

FACTORS AFFECTING MOBILE PHONE REPURCHASE BEHAVIOR OF
AMERICAN AND TURKISH UNIVERSITY STUDENTS

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ABSTRACT

Factors Affecting Mobile Phone Repurchase Behavior of American and Turkish
University Students

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The positive impact of mobile phones on individuals' lives has been increasing day by day. When people firstly met with mobile phones, the most advantageous feature of these devices was being able to communicate with anyone, anytime, anywhere. However, as technology evolved and people's needs changed, mobile phone producers started to introduce models with additional features converting the mobile phone into a hand-held computer by which its users can surf the Internet, send picture messages, listen to music and pursue other extra activities. Though there are cultural, psychological, emotional, and demographic differences between people and thus, every individual has some hesitations and motivations before purchasing a product. In this respect, since mobile phone penetration worldwide reached almost ninety percent, this study aims to examine the reasons behind mobile phone repurchase behavior – purchase of a new mobile phone. Descriptive data was collected both manually and online from 177 respondents who were asked to fill out a questionnaire seeking out the factors affecting mobile phone repurchase behavior. The questionnaire was applied to 58 US students and 119 Turkish students. The data was analyzed by using descriptive, ANOVA, and t-test analyses. Moreover, exploratory data was obtained via in-depth interviews held with mobile phone operators and users in Turkey. Findings of the study

illustrate that the US and Turkish consumers differed in their innovativeness and involvement level, features, entertainment, and price-consciousness dimensions. Furthermore, while the US mobile phone users in the sample, who seek ways for entertainment and who are more involved in mobile phones, are more likely to purchase a new mobile phone in the near future; Turkish mobile phone users accompany their peers only in entertainment dimension. Additionally, Turkish students that value fashion and are interested in features are more likely to purchase a new mobile phone in the near future. Consequently, the US and Turkish students have some common values and motivators that lead to purchasing a new mobile phone whilst some influencing factors are dissimilar.

KISA ÖZET

Amerikalı ve Türk Üniversite Öğrencilerinin Yeni Cep Telefonu Satın Alımlarını

Etkileyen Unsurlar

Hakan Mehmet Maltepe

Cep telefonlarının insan hayatı üzerindeki pozitif etkisi gün geçtikçe artmaktadır. Tüketici, cep telefonları ile tanıştığında bu cihazların en avantajlı özelliği herhangi bir kimse ile herhangi bir zamanda ve yerde iletişimi sağlayabiliyor olmasıydı. Ancak teknoloji geliştikçe ve insanların ihtiyaçları değiştikçe cep telefonu üreticileri pazara, ekstra özellikleri olan modeller sürmeye başladı. Cep telefonlarını adeta avuca sığacak büyüklükte bir bilgisayara dönüştüren üreticiler, cep telefonu kullanıcılarının İnternette sörf yapmasına, birbirlerine resimli mesaj göndermelerine, müzik dinlemelerine ve daha birçok aktiviteyi yapmalarına olanak sağladı. Ancak insanların arasında kültürel, psikolojik, mental ve demografik farklar olduğundan bir ürün satın almadan önce her birey için bazı çekinceler ve motive edici unsurlar bulunmaktadır. Bu bağlamda dünyadaki cep telefonu penetrasyonunun %90'a yaklaştığı da göz önünde bulundurulularak, bu çalışma yeni cep telefonu satın alımının arkasındaki nedenleri araştırmaktadır. Veriler 177 kişilik bir gruptan hem manuel hem de İnternet üzerinden anket dağıtımı yapılarak toplanmıştır. Anket 58 A.B.D., 119 Türk öğrenciye uygulanıp veriler ANOVA ve t-test analizleri kullanılarak analiz edilmiştir. Ayrıca cep telefonu operatörleri ve kullanıcıları ile derinlemesine mülakat çalışması yapılarak çalışmaya katkıda bulunulmuştur. Elde edilen sonuçlar Amerikalı ve Türk öğrencilerin yenilikçilik ve ürüne ilgi seviyelerinde, ürün özellikleri, eğlence ve fiyata duyarlılık boyutlarında

farklılık gösterdiğini ortaya koymaktadır. Bunun dışında, Amerikalı öğrencilerin yakın bir gelecekte cep telefonu almalarını etkileyecek olan ortak özellikleri eğlence arayışları ve cep telefonları ile yakında ilgili olmaları ile doğru orantılıdır. Türk öğrenciler ise cep telefonlarını bir eğlenceye giriş aygıtı olarak görme konusunda Amerikalı öğrencilere eşlik ederken modayı önemseyen ve ekstra özelliklere değer vermelerinden dolayı yakın bir gelecekte yeni bir cep telefonu almaya eğilimlidir. Başka bir deyişle, Amerikalı ve Türk öğrencilerin yeni cep telefonu satın alımında ortak değer ve motivasyonları olmakla beraber birbiriyle benzeşmeyen faktörler de bulunmaktadır.

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CHAPTER 1

INTRODUCTION

In the twenty-first century, it is quite difficult to find someone who has no mobile phone especially if that person is a member of the young population in a developed or developing country. In particular, young people's daily lives actually necessitate the ownership of this device. They want to be in social contact with their peers, their family, and their boy – or – girlfriends, take pictures and record videos, arrange vacation programs, and look for new jobs simultaneously. These needs can only be satisfied by today's miracle device, mobile phones.

People do not only use mobile phones for their primary characteristics, i.e. to make a call or send a text message, but also for secondary characteristics such as the Internet connection, video recording, photo exchange, and as an mp3 player, alarm clock, agenda etc. As technology evolved, mobile phones showed a marked improvement from its early stages and thus, consumers started to seek out mobile phones that are compatible with the new technology enabling people to interact with the most advanced device. Despite the fact that people own a mobile phone, after a while, they would like to purchase a new one for some reason that needs to be investigated.

The main purpose of this research is finding out the factors affecting university students' mobile phone repurchase decisions. In this sense, the factors based on prior research that have an effect are innovativeness level, need-for-uniqueness, variety seeking, fashion, peer pressure, family, new mobile phone features, entertainment, novelty seeking, price consciousness level, price level, product quality, consumer involvement and nationality. Furthermore, there are some

demographic factors such as gender and income that are directly or indirectly influencing the aforementioned factors. In this framework, the thesis will try to point out the differences and similarities among American and Turkish students in terms of mobile phone repurchase behavior. However, it is important to note that there is no brand constraint, which means that in order to make the repurchase valid it is not a requirement that the new mobile phone's brand will be the same with the current one.

The main objectives of the thesis are as follows:

- Measuring people's need for purchasing a new mobile phone. People can change their mobile phones in different frequencies due to various reasons.
- Determining the influencing factors on mobile phone repurchase behavior.
- Observing the differences and similarities between the US and Turkish mobile phone users. A cross-cultural comparison is made available by getting responses from these two countries.

CHAPTER 2

LITERATURE SURVEY

The importance of mobile phones is best described by Urmann (2008) stating that “the history of the mobile phone is such a remarkable chapter in human's quest for excellence.”

Literature survey was conducted for explaining the repurchase behavior for mobile phones, the evolution of mobile phones, and telecommunications sector in USA and Turkey. For displaying the big picture regarding mobile phone ownership, selected potential reasons behind purchasing a new mobile phone are examined.

2.1. Definition of Mobile Phone

“A mobile phone (also known as a wireless phone, cell phone or cellular phone) is a short-range electronic device used for mobile voice or data communication over a network of specialized base stations known as cell sites. In addition to the standard voice function of a mobile phone, telephone, current mobile phones may support many additional services, and accessories, such as SMS for text messaging, email, packet switching for access to the Internet, gaming, Bluetooth, infrared, camera with video recorder and MMS for sending and receiving photos and video.” (Wikipedia, 2009). The combination of mobility with person-to-person capability and extensive network led to the invention of mobile phones (Farley, 2007). Researchers and scientists aimed to reinvent mobile phones in order to make life easier, and fitted

them to individual lifestyle and needs (Urmann, 2008). The predecessors of this invention were certainly radio and telephone that entail these advantages separately (Farley, 2007).

2.2. Introduction of Mobile Phones to the World

The mobile phone was first used as a car phone following the compact phones we know today (Urmann, 2008). AT&T created the Mobile Telephone Service (MTS) using Motorola-made radio equipment, and Southwestern Bell, a subsidiary of AT&T, introduced it as the first local US provider on June 17, 1946 in St. Louis (Farley, 2007). All these radiotelephones were operating from cars or trucks for the next twenty five years (Farley, 2007).

The cellular idea was first developed by Bell Laboratories engineer Donald H. Ring in a technical memo in December, 1947 (Urmann, 2008). Cells or cell sites, neighborhood-size zones in other words, were the main components of a large city where each cell site would have its own antenna/transceiver unit (Urmann, 2008). In contrary, a single large transmitter near the middle of the coverage area and a few smaller receivers were enough for MTS to operate perfectly (Farley, 2007). On April 3, 1973, the world's first hand-held cell phone was introduced by Motorola (Farley, 2007). The inventor of the first modern portable handset, Dr Martin Cooper, a former general manager for the systems division at Motorola made the first call to his rival, Joel Engel, Bell Labs head of research (Woodford, 2008). Although the device was weighing close to two pounds and enabling only less than an hour talking, a telephone that can be used anywhere and anytime had finally been built (Farley, 2007).

The Federal Communications Commission (FCC) was reluctant when AT&T through Bell Labs came up with a proposal in 1940s that a mobile phone system was to be set up by inserting six cells or base stations in an area with a less powerful central transmitter to assure continuous communication among the users (Urmann, 2008). Due to the limited frequency and inadequate technology at that time, the subject proposal could not be implemented until 1980s (Urmann, 2008). With the invention of Advanced Mobile Phone System (AMPS) in the 1980s, the analog technology, equated to a radio transmitter, started to be utilized (Urmann, 2008). The system was strongly supported by the FCC's chairman, Charles Ferris who said in April 1980 that the high quality and spectrum efficiency of cellular technology is a revolution for business and residential communications (Farley, 2007). The substitution of this technology with the digital technology in the 1990s became a necessity since it was not possible for multiple users to log into the system simultaneously and the signal got more static and weak as the user changed its location (Urmann, 2008). As the standard of living steadily changes, mobile phone producers strive to upgrade mobile phones according to the special needs of individuals (Urmann, 2008).

2.3. Landline Phones and Disappearance of Time and Place Concepts via Mobile Phones

A person who is far away from other people and activities can access anybody, anywhere, anytime because of the increasing technical capability of telephones in recent years. The ordinary fixed telephone had complemented physical travel and face-to-face encounters that were previously enabled by cars (Fischer, 1992; Laco  e

and Anderson, 2001). Landline telephones increased the frequency of contacts with family and friends who engage in joint activities and appointments that are well planned and coordinated, while spontaneous or unplanned visits became rare.

Although the fixed telephone initiated a new era to people demanding wide access to others, the freedom in terms of time and space was still missing (Thulin and Wilhelmson, 2007). In Turkey, the fixed line subscribers are not used to call other people with landline phones even if they are at work or at home because mobile phones drastically replaced them in the last fifteen years. A new dimension of virtual mobility has been added to a continuing trend for geographically extended, faster, and more personalized social interaction with the use of the mobile phone (Thulin and Wilhelmson, 2007). Contrary to the mobile phone, landline phones do not offer the user the privacy of getting and making calls because people might call other members of the family at home / colleagues at work or the vice versa, the family members / colleagues can make calls with landline phones without getting any permission. With the emergence of mobile phones, a connection to a personal network of instant and global reach — equivalent to the Internet and the act of making contact is totally given to the person who has a unique telephone number benefiting from the opportunity of disconnection from the bindings of place and time (Thulin and Wilhelmson, 2007).

2.4. Evolution of Mobile Phones in USA and Turkey

In order to make a sound comparison between US and Turkish students' mobile phone repurchase behavior, a compact summary of the telecommunications sector in USA and Turkey would act as a necessary guiding tool for the rest of the study.

2.4.1. Telecommunications Sector in USA and Turkey

Total fixed line and mobile phone subscribers in the world reached to approximately four billion of which 1.27 billion are subscribed to fixed line phones and 2.68 billion to mobile phones as the world population was considered nearly 6.5 billion in 2006 (Wikipedia, 2009). According to the International Telecommunication Union (ITU) webpage, the total number of mobile phone subscribers worldwide exceeded 3 billion in August, 2007 which corresponds to 46% of world population. One important statistic that should be highlighted is that the total phone penetration in USA increased from 61.8% to 86% between the years 2001 and 2005 (Arslan et al., 2008). The penetration rate for USA is almost twice as much as the world penetration, i.e. 88.8% as of December, 2008 (Wikipedia, 2009). On the other hand, total fixed line and mobile phone subscribers in Turkey were amounting eighty million which corresponds to 114% penetration, i.e. some people own more than one mobile phone (Arslan et al., 2008). At the end of 2008, there were sixty-six million mobile phone subscribers in Turkey (<http://www.turkcell.com.tr/turkcellhakkinda/yatirimciiliskileri/turkiyegsm pazari>).

Storsul and Sorgaard (2006) had a look at the US mobile industry which has been exposed to considerable consolidation in recent years. As a result of mergers and acquisitions among operators there were four nationwide operators (Cingular Wireless, Verizon Wireless, Sprint Nextel, and T-Mobile) left in 2006 whereas there were six operators competing with each other only two years ago. Consequently, the control over the mobile industry has passed to the traditional telecom industry again. This process is the result of tough competition between providers of practically identical services. There were four different second generation (“digital circuit

switched transmission” and “advanced and phone-to-network signaling”) technologies (GSM, CDMA, TDMS, iDEN) and two different third generation (“high data rates” or “full range of multimedia services”) technologies (UMTS, CDMA 1xRTT/EV-DO) as of 2006 in USA, while first generation (analog transmission) technology (AMPS) was still in use (Wikipedia, 2009). These numbers demonstrate great heterogeneity when compared to most of the European countries. There were different kinds of messaging services, and users could not exchange text messages with users from different operators until 2003. Four national operators (See Table 1) together with the regional and virtual operators compete in the US mobile phone market as of April 2006 where people adopt mobile phones much less than in most saturated markets (Storsul and Sorgaard, 2006). One of the reasons AT&T wireless has lost its power so much that it needs to be acquired by a larger company (Cingular) is that Wireless Local Number Portability has been in effect since late 2003 (Storsul and Sorgaard, 2006).

Table 1.1. Nationwide Operators in the United States as of April 2006

Operator	Customers ^{*/}	Recent figures ^{**}	Growth	Technology
Cingular	49,109	54,000	9.96%	<i>GSM, GPRS, EDGE, UMTS, TDMA</i>
Verizon	43,816	51,300	17.08%	<i>CDMA, 1xRTT, EV-DO</i>
Sprint	21,507	47,600	26.08%	<i>CDMA, 1xRTT, EV-DO</i>
Nextel	16,247			<i>iDEN</i>
T-Mobile	17,314	21,690	25.27%	<i>GSM, GPRS, EDGE</i>

(Storsul and Sorgaard, 2006)

* Numbers are in thousands as of year-end 2004

** Numbers are in thousands as of April 2006

The background of Turkish telecommunications sector is less complicated when compared to USA. The sole fixed line phone operator's (Turk Telekom) 55% shares were bought by Oger Telecom in August 2005 and after the acquisition especially, the company tries to compete with mobile phone operators in Turkey. At the end of 2007, the fixed line penetration was only 25.9% which is expected not to increase anymore when it is taken into consideration that the average number of people per household is 4.5 (Arslan et al., 2008).

At the license cost of USD five hundred million each, Turkcell and Telsim made a contract with Turk Telekom based on the equally distributed income condition in July, 1993. In other words, Turkcell and Telsim would be sharing the accrued income created by the established facilities. According to the contract, 67.1% of the income would be allocated to Turk Telekom while the rest was distributed to the above mentioned mobile phone operators. In March 1994, Turkcell became the first operator that introduced mobile phone service to the public which was followed by Telsim after two months. On April 27, 1998, a GSM license franchise agreement was signed between the parties at the cost of USD five hundred million to be valid for twenty-five years. After 2001, two more GSM companies (Aycell and Aria) have started to operate in the Turkish telecommunications sector. These companies have then merged in 2004 and established the brand Avea. Today, there are three GSM operators, namely Turkcell, Avea, and Vodafone (acquired Telsim at the end of 2005 by paying USD 4.55 billion). The market shares of Turkcell, Vodafone, and Avea as of December 31, 2008 are 56%, 25%, and 19% respectively (<http://www.turkcell.com.tr/turkcellhakkinda/yatirimciiliskileri/turkiyegmpazari>). No doubt, a strong emphasis should be made on the increase of

mobile phone subscribers in 2006 and 2007. The increase was 9.3 million in 2007 whereas it was 9.1 million in 2006 (Arslan et al., 2008).

2.5. Consumer Behavior, Consumer, Consumer Market, and Consumer Decision Making

In order to understand the mobile phone repurchase determinants better, it would be reasonable to present the definitions of consumer behavior, consumer, and consumer decision making as necessary guidelines.

