet mağazasında ürün arama sürecinin kişiselleştirilmesi.					
6	Kişiye özel fiyatlandırma seçeneklerinin sunulması.					
7	Kişiye özel çeşitli ödeme alternatiflerinin sunulması.					
8	Kişiye özel ürün ulaştırma yöntemlerinin sunulması.					
9	Kişinin ilgi alanlarına uygun ürün önerilerinin sunulması.					
10	Kişinin daha önceki alışverişlerine uygun ürün önerilerinin sunulması.					
11	Kişi bir ürün seçtiğinde o anda onunla birlikte satın alınabilecek diğer ürün önerilerinin sunulması.					
12	Kişinin ilgi alanlarına uygun promosyonların sunulması.					
13	Kişiye özel reklamların yapılması.					
14	Kişiye özel e-posta tanıtımlarının yapılması					

#### Part 4

Internet'teki çeşitli kişiselleştirme uygulamalarının aşağıda belirtilen avantaj ve dezavantajlarının herbirinin ne derece önemli olduğunu ölçek üzerinde belirtiniz.

		Çok Önemli	Kısmen Önemli	Ne Önemli Ne Önemsiz	Oldukça Önemsiz	Çok Önemsiz
1	Tüketicilerin ilginç ve farklı ürünler bulabilmesini ya da yaratabilmesini sağlama.					
2	Bu şekilde satın alınan ürünlerin birebir tüketicinin isteklerine uyması.					
3	Bu yolla tüketicinin çevresindekilere ilginç gelecek ürünlere sahip olabilmesi.					
4	Tüketiciyi ürünlerin özellikleri ile ilgili daha bilgili hale getirmesi.					
5	Kişiyi yenilikleri takip eden tüketici imajını kazandırması					
6	Eğlendirici olması.					
7	Tüketicinin satın aldığı üründe kendi yaratıcılığının payının olması.					
8	Tüketiciyi prestij sağlaması.					
9	Ürünlerin fiyatını yükseltmesi..					
10	Sonuçta ortaya çıkan ürünün tüketicinin istediği gibi olmaması riski.					
11	Kişiselleştirme olanaklarından faydalanmak için çok fazla bilgi vermek ve uğraşmak zorunda kalma.					
12	Bu şekilde satın alınan ürünlerin iade edilememesi.					

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