Consumer behavior can be defined as the vibrant dealings of affect and cognition, behavior, and the environment by which people carry out the exchange phases of their lives, the unconcealed actions of consumers, or the manners of the consumer or decision maker in the market place of products and services (AMA, 2009). “It often is used to describe the interdisciplinary field of scientific study that attempts to understand and describe such behavior.” (AMA, 2009) Consumer behavior covers consumers’ purchase decision: where they pick up a product or service, the reasons behind their purchase, how the purchase is made, and finds out which design fits which consumer (Walkie, 1994). Furthermore, it concerns the dynamism of the consumer marketplace.

Consumer is conventionally defined as the final user or consumer of goods, ideas, and services. However, it is also used to refer to the buyer or decision maker. For instance, a mother buying chocolates for consumption by a small child is usually entitled a consumer although she may not be the final user (AMA, 2009). Consumer market refers to all the persons and households purchasing or acquiring products and services for individual consumption (Kotler & Armstrong, 1991).

Consumer decision making refers to the process of picking up from several choices, products, brands, or ideas (AMA, 2009). This process may be consisted of compound cognitive or mental activity, a straightforward learned response, or an uninvolved and uninformed choice that may even come out randomly or probabilistic, i.e., occurring by chance (AMA, 2009). A second definition is “the process by which consumers collect information about choice alternatives and evaluate those alternatives in order to make choices among them” (AMA, 2009). Kotler & Armstrong (1991) divided consumer decision making process into five categories: problem recognition, information research, evaluation of alternatives, purchase decision, and post-purchase behavior.

2.6. Decision Making – Customer Roles

According to Sheth et al. (1999), there are three customer roles: user, buyer, and payer. While the buyer is the person who is actually in the marketplace and buys the product, the payer is the financial provider of that product. Furthermore, the user is the person who needed that product and will use it for personal consumption.

It is not always the user who gives the decision to buy a product or service. Since the final decision maker, the buyer, might be a different person than both the user and the payer, it carries great importance to have a look at these roles separately. The user role is important because the features / expectations should comply with the needs and wants of the person who will actually use the product or service (Sheth et al., 1999). Besides, the satisfaction of the payer with the price of the product is very important because the final decision to buy or not to buy depends on this person's willingness, and lastly, if the access of the buyer to the product or service is not

available, the user will not have a chance to use the product or service (Sheth et. al., 1999).

There are three different types of values correspondent to each role (See Table 2, Sheth et. al., 1999). Performance, social and emotional values are related with the user role; price, credit and financing values belong to the payer role; and service, convenience, and personalization values are the subject of the buyer.

Performance value is the quality of physical outcome of using the product or service. *Social* value refers to users choosing products that convey an image congruent with the norms of their friends and associates or the social image they wish to project. *Emotional* value means enjoyment and emotional satisfaction products and services offer their users (Sheth et al., 1999).

Price value is the fair prices and other financial costs incurred in acquiring the product. *Credit* value is the desire of the freedom from having to exchange cash at the time of purchase or from becoming liable for immediate payment. *Financing* value enables the customer to extend the payment period so that the payment becomes more affordable to the payer (Sheth et al., 1999).

Service value is the assistance customers seek in purchasing a product or service. *Convenience* value refers to savings in the time and effort needed to acquire the product. *Personalization* value gives the customer the benefit to consummate the transaction in a personalized manner (Sheth et al., 1999).

The study will be based on these values and their effects on the final decision making process. However, the focus is on the user due to the fact that the feedback regarding the past experience can be obtained from the mobile phone user rather than the payer or the buyer. Additionally, although the purchase cannot be accomplished without the presence of the payer and the buyer, it is triggered by the user and if the

Table 2.2. Values and Customer Roles (Sheth et al., 1999)

Values Roles	USER	PAYER	BUYER
Universal Values	<u>PERFORMANCE</u> Features Sound Clarity Conformance Quality Ergonomics	<u>PRICE</u> Prestige sensitivity Quality perception Value consciousness Price consciousness Price mavenism Reasonableness of price	<u>SERVICE</u> <u>Pre-purchase assistance</u> Technical features Performance <u>Post-purchase advice</u> Prompt and reliable maintenance service <u>Freedom from risk of a mispurchase in case of a</u> Wrong decision Defection <u>Servqual by Parasuraman et al.</u> Reliability Responsiveness Tangibles Assurance Empathy
Personal Values Group- specific	<u>SOCIAL</u> Group/Conformity Autonomy Pleasure <u>LOV by Kahle</u> Sense of belonging Excitement Warm relationships with others Self-Fulfillment Being well-respected Fun and Enjoyment of Life Security Self-Respect A Sense of accomplishment	<u>CREDIT</u> <u>Type of payment</u> Cash Credit cards	<u>CONVENIENCE</u> Availability of on-line shopping Availability of home delivery Time spent during the exchange transaction
Individual- specific	<u>EMOTIONAL</u> Trendiness Interconnectedness Entertainment Sharing Protection Innovativeness	<u>FINANCING</u> Payment Terms	<u>PERSONALIZATION</u> Good experience with salespeople Customized selling

potential user does not insist on possessing the desired product or service, the purchase will definitely not be pursued.

2.7. Mobile Phone Usage Patterns among Young Adults

Since the study will discuss the repurchase behavior of university students, mainly a certain age segment, young adults, will be observed. Hence, this section mentions the previous works that focused on this study's age group.

2.7.1. Homogenization versus Localization

As the world became a place of interconnectivity, being in the core of it, mobile phones deserve close attention. The definition of culture is strongly related with interconnectivity and it is an undeniable fact that mobile phones have a unique impact on young users (Satchell and Singh, 2005).

Ganassali et al. (2006) investigated the variables and values that affect young consumer decisions in Europe, the behavioral pattern of the young consumer when buying different products and found nationality effects have been still lasting in today's economically integrated Europe. In order to understand the interaction between determinant attributes (functional, emotional, and economic), influencers (experienced people fashion, personal values) and various product types (clothing, electronics, and services) in the purchase decision process, a questionnaire has been prepared and applied in four countries, namely France, Germany, Spain and Italy among three hundred young people who are between the ages of eighteen and thirty. However, the hypothesis of a global young pan-European consumer was strongly

rejected. Though, it cannot be denied that there are transversal groups of consumers who behave in similar ways during their purchase decisions (Ganassali et al., 2006).

2.7.2. Mobile Phone User Types

As the mobile phone technology evolved and the mobile phone usage became pervasive, different kinds of users emerged in the last years. Satchell and Sing (2005) and Liu (2008) identified distinct mobile phone (MP) user types. The first user type in the Satchell and Sing (2005) study is “nomads” who are always on the move between different groups and activities. They see MPs as a surrogate home base or virtual lounge room. On the other hand, MPs represent a status for “iconic” people, being the second type, and reveal their popularity and social acceptance level. Third user type, “updaters”, owns a MP due to their need to regularly update others of their actions. When updaters pick up the phone; they dominantly submit information about their activity and location. Lastly, “resistant” users have a love/hate dynamic with their MPs. Although they are satisfied when they need to be connected with the people they want to communicate, they sometimes want to be unreachable. However, this is not possible most of the time because they own an MP that can ring anywhere and at any time.

Technology and friendships are interrelated concepts for today’s youth. They own a MP for the formation and maintenance of social networks. Even if a friend or acquaintance is not present physically in a gathering, that person can connect to this social environment through MPs. Not only leisure time but also wasted times such as while traveling by public transport, waiting in queues and traffic can be spent by using MPs. Young people use them to achieve their social goals. The digital

generation created a cultural icon in their minds and MPs are not only telecommunications tools but also intra - and - intercultural symbols (Satchell and Singh, 2005). Liu (2008) also divided mobile phone user types into four categories, i.e. “guanxi-expanding” type who use mobile phones to improve their relationship with friends and see the mobile phone as a tool that facilitates their contact with them; “illness-phobia” type who are worried about the negative impact of mobile phones on the harm reports printed in media; “convenience-oriented” type of users see mobile phones as useful and new tools that help to their working or life; and lastly “life-interrupting” users find traditional communications better than mobile phones that are barriers in front of the flow of life and work.

In a study conducted by Ito (2002), the finding was that the Japanese youth see mobile phones as liberating and expressive personal technologies. Parallel to them, Norwegian teens can express themselves with mobile phones and become socially active people (Ling and Yittri, 2002). Norwegians most commonly use them for strengthening peer relations and mobile phones help them to feel as a member of a particular group. Another study conducted in India by Market Analysis and Consumer Research Analysis (2004) displays the same picture: 68% of the young people who are fifteen and nineteen years old and 73% of the young people who are twenty and twenty-four years old are motivated to buy mobile phones just because of peer group compliance and 60% of them want to keep in touch with friends. Mobile phone producers target youth market by loading cool ring tones, games, screensavers and e-mail alerts into the cell phones. Their new strategy is youth and entertainment-oriented.

2.8. Reflection of Cultural Differences on Mobile Phone Usage

As mentioned earlier, the aim of this study is to measure American and Turkish university students' mobile phone repurchase behavior. The prediction is that there would be some similarities and differences between the two due to personal and cultural characteristics of the respondents. The following section tries to harmonize Hofstede's cultural dimensions (power distance, individualism- collectivism, uncertainty avoidance, and masculinity-femininity) with innovativeness, dogmatism, uniqueness, and risk so that these variables complement each other.

Hofstede (1991) defines uncertainty avoidance as “the extent to which people feel threatened by uncertainty and ambiguity and try to avoid these situations”. On the other hand, power distance touches the imbalance of power and authority relations in society. Besides, people are self-oriented in individualistic cultures and only care about themselves and their core family whereas members of collectivistic cultures feel that they are part of a large group and everyone is loyal to each other (Soares & Farhangmehr, 2007). Lastly, “the degree to which a culture values assertiveness, achievement, and the acquisition of wealth” is defined as masculinity-femininity dimension by Hofstede (1991).

2.8.1. Hofstede's definition of culture and its relation with innovativeness

Although consumer decision making style represents a relatively consistent pattern of cognitive and affective responses (Bennett and Ksarjian, 1972), national culture has been proven to impact significantly on individual values and attitudes (Hofstede,

1980), thus culture is expected to have significant influence on consumer decision making style (Leo and Bennett, 2005).

Despite the economic union and the progression toward standardization of the political and social infrastructure, national cultural values remain the same in Europe throughout the history (De Mooij, 2000). Furthermore, Suh and Kwon (2002) have found that the pervasiveness of globalization was not adequate to homogenize consumers' attitudes, perceptions, tastes, preferences and values that belong to different cultures. Culture is defined by Hofstede (1980) as "the interactive aggregate of common characteristics that influences a group's response to its environment."

2.8.2. Power Distance – Dogmatism

According to Steenkamp (2001), power distance is defined as "the extent to which people accept that power is distributed unequally." Individuals give high importance to status and age in societies with a high degree of power distance. These individuals have a tendency of being less innovative which was also studied by Yaveroglu and Donthu (2002). Because of the closed-minded nature of these customers, they are less likely to buy new products (Yeniyurt and Townsend, 2003). Reisenwitz and Cutler (1998) defined dogmatism as the degree of rigidity one displays toward unfamiliar information or information that is contrary to the individual's beliefs. According to them, consumers low in dogmatism will most likely prefer innovative products. The expectation is that open-minded consumers tend to buy a new mobile phone earlier and easier than consumers high in dogmatism. As Rokeach (1960) stated, the highly dogmatic consumer may be less receptive to highly novel products than the less dogmatic one, because the former is more intolerant of ambiguous

stimuli than the latter. Durand et al. (1977) also revealed in their study that consumers of a less dogmatic nature perceive lower levels of risk inherent within unfamiliar purchase situations than more dogmatic consumers.

2.8.3. Collectivism-Individualism – Uniqueness

People belonging to individualistic cultures are heavily independent, unique persons separate from others whereas for people belonging to collectivistic cultures it is important for them to be a part of a group. In collectivistic cultures, one's identity is highly correlated with the social network to which one belongs. Members of individualistic cultures value differentiation and uniqueness while members of collectivistic cultures value building relationships (Aaker and Maheswaran, 1997). Steenkamp et al., (1999) argued that countries scoring high in the individualist dimension have a positive impact on the innovativeness of consumers (Yeniyurt and Townsend, 2003). In Kim & Drolet's (2003) work, Ariely and Levav (2000) claimed that individuals try to make choices different from other people's, because individual choices, in an interpersonal context, aim at satisfying the goals of portraying oneself as unique in the eyes of others rather than being seen as an imitator. Furthermore, these people would also like to see themselves different from other individuals in an intrapersonal context as indicated in the works of Fromkin and Snyder (1980) and Tian and Bearden (2001). MP users might decide to switch to another MP just because they become satiated with the attributes the current MP offers them. These people can get bored by the MP they are using regularly and look for something different. Their purchasing decision might be even "worse" than their last decision

but the important point here is to get rid of the old MP and buy a new one with which they were not familiar before.

2.8.4. Uncertainty Avoidance – Risk

Dowling (1986) referred to risk as the circumstances where a person, who is going to give a decision, has a preceding knowledge of both the outcomes of choices and their probabilities of occurrence. On the other hand, perceived risk is defined as the consumer uncertainty due to the unpredictable consequences of purchase decisions (Schiffman and Kanuk, 2002).

People having low uncertainty avoidance feel comfortable in the presence of vagueness and ambiguity. Moreover, these cultures tend to be more innovative and entrepreneurial (Yeniyurt and Townsend, 2003). Also, they are risk takers who do not hesitate to try new things (Yaveroglu and Donthu, 2002). Sheth and Ram (1989) claimed that all innovations, to some extent, represent uncertainty and pose potential side effects that cannot be anticipated. Similar to the physical risk example about people's hesitation of buying new drugs, mobile phone's radiation ratio can be taken into consideration before the purchase of mobile phones. As for economic risk, products based on new technologies are especially susceptible to this risk, for example PCs and video cameras. People may delay the purchase of a product for they would like to wait for a new generation of products to be introduced with a better performance-to-price ratio. Since the mobile phone was introduced in mid 1990s to the general public, it was also perceived as a new technology. Therefore, each time a new type of mobile phone is launched, people wish to test the market price rather than buying the product in the first stage. Thirdly, functional risk might

be a concern in consumers' purchasing decision. For example, 3G mobile phones create question marks in consumers' minds because they are not sure whether these products will function properly or reliably due to the novelty of the technology. Since venturing into the adoption of new products might result in both desirable and undesirable outcomes, the particular purchase decision is a risky one (Zinkhan and Karande, 1991).

2.8.4.1. Perceived Risk Dimensions

Jacoby and Kaplan (1972) explain financial, performance, physical, time, and social risk as follows: Financial risk captures the financially negative outcomes for consumers after they adopt products. Performance risk concerns that products will not perform as anticipated. Physical risk is the perception that products will be harmful to adopters. Time risk relates to the perception that the adoption and the use of the product will take too much time. Social risk has to do with the negative responses from consumer's social network. Dholakia (2001) defines psychological risk as the nervousness arising from the anticipated post-purchase emotions such as frustration, disappointment, worry, and regret. However, all dimensions of perceived risk are not likely to influence the consumer tendency towards acquisition of novel information associated with new products in a uniform manner (Hirunyawipada and Paswan, 2006). Regarding the mobile phone usage, people often use this gadget in public which pushes them to think about what others, i.e. friends, colleagues etc. think about their mobile phone. Contrary to social risk, time risk is not expected to be taken into consideration for young adults when they seek out novel information about mobile phones because they are all familiar with these devices.

2.8.5. Masculinity-Femininity - Innovativeness

Masculine cultures give great importance to achievement and success than caring for others, and improving the overall quality of life (Hofstede, 1980). Given the easiness of demonstrating an achievement by having the latest and most novel possessions, masculine individuals reach a certain level of status (Rogers, 1983). Hence, there is an apparent connection between this dimension and the acceptance of new things in a society. Steenkamp et al. (1999) also found out that there is a positive effect of masculinity on the innovativeness of consumers in a given market.

2.9. Innovativeness – Variety-Seeking – Novelty-Seeking

According to Midgley and Dowling (1978), innate innovativeness is defined as the degree to which an individual is receptive to new ideas and makes innovation decisions independently of the communicated experiences of others, i.e. independent judgment making. Communicated experiences refers to information transmitted between consumers and is generally based on actual experience with the new product. It should be kept in mind that the desire to seek out the new and different (inherent novelty-seeking) is conceptually indistinguishable from the willingness to adopt new products (inherent innovativeness) (Hirschman, 1980). On the other hand, Venkatraman (1991) divided innovators into sensory and cognitive categories where the latter type of people have a strong preference for new mental experiences and the former has a strong preference for new sensory experiences. He also added a third type for people having strong preference for both new cognitive and sensory experiences, cognitive-sensory innovators.

The nuance between actualized novelty seeking, which refers to the initiation of behaviors intended to acquire new information, and actualized innovativeness, which refers to the actual acquisition of new information, is important in terms of new product purchase because consumers who process actualized innovativeness tend to buy new products more likely than consumers who process actualized novelty seeking (Hirschman, 1980). This can be exemplified by purchase of a mobile phone triggered by actualized novelty seeking and awareness (gaining knowledge of the existence of a new product) and finalized by trial (initial purchase of the innovation). Midgley and Dowling's (1978) argument is mainly based on the level of consumers' reliance on information and assistance when making new product decisions. On the other hand, as Mudd (1990) also alleged, a desire for novel information does not necessarily include a willingness to try new products. Hence, a person who is going to purchase a new mobile phone is prepared for the final stage of purchase with the help of novelty seeking whereas independent judgment making directly influences the mobile phone purchase without paying attention to the communicated experiences of others (Manning, Bearden, Madden, 1995).

In Tang and Chin's study (2007), variety-seeking is defined "as the tendency for an individual to switch away from the item consumed on the last occasion." This behavior can arise due to the individual factors such as satiation, need for stimulation and uncertainty about future preferences; external factors such as a price change, introduction of a new product and marketing mix elements; and product category factors such as involvement, perceived risk, and inter-purchase frequency.

2.10. Mobile Phone Features

Producers manufacture products with different features that are a strong tool for creating competitive advantage (Kotler and Armstrong, 1991). Consumers would select the products with features offering extra benefits.

As Karjaluoto (2002) claimed, young consumers change their existing mobile phones due to the inadequate technological features such as short battery life, low quality of camera, absence of Internet of their mobile phones as time passes. In smart phones consumers value features that enhance their personal time planning (e.g., Jones, 2002). These high-rated features include calendar and e-mail services.

According to Sheth, Newman and Gross (1991), satisfaction of a need is attained by the product or service that creates utility to the consumer. This is called functional value that is defined as the consumer's perceived benefit gained from a product's capacity of functional, utilitarian or physical performance. Keller (2000) claims that performance consists of levels at which the primary characteristics of the product operate and adds that the secondary characteristics of a product, namely features, are complementary elements of primary characteristics. On the other hand, when talking about performance value, conformance quality is another concept that deserves attention. Keller (2000) proposed that it is the degree to which the product meets specifications and is absent of defects.

Mobile phone users give importance to the look-and-feel of mobile phone was studied by Yun et al., (2003). They found out that subjective evaluation of mobile phone design is greatly influenced by human interface elements as well as overall shape of product. Features related to the 'ergonomics' of the product such as button shape, use of colors, brightness of display, opening mechanism were selected

as important elements together with the features related to overall 'feel' of the product such as length, use of curvature, size of display. Some users with large fingers have commented about the difficulty of using mobile phone to send text messages (Axup et al., 2005; Faulkner and Culwin, 2005; Soriano et al., 2005). Balakrishnan's (2008) study recommended that mobile phone manufacturers and designers should look into enlarging the keys and increasing the space between keys. Furthermore, Chuang et al. (2001) concluded that the users prefer mobile phone designs with a style of soft and compact images. Surely, the ability of communicating with sound clarity with another person without a hearing distance is the most significant performance value of a mobile phone (Sheth, 1999).

2.11. Price

Since price is generally regarded as a one-dimensional cue, consumers often use price as an indicator of product-quality (Chang and Wildt, 1994). However, as Sinha and Batra (1999) mentioned in their study, there is no generalized price-quality association. Besides, Lichtenstein et al. (1993) claimed that there are five dimensions of negative price cues (value-consciousness, price mavenism, price consciousness, sale proneness, coupon proneness) and two dimensions of positive price cues (price-quality schema and prestige sensitivity). They define prestige sensitivity as favorable perceptions of price cues based on feelings of prominence and status which higher prices signal to people about the purchaser. Although five negative price cues have been examined by Lichtenstein et al. (1993), sale proneness and coupon proneness are not much applicable to mobile phone purchases. Before making the purchase decision though, the customer has an insight of value consciousness, i.e. a concern

for price paid relative to quality received. Another negative price cue is price consciousness which can be termed as the degree to which the consumer focuses exclusively on paying low prices. Lastly, price mavens who are sources for price information and places to shop for the lowest prices initiate discussions with consumers. The payer should give the decision to pay the most reasonable and satisfying price for the mobile phone. However, the satisfaction level would be subject to change according to the user. For instance, in cases where the payer is not the user, it is independent from the payer whose satisfaction level is not available for measuring anymore.

2.12. Product Categorization

The evaluation of a product is highly related with product categorization because consumers compare it to other products according to its category. In other words, before buying a product, products with similar features are more likely to be compared (Solomon, 2007). Besides, existing knowledge in familiar product categories are helpful for consumers' new product knowledge formation (Miller, 1997). When there are differences between the new product and the schema, they are transferred to the existing schema as tags, i.e. comparison standards (Sujan and Bettman, 1987). For instance, if a new mobile phone offers water-proof feature that other mobile phones lack, this feature is added as a tag which is an original innovation for the consumer who is exposed to it (Saakjarvi and Lampinen, 2005). There are mainly three levels of a product: core product level is composed of the core benefits that consumers obtain when buying a product; actual product's characteristics, namely quality level, features, styling, brand name, and packaging,

complement the core benefit; while augmented product level is offering additional consumer services and benefits. Among the three levels mentioned above, augmented product level deserves special attention because competitive advantage that leads consumers to buy or not a particular product is mainly created by this level (Kotler and Armstrong, 1991).

2.13. Service

The likelihood of changing the current product with a new one can depend on the quality of service provided. The consumer might be dissatisfied from the post-purchase service of the existing product or the pre-purchase service of the potential product might be so overwhelming that the consumer starts to think about buying the product.

Pre-purchase assistance is important for buyers because the information provided will be determinant in their purchase decision. Regarding mobile phone purchase, technical features and performance information about different models are the main assistance needs of buyers. With the purpose of sustaining the product's use-worthiness, the buyers look for prompt and reliable maintenance service. Hence, post-purchase advice and assistance for mobile phones is expected to influence the buyer's decision. A further aspect regarding service is the freedom from risk of a mis-purchase. Buyers value whether they would be able to exchange the product or get the amount they paid for it in case of a wrong decision made which they noticed after the purchase or a defect arose after some use.

Parasuraman et al. (1985) introduced a list of determinants of service quality consisting of ten elements. However, Parasuraman et al. (1988) diminished these

elements into five distinct dimensions entailing the previous concepts. The new scale consisted of three original and two new elements, namely “reliability” – ability to perform the promised service dependably and accurately, “responsiveness” – willingness to help customers and provide prompt service, “tangibles” – physical facilities, equipment, and appearance of personnel, “assurance” – knowledge and courtesy of employees and their ability to inspire trust and confidence, “empathy” – caring, individualized attention the firm provides its customers.

2.14. Involvement

“Involvement is a person’s perceived relevance of the object based on their inherent needs, values, and interests” (Zaichowsky, 1985). Additionally, a consumer’s level of interest in a particular product is defined as product involvement (Solomon, 2007). Involvement profile consists of five components: the personal interest a consumer has in a product category, its personal meaning or importance; the perceived importance of the potential negative consequences associated with a poor choice of the product (risk importance); the probability of making a bad purchase; the pleasure value of a product category; and the symbolic or sign value attributed by the consumer to the product, its purchase or consumption (Laurent and Kapferer, 1985). Zaichowsky (1986) and Jain and Sharma (2002) argued that consumers are highly involved in products that are highly priced, having complex features, and high perceived risk whereas they are lowly involved in products which are low priced, having simple features and low perceived risk (Sridhar, 2007).

2.15. Psychographics – Lifestyle – Activities, Interests, Opinions (AIO) approach

Demby (1974) introduced psychographics by combining psychology with demographics. Peter and Olson (1994) define lifestyle as the manner in which people conduct their lives, including activities (A) (work, hobbies, social events, vacation, entertainment, clubs, community, shopping, sports, etc), interests (I) (family, home, job, community, recreation, fashion, food, media, achievements, etc), and opinions (O) (oneself, social issues, politics, business, economics, education, products, future, culture, etc).

Based on the AIO approach, consumers who like to listen to music independent of where they are, are likely to purchase a new mobile phone if the old one is unable to play music (activity), if the old one is old-fashioned who are very interested in the latest fashion trends (interest), and if the old one's corporate structure does not match with their religious beliefs (opinion). Solomon (2007) defined lifestyle as an exhibited set of shared values. In order to get an idea about AIO statements, certain AIO profiles, called psychographic profiles should be used.

2.15.1. The superiority of the List of Values (LOV) scale

One of the most used profiling schemes is called VALS (Values and Lifestyles). This scale consists of two dimensions: self-orientation whereby abstract and idealized criteria are essential for "principle-oriented" people, exhibition of success is of great importance for "status-oriented" people, and need for social/physical activity, variety and risk taking is vital for "action-oriented" people and resources (psychological – eagerness to buy and self-confidence, physical - health, demographic – education and

income, and material – energy level and intelligence) (Walker, O. C. and Mullins, J. W., 2006).

However, recent marketing publications agree on the superiority of the LOV scale. It is actually a cross-cultural generalization of the VALS system that was created to measure consumers' values. Kahle (1983) developed the LOV scale by dropping the Rokeach (1973) measuring instrument Rokeach Value Survey (RVS) involving eighteen instrumental and eighteen terminal values to a total of nine values so that a classification among individuals can easily be made according to the level of importance that they assign to each of them. Since LOV introduced by Kahle (1989) can serve as a key value measurement instrument in the study of consumer similarities and differences, it applies well to the cross-cultural consumer behavior study regarding mobile phones. Nine values in this list are as follows: sense of belonging, excitement, warm relationships with others, self-fulfillment, being well-respected, fun and enjoyment of life, security, self-respect, a sense of accomplishment.

2.16. Mobile Phone as a Fashion Accessory

Katz and Sugiyama (2006) analyzed the mobile phone as both a physical icon and an icon of decorative display related to fashion and design. Fashion enables people to be exposed to the social response they desire (Steele, 1997), so it can be treated as a form of communication as well as an indicator of status and power. In Katz and Sugiyama's study (2001), it has been found out that according to young people, the mobile phone as a fashion accessory is in great demand representing a status symbol. In another study in 2004, Katz and Sugiyama concluded that the majority of

university respondents (twenty years old) think that their mobile phones should look cool and one fourth of the respondents are actively engaged in a fashion assessment of mobile phones.

Throughout the mobile phone history, mobile phones started to address consumers' artistic values just like other fashion icons that people adopt and change according to their sense of self and group affiliation (Katz and Sugiyama, 2005). Consumers' identity is matched with the device so that consumers either associate themselves with a particular group or stay outside (Katz and Sugiyama, 2005). Sugiyama (2006) found out that both the US and Japanese fashion attentive youth value stylishness. Focus group respondents showed "overall look" and "ease of use" as the most important criteria in choosing these respondents' current mobile phone. This clearly puts forward the importance of the mobile phone's aesthetic appeal for young people.

2.17. Group Conformity – family and peers

Mobile phones provide social symbolism for young people visually, in a manner that its ownership demonstrates the necessity of being reachable by others whereas it is provided instrumentally, by enabling them to be "connected" at any given time (Ling and Yttri, 2002). Familial and peer-based groups have different degrees of influence on the individual's purchase decision (Childers and Rao, 1992). Furthermore, extended families have a greater degree of influence on the individual's consumption behavior when compared to nuclear families because the sources of influence are based on observation and interaction in this type of families. Specifically, in Turkey, extended families can still be observed due to the fact that Turkey is a collectivistic

country (Helen, 1995). Apart from the family influence, as the child grows up and family influence mitigates, peers are more likely to exert influence on purchases. (Bearden and Rose, 1990; Meyer and Anderson, 2000; Ward, 1974).

2.18. Mobile Phone Culture

It is worth to say that new technologies arise as a specific articulation of interconnected social practices, discourses, ideologies, and forces (Williams, 1974 and Slack, 1989 - - - in Pitcher, 2006) rather than simply entering the cultural context and change society. The global culture has created the mobile phone culture in the age of information that is dependent on telecommunication technology involving voice, words and images that have great impact on people's lives. Mobile phone culture has been developed with the rise of the information age together with the Internet culture. Thanks to the mobility and portability of mobile phones, and their integration to Internet culture, mobile phone culture depicts the characters of instant response and fast information access. Mobile phone culture's two material symbols are mobile phone and wireless Internet that are integrated in an excellent way. Young people in particular use the mobile phone mainly to keep on being present in their social networks and further developing their relationships (Beijing University of Posts & Telecommunications, 2007).

CHAPTER 3

CONCEPTUAL FRAMEWORK AND HYPOTHESES

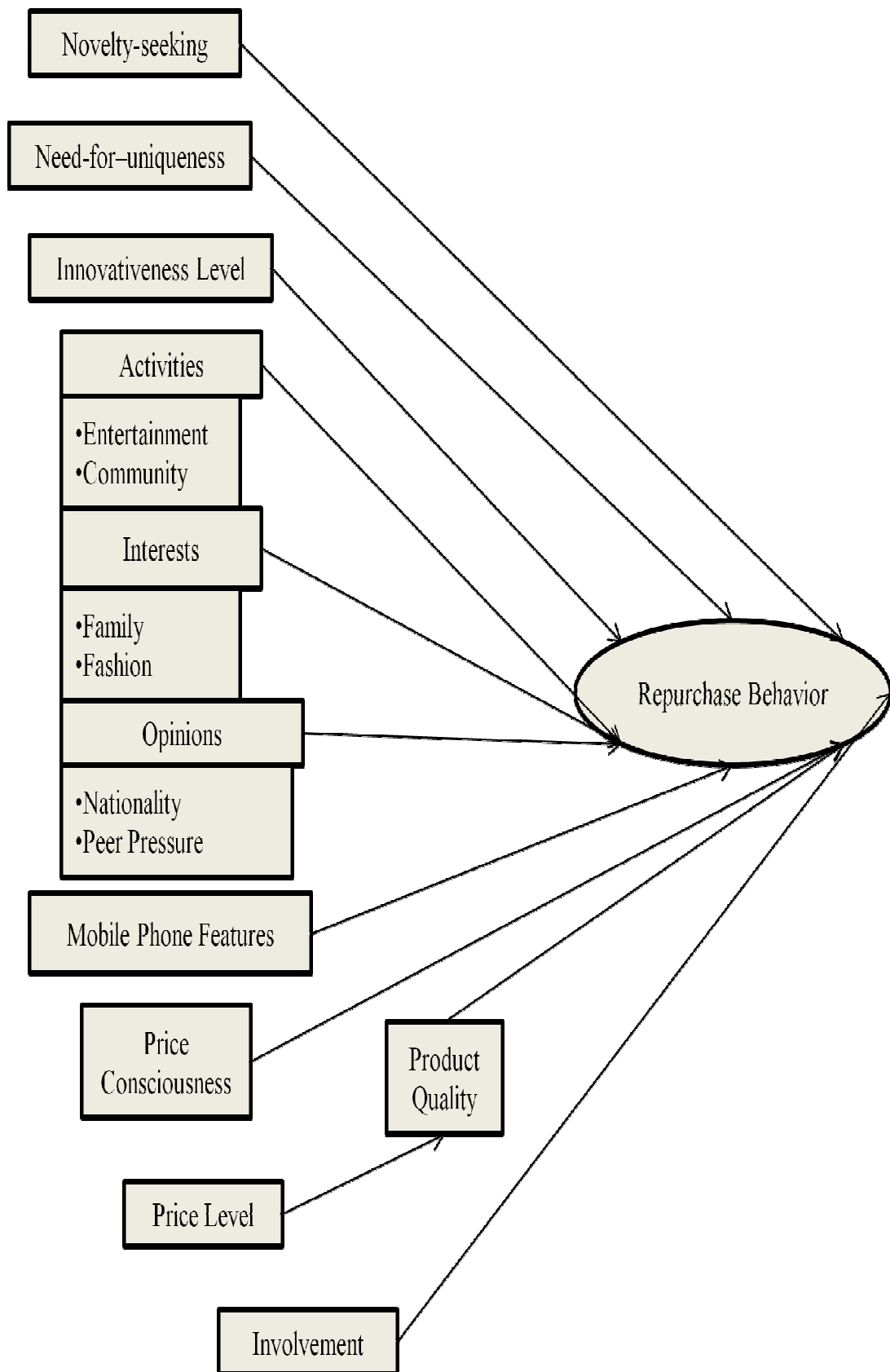
Based on the literature survey a conceptual framework about the mobile phone repurchase behavior has been prepared by examining the act of changing the current mobile phone. The conceptual model has been revised after the exploratory data collection by in-depth interviews held with mobile phone users and operators.

The dependent variable in this study is “repurchase behavior” and there are several independent variables that are determined as a result of broadly scanned literature. The study refers to repurchase behavior as the act of purchasing a new product because the old one does not satisfy the user anymore for some reason. The propensity of buying a new product and dissatisfaction from the old product depend on several factors. The conceptual framework introduces some of the most expected influencing factors, i.e. innovativeness level, need-for-uniqueness, variety seeking, fashion, peer pressure, family, new mobile phone features, entertainment, novelty seeking, price consciousness level, price level, product quality, consumer involvement and nationality.

3.1. Demographic Characteristics of Consumers

When purchasing a new mobile phone, demographic characteristics such as gender, age, educational level, income, and nationality might have a direct or indirect influence on the final decision.

Figure 3.1. Conceptual Framework



1. Gender: The selected sample should consist of equally distributed females and males in order not to allow this variable by itself to have an impact on the results.
2. Age: Due to the specific aim of applying the questionnaire to mainly young adults, the age groups need to stick to a range of eighteen-twenty-six.
3. Education Level: The study has a purpose of getting the opinions of university students and by stating their degrees at university, the respondents enable us to argue about the mobile phone repurchase behavior among different education levels.
4. Income: This characteristic is important because the respondents might forgo buying a new mobile phone due to economic reasons.
5. Home Country: The study tries to make a comparison between US and Turkish students in order to understand whether there are differences in new mobile phone purchase behavior. Hence, it is one of the most important demographic variables of which country the respondents are citizens.

3.2. Development of Conceptual Framework

Regarding the “innovativeness level”, a mobile phone user whose innovativeness level is higher, is more likely to buy a new phone than a user whose innovativeness level is relatively low for the reason that the user is not satisfied with the old mobile phone anymore. This hypothesis is also supported in Venkatraman’s (1991) study where it is alleged that for both types of innovators (sensory and cognitive) newness has a positive correlation with the adoption behavior.

Secondly, it is hypothesized that a mobile phone user who has a high degree of “need-for-uniqueness” would drop the old phone (which can be owned by anyone and can be seen anywhere) and buy a new, unique mobile phone that makes a difference to the user. Similar to this assumption, one of the hypotheses in Kim and Drolet’s (2003) study is that participants, who are exposed to an advertisement in which uniqueness was strongly emphasized, are more likely to seek variety.

The independent variable, “variety seeking” has been studied by Tang and Chin (2007) who alleged that a mobile phone user would change its current device if that individual is open to the individual factors such as satiation, need for stimulation and uncertainty about future preferences; external factors such as a price change, introduction of a new product and marketing mix elements; and product category factors such as involvement, perceived risk, and inter-purchase frequency. Tang and Chin (2007) also hypothesized that people who engage in variety-seeking behavior have a higher need-for-variety than those who engage in repeat purchases.

In terms of “fashion” and “peer pressure”, people switch to another model if the present mobile phone becomes old-fashioned when compared to brand new model mobile phones that are explicitly used by others. Aoki and Downes’ (2003) found that college students were acquiring cell phones due to peer pressure to maintain a good image. People might have a propensity to purchase a new mobile phone to be able to better communicate with their “family” (Mazzoni et al, 2007). Most of the students live on campuses and have minimum face-to-face interaction with their family. Thus, when they use a mobile phone to keep in touch with their family, new mobile phones sending pictures and recording videos mean a lot to them since they have memory recording features. Mazzoni et al. (2007) contended that for some people family, friendship, and work are more important and these people use

their phones for maintaining their relationships in their social network. Hence, any mobile phone that satisfies this need would be sufficient for them.

People who see the mobile phone as a source of “entertainment“ will buy a new mobile phone if it contains games and other features that entertain them which were either old-fashioned or even non-existing. Based on the mass media using motives developed by Katz et al. (1973), one of the factors that Lee (2006) has introduced is entertainment / escape, i.e. the needs of using media as a means to weaken one’s tension and escape from the individual’s self and social role.

“Nationality” is expected to influence the mobile phone repurchase behavior of the respondents in two culturally diversified countries, i.e. USA and Turkey. As Bauer, Cunningham and Wortzel (1965), and Hirschman (1983) also claimed consumers’ perceptions of a product’s attributes are based upon its abilities to satisfy cultural values (Demirbağ, 2005). Culture is measured only on nationality basis in this study.

Mobile phone users acquire new models because the existing “features” of their devices do not satisfy their needs anymore. As Karjaluoto et al. (2005) also set forth new technical advances increase consumer willingness to acquire new phone models.

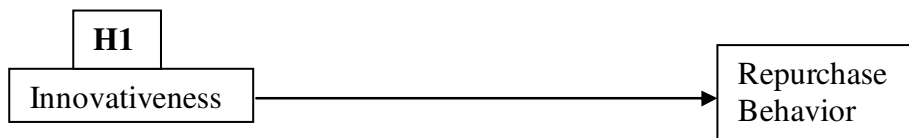
According to Midgley and Dowling (1978), consumers who are willing to take the risk of adoption without receiving information from their social systems tend to purchase new products earlier than others. People can satisfy the need for “novelty seeking” by different ways, such as using products in new ways, changing jobs, traveling to new places, taking part in new adventures, alternating purchases of previously sampled brands, and purchasing new products (Pearson, 1970 in

Manning, 1995). In light of this argument, mobile phone users who seek out new product information are more likely to buy new products.

As Sinha (1999) also found out consumers are less “price-conscious” in product categories where “perceived risk” is considered high. Besides, for some consumers, “price” is regarded as a sign for quality (Lichtenstein, 1993). Mobile phone users for whom the product is of high perceived risk tend to change their current devices more frequently. Moreover, the ones that look for high quality mobile phones also tend to change their current devices when they see a higher priced mobile phone.

According to Finn (1983), a consumer is motivated to buy a product if that person is highly “involved” in that product in terms of psycho-social needs and wants. Based on Jain and Sharma’s (2002) argument, consumers are expected to be highly involved in mobile phones that are relatively highly priced and have complex features compared to regular products.

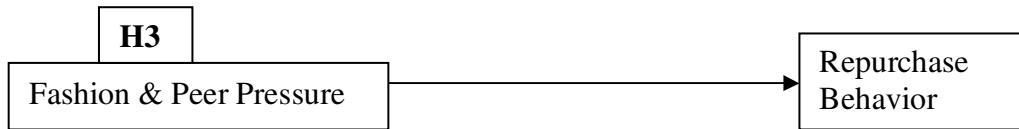
3.3. Hypotheses



Hypothesis 1: A mobile phone user whose innovativeness level is higher tends to buy a new phone more likely than a user whose innovativeness level is relatively low.



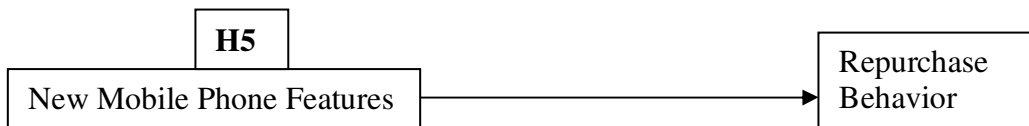
Hypothesis 2: A mobile phone user would buy a new mobile phone if that person has a high degree of need-for-uniqueness.



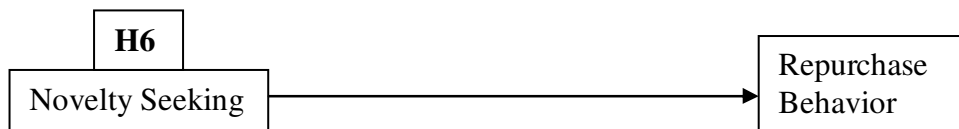
Hypothesis 3: A mobile phone needs to be changed if it becomes old-fashioned when compared to peers' brand-new model cell phones.



Hypothesis 4: People who see the mobile phone as a source of entertainment will buy a new mobile phone if it contains games and other features that entertain them.



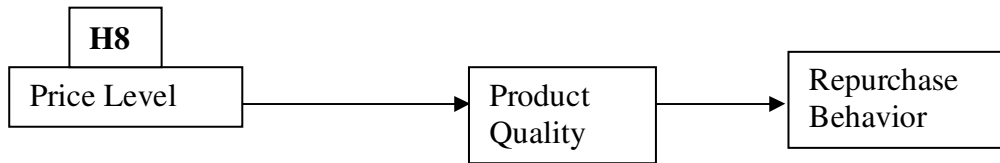
Hypothesis 5: Mobile phone users acquire new models because the existing features of their devices do not satisfy their needs anymore.



Hypothesis 6: Mobile phone users who seek out new product information tend to buy new mobile phones.



Hypothesis 7: Consumers would buy a new mobile phone if their degree of price consciousness is low.



Hypothesis 8: The ones that look for high quality mobile phones tend to change their current devices when they see a high price mobile phone.



Hypothesis 9: Consumers that perceive their mobile phone's attributes in a common context with their cultural values are likely to buy a new mobile phone that overlaps with their national values.



Hypothesis 10: Consumers that are highly involved in a product are more likely to purchase a new mobile phone.

It is important to note that all of the above hypotheses are constructed as alternative hypotheses that are expected to be proved.

CHAPTER 4

RESEARCH DESIGN AND METHODOLOGY

In the literature survey, factors that are likely to affect repurchase behavior of consumers were examined, i.e. group conformity (family and peers), fashion, involvement, psychographics, price, mobile phone features, product characteristics, innovativeness, variety-seeking, novelty-seeking, perceived risk, need-for-uniqueness, entertainment, and culture.

In light of these information,

- Measuring people's need for purchasing a new mobile phone; Determining the influencing factors on mobile phone repurchase behavior; Observing the differences and similarities between the US and Turkish mobile phone users are objected in this study.

A questionnaire based on the literature survey and on in-depth interviews with two mobile phone users and two mobile phone operators – as expert opinions in Turkey is conducted to identify the main determinants behind the mobile phone repurchase behavior of university students in Turkey and USA.

4.1. In-depth data collection

Exploratory data was collected through a number of in-depth interviews conducted with mobile phone users and operators to assist the conceptual framework and to fill out the gaps – if any – that were not touched despite the broad skim of the literature. Two set of questions have been prepared; one set was developed for the mobile phone users and the other set was developed for the mobile phone operators. All

questions are matched with the conceptual framework so that a valid and reliable factor analysis can be made. The interviewees for mobile phone users were selected from a private university and a state university in order to get a representative sample.

Table 4.1. Demographic Characteristics and Summary of the Responses to the In-Depth Interview Questions of the Mobile Phone Users

	State University (SU) Student	Private University (PU) Student
University	Istanbul Technical University	Isik University
Age	24	22
Gender	Male	Male
Educational Level	Undergraduate	Undergraduate
Mobile Phone (MP) Ownership	Yes	Yes
MP Usage (Years)	10	10
Main reason for purchasing an MP	Communicating with the family	Joining the social network at university
Financial provider of the MP	Family member	Family member
Frequency of MP usage (in a day)	10-15	8
Usage proportion between calling and messaging	Equal	Equal
MP usage purpose	Communicating with friends and family only	1. Communicating with friends and family 2. Surfing on the Internet 3. Checking for e-mails 4. Taking pictures 5. Recording video
Perceived concept of an MP	Communication device for reaching friends	Communication device for reaching friends
Technological features	Unimportant	Unimportant
Most important characteristic	Calling & Messaging	Design
Number of MPs	1	1
Number of operators	1	1
Current MP usage	1 year	1 year
Best Friend's MP	Advanced Features	Advanced Features
Desired Size	Standard	Standard
Status Symbol	No	Yes
Innovativeness Level	Low	Low

- Both interviewees owned a mobile phone.
- The interviewees have been using their mobile phones for about ten years.
- State university (SU) student's purchase decision reason was communicating with the family.
- Private university (PU) student's purchase decision reason was being able to join the social network at university.
- Both interviewees' mobile phones were financed by a family member.
- SU student's mobile phone was bought for the usage of the mother who has later found the device unnecessary for her daily life. Furthermore, she is not much involved in the mobile technology.
- Frequency of usage: The interviewees use their mobile phones about ten times daily.
- The usage proportion between calling and text messaging were almost equal to each other.
- Communication with family and friends ranked the first place in terms of mobile phone usage purpose
- The mobile phone is perceived as a communication device enabling them to reach their friends easily.
- The other purchase reasons of PU student were stated as surfing on the Internet, checking for e-mails; taking pictures and recording video respectively. Since the SU student's mobile phone only possesses basic functions, no further reasons could be listed.
- Although both of the interviewees do not expect their mobile phones to introduce technological features to them the mobile phone of the PU student possesses technological properties such as Internet access and camera.

- Basic functions such as calling and messaging are important to the SU student. Hence, the new mobile phone had similar functions as the old one.
- Design of the mobile phone is important to the PU student. The comparison of the old and new mobile phones by the PU student demonstrated that the appearance of the current mobile phone, especially flashing of the buttons on the mobile phone has mainly affected the purchase.
- People sometimes buy more than one mobile phone due to various reasons but these interviewees owned only one mobile phone with a single operator.
- Both of the respondents are using the current mobile phone for about one year.
- For the SU student, it was mandatory to change the mobile phone since the old one was broken and there were no alternatives offered to choose from because he had to use his brother's phone.
- However, for the PU student, it is the opposite, for he went to a store and picked up the mobile phone which had the best style and design from his point of view.
- Their best friends use mobile phones with advanced features such as Internet access and mp3 player.

Although both interviewees purchased their current mobile phone approximately a year ago, they are eager to switch to another one with better features. For example, the SU student owning a mobile phone with more basic functions has demanded a mobile phone with an mp3 player so that two separate advantages are gathered in one device. However, when the price list was checked on the Internet, the economic benefit of owning an mp3 player and a mobile phone separately is greater than owning a mobile phone with an mp3 player. On the other hand, the PU student wishes to buy a trendy mobile phone, Blackberry, just because it is easier to type messages and it looks cool.

An individual's mobile phone possession is a significant status symbol for some people who share the same public space. Certainly, the degree of the status depends both on the model and the price of the mobile phone but it was obvious that the interviewees do not attach importance to status aspect of the mobile phones they use. Therefore, in situations where they interact with other people, they do not prefer to show off by putting their mobile phones on the table or pretend to talk so that people around them can notice them.

When the students were asked to resemble their mobile phones to an animal, the following responses were given:

- For the SU student, a mobile phone is like an ordinary cat or dog
- For the PU student, it resembles to a puma

A reasonable attribution of the first one can be that cats and dogs do not have complicated characteristics which correlate with the interviewee's usage of basic mobile phone functions. On the other hand, the characteristics of a puma are similar to the other's mobile phone, i.e. black and sharp design.

In parallel to the animal and mobile phone matching, the students were asked to match their mobile phones with individuals who fit the best. The responses are as follows:

- "It would be someone with whom I do not hang out much"
- "A presentable businesswoman wearing black shoes with stiletto heels"

Table 4.2. Mobile Phone Price Indications and Average Bill Amounts of the Interviewees

	PU Student	SU Student
Maximum Mobile Phone Price Level	1000 TL	200 TL
Average Mobile Phone Bill Amount	80 TL	40 TL

Both students find the prices high for the present and do not plan to buy a new mobile phone in the near future. The PU student that cares about the design of the mobile phone paid a considerably high price for having this feature. Also, their mobile phone bills are in correlation with the price levels.

Although the students do not plan to buy a new mobile phone for the time being, their impression was like that they are likely to desire a new one in the near future. In addition to that, they are not always willing to buy a brand new technological device right after it has been introduced to the market since they would like to see the effect of that technology on the users by seeing other people to test it rather than experiencing it personally. Stemming from this common statement, the students are risk-averse consumers waiting for a new product to get trials before they do. Furthermore, in the initial launching stage of putting new technology mobile phones on the market, sellers assume that the first-comers would pay the highest price and therefore, both students prefer to try them later if they decide to finally purchase those phones.

- For both of the students, since the size of the phone is important, it should not be smaller than a standard size because small phones make them feel like talking to an empty place. Hence, a mobile phone must have some weight as a standard.
- When the mobile phone is not at hand, the students feel like they are unable to be reached. For the PU student, it feels like to be naked.
- While the SU student that paid less for the mobile phone sees it as a tiny device, the PU student thinks that it is a reflection of the user and displays to other people what kind of a person you are. So, it is a status symbol for the PU student.
- When asked about the students' thought about new ideas, both students need to first understand whether a new idea is applicable to their own perspective and

then decide to adopt or not. Besides, they gather information about new models but they are patient to wait for having feedback from the early adopters.

The other two interviewees were selected from two different mobile phone operators, Turkcell (T) and Avea (A). Both T and A are offering tailor-made campaigns to the young population and the university students

“T” has introduced “gnctrkcll”, which is the abbreviation of “genç turkcell” (young turkcell) whereas “A” has introduced “patlican”, which is the abbreviation to “patlayacaksın” (you are going to explode); it also means eggplant in Turkish and therefore they use the color purple in the ads. When the mobile phone user becomes a member of these groups (gnctrkcll and patlican), they are offered discounted tickets for cinema and concerts, discount coupons in famous shops, allowed to download free mp3s and so on. Patlican is a platform where people feel that they are being treated specially. On the other hand, gnctrkcll aims to gather the youth together under the umbrella of the attachment program regardless of the voice call duration or tariff for which the mobile phone user is subscribed. Moreover, Turkcell offered a low priced tariff, “kampuscell” (campus cell), to university students only. According to “T”, the price for both pre-paid and post-paid subscribers is so aggressive that the students communicate with each other almost for free. This tariff has been introduced as a result of several analyses showing that most of the time the students call their peers. An additional benefit of kampuscell is that connecting to the Internet is cheaper than when they were subscribers for other tariffs.

Since “A” emphasized that the youth is interested in trendiness and trendy people that are always on the scene such as singers and other people in the show-business, the company started to organize celebrity days with the purpose of making the youth and the celebrities meet and interact in an interview format where a young

mobile operator user acts as an interviewer whereas the celebrity is the interviewee as usual. As extra benefits, Avea gives them the opportunity of recording demo CDs and singing their songs in front of a jury consisting of well-known artists or arranging dinners with famous artists. Similarly, Turkcell organizes parties called “Forty and minus forty degrees (Celsius)” in order to get young people closer to each other. The leader singer in these parties is one of the Turkey’s most famous singers, Kenan Doğulu who has a striking outlook that is capable of converting young people’s energy into a synergy.

The interviewees “A” and “T” pointed out that price is the most important criterion for university level mobile phone users’ consumer behavior. Avea always tries to put the cheapest tariff on the market. On the other hand, Turkcell is well aware of the techno-savvy university students who are addicted to technology and use the Internet regularly. Therefore, Turkcell gives high importance to integrating the Internet to mobile phones. According to “A”, the ads emphasizing vivid, energetic, and unconcerned themes totally reflect the lifestyle of today’s youth. Avea does not hide that they are trying to catch Turkcell and compete with them by lowering the prices as much as possible. It is important to note that according to “A” and “T”’s observations, the students compare the prices quoted by all of the three major operators (Turkcell, Avea, and Vodafone) and do not care much about their coverage area.

From point of view of young people, knowing that they are being honored by the operators makes them feel good. In this respect, Avea invites university students or newly graduated brilliant individuals to a workshop called “red generation” where they can attend different types of trainings on weekends. During the sessions, the young students are aware of being cared and listened to what they are saying while

brainstorming about important topics determined earlier. There is an information exchange between these students and executives in the seminars and consequently, they become closer to the brand that appreciates their thoughts. Similarly, under the “gnctrkcell” campaign, executives pick up students from some cities randomly and create focus groups where the students are requested to tell their expectations from Turkcell and new trends they are currently following. Essentially, Turkcell asks them to try new products / services and as per their comments; the executives give the final decision of introducing these products / services. For example, while T was a student at Koç University and a representative of Turkcell, some of the students claimed that they pay a lot of money for courier services (the campus in Rumelifeneri is located far from the city center) and they would be grateful if Turkcell would make an agreement with one of the courier companies to make discounts to Koc students. So Turkcell evaluated this request and made an agreement with Yurtiçi Kargo (one of the best known courier companies in Turkey) to reduce the fees for Koç students. This was seen as a great favor by the students and strengthened the loyalty to Turkcell.

While Turkcell tries to differentiate with new services such as “answer on mobile phone” that gives the answer of any question to be asked Turkcell via SMS (e.g. “who scored the goals in the soccer match between Fenerbahçe and Galatasaray?” -the biggest soccer clubs in Turkey), Avea differentiates with low prices such as unlimited voice call opportunities by only paying 55 TL per month. They try to position themselves in the eye of the public by giving some benefits to students, officers, small and medium size enterprises and so on. On the other hand, gnctrkcell’s website (www.gencturkcell.com) entails the latest news about celebrities, latest movies and computer games that the youth is interested in. By doing so,

Turkcell pushes them to join social activities and experience the advantages that Turkcell offers to its subscribers.

For both operators, before purchasing a mobile phone, a university student looks for a model that is able to connect to the Internet as fast as possible because almost all new models involve this feature. In this respect, they prefer to buy iPhones, which are one of the best devices combining mobile phone and the Internet. This is in correlation with the increasing share of the Internet in university students' mobile phone bills. The students would like to buy mobile phones with the latest technical properties to be equipped such as Internet connection, wap service, and video recording. Moreover, Javascript, live Messenger and MMS are the other differentiating points before deciding to purchase a mobile phone.

Being two of the three GSM operators in Turkey, Avea and Turkcell try to be differentiated by providing better sound quality, better coverage area – even outside Turkey for Turkcell –, and making the users feel that they are using an operator of superior quality. Although people do not associate Turkcell with a certain mobile phone brand, it is not the same abroad because people do not pay for mobile phones that are usually the “present” of the operator you subscribe to. In contrary, Avea had some agreements with the mobile phone brands that brought the application that was originated from foreign countries to Turkey, i.e. subscribing to an operator and get a mobile phone for free.

One of the most searched questions in marketing is how a company retains its customers. According to “T”, since Turkcell takes the students' opinions seriously, they do not feel the need to switch their operators. In addition, it is worth to say that Turkcell is good at following the students' views as trendsetters and introduces them services that are most likely to be adopted. In the same way, Avea launched a new

service that facilitates the parents' effort for where their children exactly are without calling and making them nervous but paying for this service only with the purpose of warning them if the kids are out of the predetermined bounds. Actually, this service is not one that young people would like but it keeps them in touch with their family that is one of the most important mobile phone features. However, it is doubtful how successful this service is because few people are aware of this service at the moment.

Because of their constrained budgets, going to a movie at every weekend is a luxury free time activity for most of the students. Therefore, free tickets are tempting for them while choosing from one of the three operators. On the other hand, it is an important thing for some students to carry an iPhone due to its fashionable design, innovativeness, how it seems when it is put on the table, and how it is regarded by their peers etc. In fact, it is an unexpected consumer behavior that the students need a second mobile phone despite their economic dependency but actually, they buy the second one to benefit from both operators, i.e. while making cheap calls only with one of them, the other operator is used for campaign advantages. Throughout the years, students started to demand high-tech, compact but user-friendly mobile phones while some of them still look for stylish mobile phones.

The responses of both the mobile phone users and operators made an invaluable contribution to the study. Their views and comments have been used for creating the survey questions and strengthening the hypotheses to be developed.

4.2. Questionnaire

Questionnaire method is used in this thesis in order to control the environment and to get good response rate. Furthermore, most of the questionnaires were filled out the in

the classroom by getting the permission of the lecturers for the last ten minutes of the lecture.

4.2.1. Preparation of the Questionnaire

While preparing the questionnaire, the main aim was to harmonize the previous works on mobile phones (MP) and purchase behavior and reach a new outcome or strengthen their current beliefs from a cultural and lifestyle perspective. Researchers need specific, standardized and objective instruments for exploring society or individual. Generally, survey (questionnaire) research was used for collecting data. Researches explore relationship between people, activities, behavior, concepts (freedom, comfort, national security, peace...). Effective research is the mission for measuring value of a member of a specific society or a specific society (Schiffman and Kanuk, 1997). A variety of popular value instruments have been used in consumer behavior studies, including: the Rokeach Value Survey (Rokeach 1973), the List of Values (LOV) (Beatty et al., 1985, Kahle, 1983), and the Values and Lifestyles-VALS 2 (Grunert, Muller and Thomas, 1996).

The pilot questionnaire was developed based on the findings of literature survey and in-depth interviews. The six pages long questionnaire was filled out by four people (three males, one female) in Turkey; two of them were newly graduated undergraduate degree former students whereas two of them were newly graduated master degree former students. While selecting the pilot respondents, the main aim was to be able to gather feedback about the questionnaire. Although they were not students at the time, it was only about a year ago when they were attending university. This created an advantage for the questionnaire to be revised

appropriately for the actual students in Turkey and USA. The common argument by all respondents was that other than the last part, demographic part, it did take long time to respond to questions in the first part. Therefore, some questions that might give the same results were eliminated, i.e. pricing- and fashion-related questions. In order to shorten the questionnaire, literature was once again skimmed for the independent variable; pricing and three out of five questions were cancelled (See Appendix F for the removed questions). Regarding the fashion-related questions, it was found out that the innovativeness- and novelty seeking-related questions were sufficient to discuss the fashion dimension of the respondents. Thus, two more questions (See Appendix F) asking directly for trendiness were withdrawn and the final questionnaire was developed by making some adjustments to its wording and format.

4.2.2. Sampling Plan

While selecting the respondents for the questionnaire, convenience sampling was used with the purpose of facilitating the data collection to minimize the costs and save time. Since the questionnaire was going to be applied to both Turkish and American students, they were chosen from four universities in Turkey, Boğaziçi University (where thesis to be submitted), Koç University (former university of the thesis writer), Istanbul Technical University (acquaintances available to respond) and Işık University (acquaintances available to respond) and four universities in USA, namely Virginia Tech (acquaintances available to respond), UC Davis and Indianapolis (acquaintances available to respond) and Fordham University (former lecturer of the thesis owner gave assistance), and one university in UK, namely

Franklin & Marshall (US students were available to respond). The main reason for distributing the questionnaire to four universities in Turkey and four in USA is to compare and contrast the results. It is for sure it was much easier to find contacts in Turkish universities for assistance and the return time of the questionnaires was pretty shorter. Besides, due to the fact that the economic profile of students in these four universities is heterogeneous (two of them were private universities to which generally high income students attend and the rest were state universities to which generally people from all income groups attend), the tendency of high income students to buy a new mobile phone just because they can without considering its economic burden was balanced with economically constrained students. People were selected from different departments (engineering, history, business administration, computer programming) so that their future professions would not have an impact on their responses. Furthermore, demographically, in order to obtain unbiased results, the respondents were split to half as males and females.

Some questionnaires in Turkey were handed out by lecturers to the respondents who delivered the completed questionnaire to their lecturers again for further submission via courier, while some questionnaires were directly given to the students by the thesis writer. There were 58 US respondents [the distribution of students to each university is as follows: Virginia Tech (19), UC Davis (11), Fordham University (23), Franklin & Marshall (3), and Indiana University – Purdue University Indianapolis (4)] and 119 Turkish respondents [the distribution of students to each university is as follows: Bogazici University (36) Koç University (35), Istanbul Technical University (25) and Işık University (23)] making a total of 177 respondents in both countries completed the questionnaire.

4.2.3. Components of the Questionnaire

The questionnaire has three main sections: (1) Mobile phone usage motivators, (2) Current/old mobile phone switching motivators, (3) Demographic characteristics of the consumers.

The first part of the questionnaire tries to extract the mobile phone usage motivators, which can then be used for explaining the purchase of a new mobile phone. The second question alone was enough to get an idea about the mobile phone usage patterns and reasons of the respondents (See Appendix A). The variable list for this question was provided from the studies of Aoki and Downes (2003), Mazzoni and Castaldi (2007), and MACRO - Market Analysis & Consumer Research Organization (2004).

Contrary to the first part, the second part of the questionnaire consists of several questions aiming to reach the same result, i.e. finding out the reason(s) for purchasing a new mobile phone. While almost all scales related to this part were derived from the literature, the remaining scales were used only after the reliability analysis has been explored. The referral for established scales regarding questions 12-20 should be made to Kahle (1989) for List of Values (LOV), Sinha and Batrar (1999) for price consciousness, McCroskey (2006) for innovativeness level, Midgley and Dowling (1978) for novelty seeking, Sridhar (2007) for perceived risk, Lynn and Harris (1997) for need-for-uniqueness, Lee (2006) for entertainment, Lichtenstein et al. (1993) for price-quality, and again Sridhar (2007) for consumer involvement respectively (See Appendix A).

The last part, demographic characteristics, includes eight questions of gender, age, educational level, desired price of the new mobile phone, mobile phone bill

payer, billing type, monthly mobile phone bill amount, and buyer of the latest mobile phone (See Appendix A). Gender, age and educational level were asked in order to see whether the target sample was correctly collected. The other variables were asked for understanding the respondents' likelihood towards purchasing a new mobile phone.

Respondents were asked to answer the statements in question number 2, and 13-19 on a 5-point Likert scale (1: Strongly Agree, 2: Agree, 3: Neither Agree Nor Disagree, 4: Disagree, 5: Strongly Disagree). This scale was used both with the purpose of reaching consistency among responses and enabling the respondents to select from only five options that are easy to understand. On the other hand, question number 1, 3, 4, 6-8 (current/old mobile phone switching motivators), and 21-30 (demographic characteristics) were categorical questions where respondents were requested to select one of the listed statements. Question number 9, involving some possible reasons for changing the latest mobile phone, was the only question giving the respondent the freedom of checking more than one option. In question number 10, they were asked to rank the listed groups according to their degree of influence on the last mobile phone purchase decision which appeared to be the most problematic question since some of the respondents checked merely one group while some of them typed the same number for separate groups. For question number 11 and 12 importance scales on a 5-point and 7 point-scales were respectively used, whereas for question number 20 a bipolar scale was used. The only open-ended question (fifth) was asking the respondent's first mobile phone usage age.

The reliability of entertainment and features scales are measured because they are the only scales that are constructed for this study. Accordingly, entertainment scale has a Cronbach's Alpha value of 0.72; while the value for features scale is 0.88.

On the other hand, the Cronbach's Alpha (0.35) of risk-taking scale could not reach the required threshold (0.70) and was excluded from the hypotheses list. Besides, the item "fashion" refers to question #2 which questions directly the reason for acquiring a mobile phone whereby an option of "trendy / stylish" is also present. The remaining scales (price consciousness, innovativeness level, novelty seeking, uniqueness, and price-quality schema) were used by several authors before and are thus reliable.

CHAPTER 5

FINDINGS

Based on the questionnaire explored, this section exhibits the results gathered by entering the data into SPSS.

5.1. Descriptive Findings

5.1.1. Demographic Profile of the Respondents

Table 5.1. Country

	Frequency (n)	Percent (%)
USA	58	32.8
Turkey	119	62.7
Total	177	100

Table 5.2. Educational Level

	USA		Turkey		Total	
	n	%	n	%	n	%
Undergraduate	48	82.8	88	73.9	136	76.8
Masters degree	3	5.2	25	21.0	28	15.8
PhD	7	12.1	5	4.2	12	6.8
Missing	0	0.0	1	0.8	1	0.6
Total	58	100.0	119	100.0	177	100.0

Table 5.3. Gender

	USA		Turkey		Total	
	n	%	n	%	n	%
Female	26	44.8	63	52.9	89	50.3
Male	32	55.2	55	46.2	87	49.2
Missing	0	0,0	1	0.9	1	99.5
Total	58	100.0	119	100	177	100

Table 5.4. Respondents' Age

	USA		Turkey		Total	
	n	%	n	%	n	%
Below 18	0	0	2	1.7	2	1.1
18-21	37	63.8	29	24.4	65	36.7
22-26	14	24.1	72	60.5	87	49.2
Above 26	7	12.1	15	12.6	22	12.4
Missing	0	0.0	1	99.2	1	0,6
Total	58	100.0	119	100.0	177	100.0

Above tables together demonstrate that the demographic profile of the respondents. Since almost 77% of the selected respondents are undergraduate students, this distribution automatically constrained the range of the respondents' age between eighteen and twenty-six. In order to get the most representative data, the questionnaire was also applied to graduate and PhD students which took the age level higher. Hence, the results will mainly exhibit young adults' mobile phone repurchase behavior.

Another demographic factor that is measured is the gender of respondents. Even though the equal distribution was attained by chance, any bias that is sourced by the gender of the respondents has been avoided.

The sample was selected both from US and Turkish students. However, the number of US respondents is approximately half of the Turkish respondents because of the difficulty of chasing the acquaintances abroad for making the respondents fill

out the questionnaire. In spite of this handicap, the number is adequate to make a comparison regarding the mobile phone repurchase behavior between Turkish and American students.

When respondents from Turkey are compared to the US respondents, the dominant age group is the same for both countries, i.e. eighteen and twenty-six with a percentage of 88 and 85, respectively. Besides, the gender groups were almost equally divided between these two countries, i.e. 45% of American respondents was female whereas this percentage was 53 for Turkey. Again, the educational level of the US and Turkish students were parallel to each other; where undergraduate students ranked the first place in both samples.

Table 5.5. Maximum Amount the Respondents are willing to pay for a Mobile Phone

	USA		Turkey		Total	
	n	%	n	%	n	%
Less than \$200	45	77.6	49	41.2	94	53.1
\$200-\$500	10	17.2	47	39.5	57	32.2
\$500-\$800	0	0.0	13	10.9	13	7.3
More than \$800	1	1.7	7	5.9	8	4.5
Missing	2	3.5	3	2.5	5	97.2
Total	58	100	119	100	177	2.8

With the purpose of understanding the purchasing power of the sample, a disguised question was asked regarding the maximum amount the respondents are willing to pay, if the respondent were to buy it today. As expected, 85% of the respondents would not pay more than USD 500 for possessing a mobile phone. Moreover, 53% of the respondents only pay up to USD 200 for a mobile phone.

Based on Table 5.5, the only observable difference between US and Turkish students is the money the students would pay for buying a new mobile phone.

According to the results, Turkish students would spend more money for buying a

new mobile phone when compared to US students. This result can best be explained by the US GSM operators' campaigns which offer free mobile phones if the customer would at least sign in a one year contract.

Table 5.6. Income-related Characteristics of Respondents – Bill Payer

	USA		Turkey		Total	
	n	%	n	%	n	%
Parents	41	70.69	62	52.10	103	58.2
User	16	27.59	50	42.02	66	37.3
Siblings	1	1.72	0	0	4	2.3
User and Parents	0	0	4	3.36	1	0.6
Romantic Partner	0	0	1	0.84	1	0.6
Company	0	0	1	0.84	1	0.6
Missing	0	0	1	0.80	1	0.6
Total	58	100	119	100	177	100

Table 5.5. and 5.6. depict that most of the respondents are still dependent on their parents economically that is likely to affect their response to the question by which they were requested to indicate the price level of the mobile phone if they would be in a purchase situation. The mobile phone bills are being paid by the parents with a percentage of 58 while the latest mobile phone price of the respondents are being paid by the parents with a percentage of 48.

Table 5.7. Income-related Characteristics of Respondents – Mobile Phone Payer

	USA		Turkey		Total	
	n	%	n	%	n	%
Parents	30	51.72	55	46.22	85	48.0
User	25	43.10	44	36.97	69	39.0
Elder Brother / Sister	0	0	9	7.56	9	5.1
Romantic Partner	2	3.45	3	2.52	5	2.8
User and Parents	1	1.72	0	0	2	1.1
Gift	0	0	2	1.68	1	0.6
Friend	0	0	1	0.84	1	0.6
Promotion	0	0	1	0.84	1	0.6
Missing	0	0	4	3.36	4	2.3
Total	58	100	119	100	177	100

While Turkish students are taking over the payment of mobile phone bills from their parents, the payment of US students' mobile phone bills were still being made by their parents. On the other hand, in terms of mobile phone payer, there is a slight difference between US (52%) and Turkish (46%) respondents, i.e. mainly parents financed the latest mobile phone.

Table 5.8. Last Mobile Phone Purchase Decision Influencing Groups - Turkey and USA

Group Rank	Importance Ranking (1: most effective; 4: least effective)							
	1 (%)		2 (%)		3 (%)		4 (%)	
	USA	TR	USA	TR	USA	TR	USA	TR
Family	31.0	31.9	8.1	7.6	15.5	11.8	5.2	10.1
A Friend	12.1	21.0	27.6	18.5	10.3	12.6	5.2	3.4
Salesperson	15.5	8.4	10.3	13.4	8.6	12.6	20.7	21.8
Romantic Partner	8.6	8.4	6.9	12.6	19.0	15.1	22.4	16.8

When the respondents were asked to rank the listed groups (family, friend, salesperson, romantic partner) according to their degree of influence on their last mobile phone purchase decision, “family” ranked the first being the most effective group among both US and Turkish university students. Secondly, “a friend” is also effective on their purchase decision following “salesperson” and “romantic partner” respectively.

The results show that the respondents are dependent on their families both economically and mentally. As previously proved, usually parents buy their mobile phones and pay their bills. Plus, the most effective group on their mobile phone purchase decision is again their “families” which are followed by “friends”. Hence, families and peer groups are most likely to affect their mobile phone purchase decision.

Table 5.9. Respondent's Estimation of Worldwide Mobile Sales in a Minute

	USA		Turkey		Total	
	n	%	n	%	n	%
2000	31	53.4	50	42.0	81	45.8
1000	22	37.9	56	47.1	78	44.1
500	5	8.6	13	10.9	18	10.2
Total	58	100	119	100	177	100

When asked to guess the number of mobile phones sold worldwide in a minute, the majority of the US students selected the biggest number (2000) while the number should be 1000 according to the Turkish students. However, the correct number is above 2000 for the time being. This question aimed to gather attention of the respondents in order to make them concentrate on the questionnaire and get high response rate.

Table 5.10. Mobile Phone Purchase Reasons

	USA		Turkey		Total	
	N	Mean	N	Mean	N	Mean
Convenience of calling anytime	58	1.84	117	1.97	175	1.93
Emergency/personal safety	58	2.00	119	1.75	177	1.83
Keep in touch with family	57	2.05	118	1.77	175	1.86
Keep in touch with friends	58	2.19	118	2.10	176	2.13
Exchange text/picture messages	58	2.66	118	3.02	176	2.90
Everyone had a mobile phone	58	3.10	115	3.10	173	3.10
Helpful for time management	58	3.17	118	2.80	176	2.92
Financially beneficial	58	3.59	117	3.49	175	3.52
For business	58	3.67	116	2.90	174	3.16
Be trendy/stylish	57	3.72	117	3.68	174	3.69
Take pictures	58	3.78	118	3.25	176	3.42
Check e-mails	57	3.79	118	3.63	175	3.68
Someone suggested me to get 1	58	3.86	118	4.03	175	3.98
Reach information via Internet	58	3.97	117	3.47	175	3.63
Record video	58	3.98	117	3.39	175	3.59
Play games	58	4.00	116	3.64	174	3.76
Listen to music	58	4.09	118	3.14	176	3.45
Make data transfer (Bluetooth)	58	4.36	118	3.37	176	3.70

When the mobile phone purchase reason was asked on a 5-point Likert scale (1: Strongly Agree, 5: Strongly Disagree), convenience of calling anytime ranked the first place among nearly twenty alternatives for the US respondents. On the other hand, the Turkish respondents mainly purchase a mobile phone due to emergency or personal safety reasons.

Table 5.11. Mobile Phone Purchase Frequency – Dependent Variable Question

	USA		Turkey		Total	
	n	%	n	%	n	%
Once in 2-3 years	36	62.1	62	52.1	98	55.4
At least once in a year	14	24.1	24	20.2	38	21.5
Once in more than 3 years	8	13.8	33	27.7	41	23.1
Total	58	100	119	100	177	100

As Table 5.11 clearly puts forward, the majority of both the US and the Turkish

respondents purchase a mobile phone once in two to three years. However, the ratio for USA is higher compared to Turkish students. Below table strengthens the above results because the majority of the US respondents had been using their current mobile phones only since one year. The longest usage in years for USA is 14 with one respondent, whereas it is 12 for Turkey again with one respondent.

Table 5.12. Current Mobile Phone Usage Period

	USA		Turkey		Total	
	n	%	n	%	n	%
Up to one year	31	53.4	50	42	81	45.8
More than one year	27	46.6	63	52.9	89	50.3
Missing	0	0	6	5.1	6	3.9
Total	58	100	119	100	176	100

Table 5.13. First Mobile Phone Usage Age

Age	USA		Turkey		Total	
	n	%	n	%	n	%
Before 12	0	0	2	1.6	2	1.1
12	5	8.6	4	3.4	9	5.1
13	8	13.8	13	10.9	21	11.9
14	11	19.0	21	17.6	32	18.1
15	11	19.0	22	18.5	33	18.6
16	9	15.5	17	14.3	26	14.7
17	1	0.2	12	10.1	13	7.3
18	3	5.2	13	10.9	16	9.0
After 18	8	13.7	14	11.7	22	12.4

Respondents from both countries started to use a mobile phone mainly when they were 14-15 years old. Ages “before 12” and “after 18” are listed together since the percentages correspondent to each age in these two categories are negligible.

Table 5.14. New Mobile Phone Plan

	USA		Turkey		Total	
	n	%	n	%	n	%
Yes	29	50.0	42	35.3	71	40.1
No	28	48.3	76	63.9	104	58.8
Missing	1	1.7	1	0.8	2	1.1
Total	58	100	119	119	177	100

Above table depicts that the US respondents are more likely to buy a new mobile phone in the near future.

Table 5.15. Ability to Survive Without a Mobile Phone for the Whole Day

	USA		Turkey		Total	
	n	%	n	%	n	%
Yes	40	69.0	76	63.9	116	65.5
No	18	31.0	42	35.3	60	33.9
Missing	0	0	1	0.8	1	0.6
Total	58	100	119	100	177	100

The majority of the respondents can live without a mobile phone for a day. But 33.9% of the respondents think that they are unable to continue with their daily lives.

Table 5.16. Whether the Respondents Use Their First Mobile Phones

	USA		Turkey		Total	
	n	%	n	%	n	%
Yes	2	3.4	3	2.5	5	2.8
No	56	96.6	116	97.5	172	97.2
Total	58	100	119	100	177	100

The anticipation that the majority of the respondents do not currently use their first mobile phone has found its basis in the questionnaire. The study showed that only five out of 177 did not ever change the primary mobile phone.

Table 5.17. Reason for Changing the Latest Mobile Phone

	USA		Turkey		Total	
	n	%	n	%	n	%
Broken down	34	58.6	52	43.7	86	48.6
Behind the technology	18	31.0	33	27.7	51	28.8
Old-fashioned	17	29.3	25	21.0	42	23.7
Battery had a short life	15	25.9	32	26.9	47	26.6
Appearance was unappealing	9	15.5	13	10.9	22	12.4
The new one was a gift	6	10.3	15	12.6	21	11.9
Stolen	4	6.9	8	6.7	12	6.8

When the respondents were asked to state why they have changed their latest mobile phones by giving them the freedom to select more than one option, the majority of both the US and the Turkish respondents said that the old mobile phone was broken down.

Table 5.18. Motivators for Buying a New Mobile Phone

	USA		Turkey		Total	
	N	Mean	N	Mean	N	Mean
Better battery life	58	4.28	118	4.14	176	4.18
Special price offer	58	4.07	117	4.02	175	4.03
User-friendly	58	4.07	119	3.79	177	3.88
Model at reduced price	58	4.00	117	3.74	175	3.83
Aesthetics	58	3.55	114	3.75	172	3.69
Small size	58	3.47	117	3.70	175	3.62
Larger memory capacity	58	3.28	117	3.45	175	3.39

In another question inquiring the major motivators for buying a new mobile phone on a 5-point importance scale (1 - least important and 5 most important), the short battery life of the old mobile phone caused the substitution of it for a new one.

Table 5.19. LOV Scale

	USA		Turkey		Total	
	N	Mean	N	Mean	N	Mean
Sense of Belonging	58	2.72	116	2.75	174	2.74
Security	58	2.22	115	2.44	173	2.37
Excitement	58	2.16	114	2.62	172	2.47
Being well-respected	58	2.07	114	2.41	172	2.30
Warm relationships with others	58	1.98	115	2.21	173	2.13
Self-respect	58	1.93	115	2.12	173	2.06
A sense of accomplishment	58	1.88	115	2.33	173	2.18
Self-fulfillment	58	1.76	114	2.43	172	2.20
Fun and enjoyment of life	58	1.67	116	2.23	174	2.05

Table 5.19 depicts that fun and enjoyment of life is the most important value for the US students on a 7-point importance scale (1 - most important and 7 least important), while warm relationships with others ranked the first place for the Turkish students. This result is in correlation with Hofstede's individualism-collectivism dimension since Turkey is among the collectivistic cultures that value the relationships with others.

Table 5.20. Billing Type

	USA		Turkey		Total	
	n	%	n	%	n	%
Post-paid	46	79.3	69	58.0	115	65.0
Pre-paid	8	13.8	38	31.9	46	26.0
Both	0	0	2	1.7	2	1.1
Missing	4	6.9	10	8.4	14	92.1
Total	58	100	119	100	177	100

Table 5.21. Post-paid Bill Amount

	USA		Turkey		Total	
	n	%	n	%	n	%
Less than \$30	6	10.3	19	16.0	25	14.1
\$30-\$60	19	32.8	39	32.8	58	32.8
\$60-\$90	10	17.2	22	18.5	32	18.1
More than \$90	12	20.7	9	7.5	21	11.9
Missing	11	19.0	30	25.2	41	23.2
Total	58	100	119	100	177	100

Table 5.22. Pre-paid Bill Amount

	USA		Turkey		Total	
	n	%	n	%	n	%
Less than \$30	3	5.2	31	26.1	34	19.2
\$30-\$60	5	8.6	28	23.5	33	18.6
\$60-\$90	1	1.7	5	4.2	6	3.4
More than \$90	3	5.1	3	2.5	6	3.4
Missing	46	79.3	52	43.7	98	55.4
Total	58	100	119	100	177	100

Table 5.20, 5.21 and 5.22 reveal that most of the respondents are subscribed to post-paid mobile phone services. However, it is important to note that the ratio is dramatically low for the US students. On the other hand, the mobile phone bill amounts of the majority of the respondents are at the same level (\$30-\$60).

Table 5.23. Mobile Phone Service Provider

	USA		Turkey		Total	
	n	%	n	%	n	%
Avea	0	0	17	14.3	17	9.6
Turkcell	1	1.7	83	69.7	84	47.5
Verizon Wireless	22	37.9	0	0	22	12.4
AT&T	14	24.1	0	0	14	7.9
Sprint Nextel	6	10.3	0	0	6	3.4

The dominant service provider in Turkey and USA are Turkcell and Verizon Wireless respectively.

5.1.2. ANOVA Analyses

Table 5.24. ANOVA Analysis Results - Mobile Phone Purchase Frequency - Turkey

	$\mu 1^{***2}$	$\mu 2$	$\mu 3$	F	Sig.
Price Consciousness	3.06	2.72	2.58	2.106	0.126
Innovativeness	2.79	2.63	2.60	1.959	0.146
Novelty Seeking	2.45	2.47	2.77	2.065	0.132
Uniqueness	2.60	2.56	2.76	1.160	0.317
Entertainment	3.07	3.15	3.64	3.227	0.043 ^{***3}
Price-Quality	2.39	2.57	2.60	0.484	0.618
Involvement	3.01	2.92	2.97	0.066	0.936
Features	3.15	3.27	3.69	2.815	0.064 ^{*4}
Fashion	3.45	3.53	4.09	2.524	0.085 [*]

*** $\mu 1$, $\mu 2$, and $\mu 3$ denote that the purchase frequencies are “less than 6 months”, “more than 6 months but less than 1 year”, and “more than 1 year” respectively.

** denotes that significance level for that particular variable is 0.05.

* denotes that the significance level for that particular variable is 0.10.

In terms of purchase frequency in Turkey, there are three categories, i.e. people buying a new mobile phone equal to and less than a year, once in two-three years, and once in more than three years. In this respect, only entertainment variable shows a difference between groups if a significance level less than 0.05 were sought for. However, features and fashion can also be added to these variables when the significance level is taken 0.10. In other words, the respondents change their mobile phones more frequently as they look for mobile phones that can entertain them, give importance to features, and are respectively fashionable.

Table 5.25. ANOVA Analysis Results - Mobile Phone Purchase Frequency - USA

	$\mu 1^{***}$	$\mu 2$	$\mu 3$	F	Sig.
Price Consciousness	3.27	3.06	2.72	0.550	0.580
Innovativeness	2.41	2.31	2.44	0.512	0.602
Novelty Seeking	2.69	2.52	3.15	1.564	0.219
Uniqueness	2.56	2.62	2.55	0.066	0.936
Entertainment	2.29	3.19	3.03	2.971	0.060* ⁵
Price-Quality	2.56	2.34	2.22	0.384	0.683
Involvement	1.94	2.51	2.87	3.107	0.053*
Features	3.56	3.83	4.26	1.337	0.271
Fashion	3.29	3.83	4.00	1.037	0.362

On the other hand, consumer involvement and entertainment remain below the set significance level of 0.10 when the means are compared for USA in terms of the above mentioned purchase frequency categories. As the mean values for different purchase frequency categories also confirm, people who are more involved in mobile phones and enjoy entertainment offered by mobile phones, buy a new mobile phone more frequently.

* denotes that significance level for that particular variable is 0.10.

*** $\mu 1$, $\mu 2$, and $\mu 3$ denote that the purchase frequencies are “less than 6 months”, “more than 6 months but less than 1 year”, and “more than 1 year” respectively.

5.1.3. Mean Comparisons among scales between USA and Turkey

Table 5.26. Mean Values of Scales used in the Questionnaire for Turkey and USA

	USA			Turkey		
	N	Mean	Std. Deviation	N	Mean	Std. Deviation
Innovativeness	57	2.35	0.39	119	2.65	0.40
Price-Quality	56	2.37	0.92	117	2.54	0.84
Involvement	54	2.43	0.88	118	2.95	1.06
Uniqueness	56	2.60	0.67	118	2.62	0.61
Novelty Seeking	57	2.64	0.92	117	2.55	0.73
Entertainment	56	2.97	1.14	118	3.27	1.01
Price Consciousness	57	3.06	1.16	119	2.75	0.91
Fashion	57	3.72	1.33	117	3.68	1.28
Features	58	3.83	0.98	118	3.36	0.98

All of the above scales except for “consumer involvement” were measured with a 5-point Likert scale (1: Strongly Agree, 2: Agree, 3: Neither Agree or Disagree, 4: Agree, 5: Strongly Disagree). As for the involvement, the respondents were asked to cross the most appropriate option from ten bipolar descriptions on a 7-point scale.

According to the results in Table 5.7, 5-point interval scales for innovativeness, novelty seeking, uniqueness, and price-quality showed average level agreement levels between 2.35 and 2.65. Though it is worth to say that both values belong to the same scale, innovativeness, where 2.35 was scored by US respondents and 2.65 was scored by Turkish respondents. The second bulk consists of two scales, namely price consciousness and entertainment ranging from 2.75 to 3.27 respectively. Both the minimum and the maximum values are Turkish participants’ responses and display a level of “somewhat agree” with the statements. The third bulk involves features and fashion where the mean values are between 3.36 (Turkish)

and 3.83 (US) belonging to the same scale, i.e. features. The mean values for this group indicate that the respondents do not much agree with the statements listed.

Regarding the single 7-point scale (1 denotes the most positive and 7 denotes the most negative among the bipolar descriptions) variable among the above mentioned scales, consumer involvement was scored good both by the US and Turkish respondents. Accordingly, students in USA (2.43) are more involved in mobile phones when compared to their peers in Turkey (2.95).

Table 5.27. T-test Results for Scales used in the Questionnaire – Comparison of USA and Turkey

	Sig.	Sig. (2-tailed)
Price Consciousness	0,025	0,057
		0,082** ⁶
Innovativeness	0,767	0,000*
		0,000
Novelty Seeking	0,047	0,460
		0,496
Uniqueness	0,250	0,836
		0,842
Entertainment	0,230	0,085*
		0,101
Price-Quality	0,364	0,221
		0,237
Involvement	0,280	0,002*
		0,001
Features	0,824	0,004*
		0,004
Fashion	0,698	0,834
		0,836

As a result of the analysis that was conducted under 95% confidence level, innovativeness, involvement, and features demonstrated a strong difference between

** denotes that significance level for that particular variable is 0.05.

* denotes that the significance level for that particular variable is 0.10.

US and Turkish respondents. In view of that, the significance value for all of the three scales is below 0.05. Moreover, if the confidence level would be taken 90%, price consciousness and entertainment would remain under the required significance level, i.e. 0.10. Thus, the first three items of these scales will be investigated in detail below.

Table 5.28. Innovativeness Scale Mean Values

ITEM	USA	Turkey
	Mean	Mean
I enjoy trying new ideas.	1.81	2.03
I find it stimulating to be original in my thinking and behavior.	1.82	2.28
I am receptive to new ideas.	1.84	2.39
My peers often ask me for advice or information.	1.88	2.15
I consider myself to be creative and original in my thinking and behavior.	1.88	2.10
I seek out new ways to do things.	1.98	2.24
I frequently improvise methods for solving a problem when an answer is not apparent.	2.07	2.39
I feel that I am an influential member of my peer group.	2.11	2.41
I am aware that I am usually one of the last people in my group to accept something new.	2.18	2.62
I enjoy taking part in the leadership responsibilities of the group I belong to.	2.19	2.26
I am an inventive kind of person.	2.23	2.44
I rarely trust new ideas until I can see whether the vast majority of people around me accept them.	2.32	2.75
I tend to feel that the old way of living and doing things is the best way	2.39	2.72
I am suspicious of new inventions and new ways of thinking.	2.42	3.09
I must see other people using new innovations before I will consider them.	2.42	2.89
I am reluctant about adopting new ways of doing things until I see them working for people around me.	2.49	3.03
I often find myself skeptical of new ideas.	2.65	3.08
I am generally cautious about accepting new ideas.	3.07	3.18
I am challenged by ambiguities and unsolved problems.	3.58	3.44
I am challenged by unanswered questions.	3.70	3.57

Above scale (1: Strongly Agree; 5: Strongly Disagree) entails 10 negative items out of 20 which needed to be reverse coded in order to obtain the right innovativeness level of the respondents. The US students almost strongly agree with the statement “I enjoy trying new things” and “I am receptive to new ideas” which are closely related with each other showing the consistency of the data. On the other hand, Turkish students often find themselves skeptical of new ideas.

Table 5.29. Consumer Involvement Scale Mean Values

ITEMS		ITEMS (opposite)	USA Mean	Turkey Mean
Beneficial	versus	Useless	1.76	2.27
Important	versus	No concern	2.07	2.73
Relevant	versus	Irrelevant	2.26	2.92
Essential	versus	Trivial	2.30	2.77
Valuable	versus	Not valuable	2.40	3.10
Wanted	versus	Not Wanted	2.41	3.01
Matters a lot	versus	Does not matter	2.54	3.13
Significant	versus	Insignificant	2.61	3.00
Appealing	versus	Mundane	2.83	3.47
Boring	versus	Interesting	3.07	3.12

As the results in Table 5.29 show on 7-point bipolar scale, except one of the items (the only negative item in the scale: boring versus interesting), the US students are more involved in mobile phones when compared to Turkish students.

Table 5.30. Features Scale Mean Values

ITEMS	USA Mean	Turkey Mean
To exchange text/picture messages	2.66	3.02
To take pictures	3.78	3.25
To check my e-mails	3.79	3.63
To reach information via Internet	3.97	3.47
To record video	3.98	3.39
To play games	4.00	3.64
To listen to music	4.09	3.14
To make data transfer through Bluetooth	4.36	3.37

Having a look at the above table on a 5-point interval scale (1: Strongly Agree; 5: Strongly Disagree), it can be said that Turkish students acquire a mobile phone because of its additional features more likely than US students do.

Table 5.31. T-test Results – Gender – Comparison of USA and Turkey

	USA		Turkey	
	Sig.	Sig. (2-tailed)	Sig.	Sig. (2-tailed)
Fashion	0,600	0,184	0,572	0,867
		0,186		0,867
Price Consciousness	0,377	0,131	0,301	0,135
		0,127		0,137
Innovativeness	0,612	0,025**/	0,031	0,089
		0,023		0,083*
Novelty Seeking	0,180	0,265	0,695	0,963
		0,250		0,963
Uniqueness	0,553	0,854	0,669	0,119
		0,852		0,120
Entertainment	0,047	0,583	0,817	0,827
		0,565		0,827
Price Quality	0,017	0,441	0,235	0,567
		0,414		0,564
Involvement	0,424	0,795	0,145	0,078*
		0,789		0,074
Features	0,277	0,849	0,838	0,627
		0,847		0,629

Above table demonstrates that gender shows a difference under 95% confidence level in innovativeness level both for the US and the Turkish sample. However, the female students are more innovative in Turkey while it is the opposite in USA. On the other hand, under 90% confidence level, the results show that female students in Turkey are more involved in mobile phones when compared to male students.

** denotes that significance level for that particular variable is 0.05.

* denotes that the significance level for that particular variable is 0.10.

CHAPTER 6

CONCLUSION

This study examines the mobile phone repurchase behavior of the US and Turkish students. The main focus is on finding out the major reasons for changing one's mobile phone. With respect to mobile phone repurchase behavior; this thesis defines this concept as purchasing a new mobile phone. In the literature survey, previous works about the variables that are likely to affect the repurchase behavior are introduced. In the survey part of the research, a questionnaire is applied to 177 participants of whom 58 are US citizens and 119 are Turkish citizens. All respondents attend university and fit to the previously set target profile. Thanks to the international aspect of the study, the findings showed the differences and similarities between two culturally diversified countries.

In this thesis, the effect of innovativeness level, need-for-uniqueness, fashion, peer pressure, family, entertainment, new mobile phone features, novelty-seeking, price consciousness, price-quality schema, involvement, and nationality on mobile phone repurchase behavior are studied. As a result of the suggested relations, some of the hypotheses were supported while the others could not reach the required significance level in the analyses.

According to the descriptive findings, the majority (88%) of the respondents is between ages 18 and 26. As anticipated, most of the students in this study are economically dependent on their families and need to ask their parents for financial support if they would decide to purchase a new mobile phone.

When the entertainment dimension of the mobile phone was asked to the respondents, the results demonstrate that Turkish students purchase mobile phones more frequently as they value entertainment provided by mobile phones. They look for new mobile phones in the market that offer games of high quality graphics and have easy-to-write buttons in order to pass the boring time by sending text messages or surfing the Internet. On the other hand, the US students, for whom “fun and enjoyment of life” is listed as the most important value among the nine values in the LOV scale, also renew their mobile phones more frequently when they get bored from their current mobile phones. Hence, the hypothesis defending that people who see the mobile phone as a source of entertainment will buy a new mobile phone if it contains games and other features that entertain them which were either boring in their current mobile phone or not even present is supported.

In terms of fashion, Turkish students who buy a mobile phone to be trendy or stylish change their mobile phones more frequently. This result is in line with Hofstede’s (1991) individualism-collectivism dimension. As a member of the collectivistic culture, Turkish students would like to be fashionable in order to be valued by their peers or other people around them as they also scored high for the item “being well-respected” on a 7-point importance scale. Accordingly, the hypothesis contending that a mobile phone needs to be changed if it becomes old-fashioned when compared to peers’ brand-new model cell phones is supported for the Turkish sample. The same is not valid for the US sample; there is no significant relationship between the mobile phone purchase frequency and fashion.

Regarding the respondents’ involvement level in the mobile phones, US students, who are more involved in the mobile phones, purchase a new phone more

frequently. They have mostly selected the positive adjectives in bipolar descriptions in a question that measures their involvement level in mobile phones.

When the Turkish and US students' innovativeness level, involvement, and features dimension are compared, there are significant differences between the two samples. Regarding the innovativeness level, the US respondents are more innovative than Turkish respondents. Hofstede's uncertainty avoidance dimension also supports this result since USA is a country of low uncertainty avoidance. Therefore, it is expected that the US students are more likely to purchase a new mobile phone in the near future because they are more open to new ideas and innovations.

6.1. Managerial Implications for Marketing Managers

The findings of this thesis provide essential recommendations to marketing managers. Firstly, they should not forget that the user is not always the payer or the buyer of a product. Since the financial provider or physical buyer of the mobile phone can be a different person than the real user, the managers should focus on the study's results that reflect the characteristics and behavioral patterns of the user. The reason for that is that they not always interact with the users face-to-face and the thesis displays the hiding users' purchase behavior manners. Secondly, both the mobile phone producers and GSM operators should focus on the entertainment, fashion, involvement, innovativeness level, and features dimensions before setting their sales strategies. In order to introduce entertaining and fashionable mobile phone models to the users that are highly involved in mobile phones, features containing these needs ought to be developed in coordination with the mobile phone operators.

Despite the fact that it is not feasible to introduce customized mobile phones to different markets, it would be a sound idea to create tailored messages when entering into a market with a new model. For instance, some models attract female consumers just because of their aesthetics. By broadcasting advertisement messages emphasizing the design of the mobile phone, sales to females might increase. According to the findings, female students in Turkey are more innovative and have a high degree of involvement when compared to the male students. This is an indication of female students' interest in adopting new products and in particular mobile phones. Hence, when introducing new models of mobile phones in Turkey, it should be kept in mind that the first-comers are usually females and the promotion messages need to touch their values. As Kotler (1986) also states, even companies that are considered to offer the most standardized products, i.e. Coca Cola or McDonald's, give localized messages when entering a new market. To state the matter differently, marketing managers should find ways of better communicating with the target market and give differentiated messages to potential mobile phone buyers.

6.2. Implications for Mobile Phone Users

As for mobile phone users, the value attached to features should not be exaggerated because some additional features such as video camera and mp3 player necessitate expertise in different fields of electronics. Hence, it might not be a good idea to purchase a mobile phone containing these features if product quality is a major concern for that person. This is in line with the experiences in the profession (banking) of the thesis writer. Banks stop to allocate limits to companies that start to

operate in fields other than their major business area because it is likely that these companies fail to succeed in businesses with which they are not familiar with.

Mobile phone users, especially young adults attending university, should benefit from the competition among the operators. To trail campaigns offered by the operators might result in new mobile phone purchases because the tariffs are so low that the mobile phone users talk almost for free. Price is indicated as the most important criterion in purchase behavior according to the market research held by mobile phone operators. This is also confirmed by the interviewees in this study.

Since Internet usage among the university students increases day by day, mobile phone models without having an Internet access should be removed from the product line as the potential customers for buying those phones decrease gradually. Additionally, as the leader mobile phone operator in Turkey does, following the students' views about new trends, and introducing them mobile phone models in their minds would be highly recommended.

6.3. Further Research and Limitations

Further research should emphasize the supported hypotheses in order to contribute to consumer behavior field in marketing. In this sense, the fashion dimension of mobile phones needs to be investigated in more detail especially for the mobile phone market in Turkey. Both the comments of mobile phone users and operators in in-depth interviews and the results in the survey revealed that the university students would like to seem fashionable and trendy. The attribution can be made to peer pressure and the desire to get what others possess. Especially for female consumers, to follow up the fashion is of great importance. Therefore, although mobile phone

producers and operators compete to offer mobile phones with additional features in order to gain more market share, the design and aesthetics dimension of mobile phones should not be neglected since young people in Turkey started to use mobile phones as a fashion accessory completing their clothes.

Since mobile phone users' needs are subject to change because of the innovative models that are likely to be introduced in the near future and the cultural interaction of the world, the results might show some differences if the same study were to be applied to a similar sample.

Due to the difficulties in finding contacts for filling out the questionnaire in USA, the pilot questionnaires for further revision could be applied to Turkish respondents only.

APPENDIX A
QUESTIONNAIRE

1) Can you guess how many mobile phones are sold worldwide in just one minute?

- 500 ()
- 1,000 ()
- 2,000 ()

2) Why did you acquire a mobile phone? On a scale of 1 (strongly agree) to 5 (strongly disagree) please indicate your level of agreement with the following statements.

	Strongly Agree	1	2	3	4	5	Strongly Disagree
➤ To use in case of emergency or personal safety	()	()	()	()	()	()	
➤ It gives me the convenience of calling anytime	()	()	()	()	()	()	
➤ Everyone I know had one	()	()	()	()	()	()	
➤ To keep in touch with friends and other social contacts	()	()	()	()	()	()	
➤ To keep in touch with my family	()	()	()	()	()	()	
➤ For business reasons	()	()	()	()	()	()	
➤ To reach information via Internet	()	()	()	()	()	()	
➤ To make data transfer through Bluetooth	()	()	()	()	()	()	
➤ It is financially beneficial as opposed to a landline phone	()	()	()	()	()	()	
➤ To take pictures	()	()	()	()	()	()	
➤ To record video	()	()	()	()	()	()	
➤ To listen to music	()	()	()	()	()	()	
➤ To play games	()	()	()	()	()	()	
➤ To be trendy / stylish	()	()	()	()	()	()	
➤ Someone suggested me to get one	()	()	()	()	()	()	
➤ To check my e-mails	()	()	()	()	()	()	
➤ To exchange text/picture messages	()	()	()	()	()	()	
➤ It helps me to use my time efficiently	()	()	()	()	()	()	

3) How often do you buy a new mobile phone?

- More than twice in a year ()
- Twice in a year ()
- Once in a year ()
- Once in 2-3 years ()
- Once in more than 3 years ()

4) How long have you been using your current mobile phone?

- Less than 6 months ()
- More than 6 months but less than 1 year ()
- More than 1 year. () Please specify.....

5) At what age did you start using a mobile phone?

6) Are you planning to buy a new mobile phone in the near future?

Yes () No () If Yes, when?

- Within the next month ()
- Within 6 months ()
- Later than 6 months ()
- Do you have a brand/model in mind?

Yes () No () If yes, which brand/model?.....

7) Can you do without a mobile phone for the whole day?

Yes ()

No ()

If No, why not?

8) Is this your first mobile phone?

Yes () - Go to Question 10.

No () - Go to Question 9.

9) What were the reasons for changing your latest mobile phone? Please check the ones that apply.

- It has become old-fashioned. ()
- It was broken down. ()
- Its appearance was not appealing to me anymore. ()
- It was behind the current technology. ()
- Its battery was running out shortly. ()
- The new one was a gift. ()
- It was stolen. ()
- Other () Please specify.....

10) Please rank the below groups according to their degree of influence on your last mobile phone purchase decision. (1 to 4 where 1 indicates most effective, and 4 least effective)

- Family ()
- A friend of yours ()
- Salesperson ()
- Boyfriend/Girlfriend or Husband/Wife ()

11) Please indicate how important the following motivators are to you when buying a new mobile phone.

- | | Not at all
important | | | | | Extremely
important |
|--------------------------|-------------------------|-----|-----|-----|-----|------------------------|
| | 1 | 2 | 3 | 4 | 5 | |
| ➤ Special price offer | () | () | () | () | () | () |
| ➤ Model at reduced price | () | () | () | () | () | () |
| ➤ Larger memory capacity | () | () | () | () | () | () |
| ➤ Better battery life | () | () | () | () | () | () |
| ➤ Small size | () | () | () | () | () | () |
| ➤ Aesthetics | () | () | () | () | () | () |
| ➤ User-friendly | () | () | () | () | () | () |

12) The following is a list of things that some people look for or want out of life. Please evaluate the below values based on their importance in your daily life.

- | | Very Important | | | | Unimportant | | |
|----------------------------------|----------------|-----|-----|-----|-------------|-----|-----|
| | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| ➤ Sense of belonging | () | () | () | () | () | () | () |
| ➤ Excitement | () | () | () | () | () | () | () |
| ➤ Warm relationships with others | () | () | () | () | () | () | () |
| ➤ Self-fulfillment | () | () | () | () | () | () | () |
| ➤ Being well-respected | () | () | () | () | () | () | () |
| ➤ Fun and enjoyment of life | () | () | () | () | () | () | () |
| ➤ Security | () | () | () | () | () | () | () |
| ➤ Self-respect | () | () | () | () | () | () | () |
| ➤ A sense of accomplishment | () | () | () | () | () | () | () |

13) Please evaluate how much you agree or disagree with the below statements.

	Strongly Agree			Strongly Disagree	
	1	2	3	4	5
➤ I tend to buy the lowest-priced product that will fit my needs.	()	()	()	()	()
➤ When buying a product, I look for the cheapest option available.	()	()	()	()	()
➤ When it comes to buying, I rely heavily on price.	()	()	()	()	()
➤ Price is the most important factor, when I am choosing a product.	()	()	()	()	()

14) People respond to their environment in different ways. Please evaluate how much you agree or disagree with the below statements.

	Strongly Agree			Strongly Disagree	
	1	2	3	4	5
➤ My peers often ask me for advice or information.	()	()	()	()	()
➤ I enjoy trying new ideas.	()	()	()	()	()
➤ I seek out new ways to do things.	()	()	()	()	()
➤ I am generally cautious about accepting new ideas.	()	()	()	()	()
➤ I frequently improvise methods for solving a problem when an answer is not apparent.	()	()	()	()	()
➤ I am suspicious of new inventions and new ways of thinking.	()	()	()	()	()
➤ I rarely trust new ideas until I can see whether the vast majority of people around me accept them.	()	()	()	()	()
➤ I feel that I am an influential member of my peer group.	()	()	()	()	()
➤ I consider myself to be creative and original in my thinking and behavior.	()	()	()	()	()
➤ I am aware that I am usually one of the last people in my group to accept something new.	()	()	()	()	()
➤ I am an inventive kind of person.	()	()	()	()	()
➤ I enjoy taking part in the leadership responsibilities of the group I belong to.	()	()	()	()	()
➤ I am reluctant about adopting new ways of doing things until I see them working for people around me.	()	()	()	()	()
➤ I find it stimulating to be original in my thinking and behavior.	()	()	()	()	()
➤ I tend to feel that the old way of living and doing things is the best way	()	()	()	()	()
➤ I am challenged by ambiguities and unsolved problems.	()	()	()	()	()
➤ I must see other people using new innovations before I will consider them.	()	()	()	()	()
➤ I am receptive to new ideas.	()	()	()	()	()
➤ I am challenged by unanswered questions.	()	()	()	()	()
➤ I often find myself skeptical of new ideas.	()	()	()	()	()

15) Please evaluate how much you agree or disagree with below statements.

	Strongly Agree			Strongly Disagree	
	1	2	3	4	5
➤ I often seek out information about new products and brands.	()	()	()	()	()
➤ I like to go places where I will be exposed to information about new products and brands.	()	()	()	()	()
➤ I like magazines that introduce new brands.	()	()	()	()	()
➤ I frequently look for new products and services.	()	()	()	()	()
➤ I seek out situations in which I will be exposed to new and different sources of product information.	()	()	()	()	()
➤ I am continually seeking for new product experiences.	()	()	()	()	()
➤ When I go shopping, I find myself spending very little time checking out new products and brands.	()	()	()	()	()
➤ I take advantage of the first available opportunity to find out about new and different products.	()	()	()	()	()

16) Please evaluate how much you agree or disagree with the below statements.

	Strongly Agree			Strongly Disagree	
	1	2	3	4	5
➤ When I purchase this product, I am not sure of my choice.	()	()	()	()	()
➤ It does not matter to me if my product choice is wrong.	()	()	()	()	()
➤ I do not incur financial loss if my choice of product is not going to work properly.	()	()	()	()	()
➤ Post purchase, if product does not function properly it does not bother me a lot.	()	()	()	()	()
➤ This product is likely to harm physically.	()	()	()	()	()
➤ My family members/friends/relatives laugh if I purchase wrong product.	()	()	()	()	()
➤ I get disturbed if my choice of product is not good.	()	()	()	()	()
➤ It is waste of time in shopping for this product if my choice turns out to be wrong.	()	()	()	()	()

17) Please evaluate how much you agree or disagree with the below statements.

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

18) Please evaluate how much you agree or disagree with the below statements.

	Strongly Agree			Strongly Disagree	
	1	2	3	4	5
➤ I enjoy playing games on my mobile phone.	()	()	()	()	()
➤ I pass the boring time with my mobile phone.	()	()	()	()	()
➤ I like to chat by text messaging.	()	()	()	()	()
➤ I can talk privately with my mobile phone.	()	()	()	()	()
➤ I surf the Internet with my mobile phone	()	()	()	()	()

19) Please evaluate how much you agree or disagree with the below statements.

	Strongly Agree			Strongly Disagree	
	1	2	3	4	5
➤ Generally speaking, the higher the price of a product, the higher the quality.	()	()	()	()	()
➤ The old saying "you get what you pay for" is generally true.	()	()	()	()	()
➤ The price of a product is a good indicator of its quality.	()	()	()	()	()
➤ You always have to pay a bit more for the best.	()	()	()	()	()

20) Please evaluate your mobile phone with respect to the following bipolar descriptions.

	1	2	3	4	5	6	7	
➤ Important	()	()	()	()	()	()	()	No concern
➤ Relevant	()	()	()	()	()	()	()	Irrelevant
➤ Valuable	()	()	()	()	()	()	()	Not valuable
➤ Beneficial	()	()	()	()	()	()	()	Useless
➤ Matters a lot	()	()	()	()	()	()	()	Does not matter
➤ Significant	()	()	()	()	()	()	()	Insignificant
➤ Boring	()	()	()	()	()	()	()	Interesting
➤ Appealing	()	()	()	()	()	()	()	Mundane

- | | | | | | | | | |
|-------------|-----|-----|-----|-----|-----|-----|-----|------------|
| | 1 | 2 | 3 | 4 | 5 | 6 | 7 | |
| ➤ Essential | () | () | () | () | () | () | () | Trivial |
| ➤ Wanted | () | () | () | () | () | () | () | Not Wanted |

Please answer the following questions about yourself.

21) Gender

Female () Male ()

22) Age

➤ Below 18 () 18-21 () 22-26 () Above 26 ()

23) Educational level

➤ Undergraduate () Masters degree () PhD ()

24) How much would you pay to buy a new MP today?

➤ Less than \$ 200 () \$200 - \$ 500 () \$500 - \$ 800 () More than \$ 800 ()

25) Who pays your mobile phone bills?

➤ Me () Parents () Siblings () Romantic Partner () Company ()

26) You are into

➤ Post-paid Billing () Go to Question 27 Pre-paid () Go to Question 28

27) How much was your last month' mobile phone bill?

➤ Less than \$30 () \$30 - \$ 60 () \$60 - \$90 () \$90 - \$120 () More than \$120 ()

28) How much do you pay for buying pre-paid minutes in a month?

➤ Less than \$30 () \$30 - \$ 60 () \$60 - \$90 () \$90 - \$120 () More than \$120 ()

29) Who purchased your latest mobile phone?

➤ My parents () My elder Brother / Sister () Myself () Company ()
 ➤ Any other (please specify).....

30) My service provider is (Turkey) My service provider is (USA)

- | | |
|----------------|-----------------------|
| ➤ Avea () | Verizon Wireless () |
| ➤ Turkcell () | AT&T Mobility () |
| ➤ Vodafone () | Sprint Nextel () |
| | T-Mobile () |
| | TracFone Wireless () |
| | U.S. Cellular () |
| | Metro PCS () |
| | Virgin Mobile () |
| | Cricket () |

Thank you !

Appendix B

Derinlemesine Mülakat Soruları – Cep Telefonu Kullanıcıları

1. Yaş
2. Eğitim seviyesi
3. Cinsiyet
4. Cep telefonu kullanıyorsunuzdur diye tahmin ediyorum?
5. Ne zamandan beri cep telefonu kullandığınızı hatırlıyor musunuz?
6. İlk telefonunuzu hangi amaçla almıştınız?
7. Kendiniz mi almıştınız yoksa başkası tarafından hediye mi edilmişti?
8. Ne sıklıkla cep telefonu kullanıyorsunuz?
9. Cep telefonunuzu ne amaçla kullanıyorsunuz? (konuşmak, internete girmek, mail, iş, kamera/foto: sıraya soksun, bunları o söylesin) En çok ne için kullanıyorsunuz?
10. Ne tip bir telefon kullanıyorsunuz? Cep telefonunuzu görebilir miyim?
11. Kaç telefonunuz var? Hangi operatör / operatörleri kullanıyorsunuz?
12. Özellikle bu telefonu almanızın sebebi nedir?
13. Yeni telefonunuzla bir öncekini karşılaştırır mısınız?
14. Ne zamandan beri bu telefonu kullanıyorsunuz?
15. Niye değiştirdiniz? Kararınızı etkileyen biri oldu mu?
16. Yenisiyle değiştirmeyi düşünüyor musunuz? Neden?
17. Hangi telefona sahip olmak isterdiniz? Aklınızda bir model var mı?
18. En yakın arkadaşınız hangi telefonu kullanıyor? Onunla bilgi alışverişi yapar mısınız?
19. Sizce toplulukta başkalarının hangi cep telefonunu kullandıklarına dikkat ediliyor mu?
20. Cep telefonunuzu nasıl taşırsınız? Bir restorana ya da arkadaş toplantısına gittiğinizde nerede durur?
21. Telefonunuzu bir hayvana benzetmek gerekirse bu hangisi olurdu?
22. Bir insana benzetmek gerekirse mesleği, yaşı, cinsiyeti, hobileri ne olurdu?
23. Yeni biriyle tanıştınız, nelere dikkat edersiniz?
24. Hiç birisinin cep telefonuyla konuşur gibi yaptığını gördünüz mü?
25. Sizin için cep telefonu ne ifade ediyor?

26. Bu telefonu almanızda en önemli faktör neydi?
27. Fiyatını hatırlıyor musunuz?
28. Sizi cep telefonunuzu değiştirmeye ne yöneltebilir?
29. Teknolojiyle aranız nasıl? Yeni teknoloji (3G) bir cep telefonu çıktığında “mutlaka almalıyım” diyor musunuz?
30. Cep telefonunuzu kullanırken fiziksel bir zorluk çekiyor musunuz?
Kulağınıza oturmasını mı tercih edersiniz? Mesaj yazmadaki zorluğuna rağmen mümkün olduğu kadar küçük olmasını mı?
31. Kullandığınız telefonu sizce kimler kullanıyor?
32. Telefonunuzda en çok hangi özelliği seviyorsunuz?
33. Arkadaşlarınızla sık sık toplanır mısınız?
34. Bu cep telefonuna sahip olmanızın size ne kazandırdığını düşünüyorsunuz?
35. Hayatı nasıl yorumlarsınız?
36. Cep telefonunuz yanınızda değilken nasıl hissediyorsunuz?
37. Kendinize olan saygınızı kullandığınız cep telefonu ile ne kadar ilintili?
38. Hayattaki hedefleriniz neler? Bir başarı hikâyenizi anlatır mısınız?
39. Bu telefon için ödediğiniz paranın karşılığını alabildiğinize inanıyor musunuz?
40. Yeni fikirler sizin için ne ifade ediyor?
41. Yeni bir ürün çıktığında o ürün hakkında ne zaman bilgi sahibi olursunuz?
42. Cep telefonunu satın alırken ne tür riskleri gözden geçirip korunmaya çalışırsınız?
43. Cep telefonunda oyun oynamayı sever misiniz?
44. Cep telefonları hakkında ne derecede bilgiye sahipsiniz?
45. Sizin için paylaşmakta sakıncası yoksa en son cep telefonu faturanız ne kadardı?

Appendix C

In-Depth Interview Questions – Mobile Phone Users

1. Age
2. Education Level
3. Gender
4. I guess that you have been using a mobile phone?
5. Do you remember for how long you have been using a mobile phone?
6. Why did you purchase your first mobile phone?
7. Have you bought it by yourself or was it a gift of someone else?
8. How often do you use your mobile phone?
9. Can you please advise the purpose of your mobile phone usage? Please rank the following attributes according to your usage reasoning. (talking, surfing the Internet, checking e-mails, business, camera/pictures)
10. What model of mobile phone do you use? Can I see it?
11. How many mobile phones do you have? Which operator(s) are subscribed to?
12. What is the reason for purchasing this mobile phone especially?
13. Can you please compare/contrast your current mobile phone with the previous one?
14. For how long have you been using your current mobile phone?
15. If you have changed your last mobile phone, would you grant the reason behind changing it? Is there a specific person that influenced your decision?
16. Do you plan to change your current mobile with a new one? Why?
17. Which mobile phone would you like to own? Do you have a model in mind?
18. Which brand does your best friend use? Do you exchange information with him/her about the latest models in the marketplace?
19. According to your opinion, do people care about what kind of mobile phone do other people use in public space?
20. Where do you carry your mobile phone? When you go to a restaurant or friend meeting, where does it stand?
21. If you were asked for resembling your mobile phone to an animal, which one would it be?

22. Can you please answer the previous question also for a human being by indicating the job, age, gender, and hobbies?
23. When you meet a new person (romantic), what do you look out for the first sight?
24. Did you see someone who was pretending to talk with someone else on the mobile phone?
25. What does a mobile phone mean for you?
26. What was the most important factor of purchasing this mobile phone?
27. Do you remember the price of it?
28. What would be the major reason for changing your current mobile phone?
29. Are you involved in technology? Do you say “I have to buy” when a mobile phone with the latest technology is introduced to the market?
30. Do you experience a physical difficulty while using your mobile phone? Do you prefer that is perfectly matches to your ear or that it is as small as it can be although it is hard to text with it?
31. According to your opinion, which socioeconomic level uses your mobile phone mostly?
32. Which features do you like the most?
33. Do you gather with your friends frequently?
34. What are the benefits of possessing this mobile phone?
35. What is life for you?
36. How do you feel when you do not have your mobile phone with you?
37. How much is your self-respect related with your mobile phone?
38. What are the targets in your life? Can you please tell me a success story?
39. Do you think that you get what you have paid for this mobile phone?
40. What do new ideas mean for you?
41. When a new product is introduced, when do you get information about the said product?
42. When buying a mobile phone, what kind of risks do you consider and try to protect yourselves?
43. Do you like playing games in your mobile phone?
44. What is the degree of your information about mobile phones in general?

45. If it is not confidential, can you please share the cost of your last mobile phone bill?

Appendix D

Derinlemesine Mülakat Soruları – GSM Operatörleri

1. Yaş
2. Eğitim seviyesi
3. Cinsiyet
4. Üniversite öğrencileri ile ilgili özel bir kampanyanız var mı? Varsa bu kampanyada neleri göz önünde bulundurdunuz?
5. Üniversite öğrencilerinin memnuniyetini kazanmak için ne gibi girişimlerde bulunuyorsunuz?
6. Sizce üniversite öğrencilerinin tüketici davranışlarındaki en belirgin özellikleri neler?
7. Bu kesimin yeniliklere, yeni fikir ve eğilimlere karşı gösterdiği davranış biçimleri hakkında görüşleriniz nedir?
8. Ürününüzü pazarlarken farklılaşmak için ne gibi yöntemler kullanıyorsunuz?
9. Cep telefonu alımında hangi faktörler etkili oluyor?
10. Tüketicilerin cep telefonlarını kullanırken hissetmesini istediğiniz en önemli duygu hangisi? Bunu ne ölçüde başarabiliyorsunuz?
11. Üniversite öğrencileri yeni teknolojiye nasıl tepki veriyor?
12. Çoğunlukla kendi gelirleri olmadığından fiyata duyarlı bir kitle ile karşılaşıyorsunuz. Mevcut müşterilerinizi koruyabilmek adına (repeat customer) ne gibi pazarlama stratejileri üzerinde çalışıyorsunuz?
13. Hedef kitleniz nedir? Pazar bölünmesini nasıl belirliyorsunuz?
14. Sosyal sorumluluk projeleriniz hakkında biraz bilgi verebilir misiniz?
15. İletişim sağlamada gençlerin özellikle kullandığı yöntem arama mı sms mi? (Gözlemlerinize göre)
16. Cep telefonu ile iletişim sağlamak gençlerin kültürel etkinliğini artırıyor mu? Mevcut telefonu bu aktivitelere katılmasını kolaylaştırıyor mu? Yeni telefon alması gerekiyor mu?
17. Üniversite öğrencilerinin ünlülerden etkilenme oranı nedir? Reklamlara çıkarılan ünlülerin seçiminde ne gibi faktörler rol oynuyor?

18. Arkadař topluluklarında ve aile meclisinde konuřulanların, sergilenen hareketlerin sizin ürününüzü almalarında nasıl bir etkisi oluyor? Bu konuda bir çalışmanız oldu mu?
19. Üniversite öğrencileri ikinci bir telefona ihtiyaç duyuyor mu? Neden?
20. Faturalarını kim ödüyor?
21. Yeni bir telefon alırken finansal ihtiyaçlarını kim karşılıyor?
22. Bu kesim daha çok hangi dizaynda telefonları almayı tercih ediyor?
23. Cep telefonlarındaki hangi özellik üniversite öğrencileri için can alıcı bir öneme sahip? Sıraya koymak gerekirse nasıl bir tablo ortaya çıkar?

Appendix E

In-Depth Interview Questions – GSM Operators

1. Age
2. Education Level
3. Gender
4. Do you have a special campaign for university students? If yes, which benefits did you think that can pull them?
5. What do you do for gaining customer satisfaction of university students?
6. What are the most evident characteristics in the consumer behavior of university students?
7. What are your views about the course of conduct that university students depict to innovations and new ideas and trends?
8. What methods do you use for differentiation while marketing your product?
9. Which factors are influential in mobile phone purchase?
10. Which feeling do you want the customers have while they use their mobile phones? Can you measure how successful you are?
11. How do university students react to new technology?
12. Since they do not earn their own money mostly, university students are generally price sensitive. Which marketing strategies do you use for retaining your customers?
13. What is your target audience? How do you determine market segmentation?
14. Can you give us information about the social responsibility projects in which your company is engaged?
15. In course of communication, do young people use texting or calling more often?
16. Do mobile phones increase young people's social and cultural activities? Do their current mobile phones facilitate joining these activities?
17. What is the rough ratio of being influenced by celebrities of young people? What factors do play an important role in selecting celebrities in the ads?
18. How does the conversations held in friend and family meetings affect young people's act of purchasing your product? Did you have a study on this subject?
19. Do university students need a second mobile phone? Why?
20. Who pays their mobile phone bills?
21. Who is the financial provider while purchasing a new mobile phone?

22. What kind of designs do they like mostly?

APPENDIX F

Removed Questions – Questionnaire

Price-related questions (#3)

- 1) Please evaluate how much you agree or disagree with below statements.
- | | Strongly
Agree | | Strongly
Disagree |
|--|-------------------|-----|----------------------|
| | 1 | 2 | 3 4 5 |
| ➤ People ask me for information about prices for different types of products. | () | () | () () () |
| ➤ I'm considered somewhat of an expert when it comes to knowing about the prices of products. | () | () | () () () |
| ➤ For many kinds of products, I would be better able than most people to tell someone where to shop to get the best buy. | () | () | () () () |
| ➤ I like helping people by providing them with price information about many types of products. | () | () | () () () |
| ➤ My friends think of me as a good source of price information. | () | () | () () () |
| ➤ I enjoy telling people how much they might expect to pay for different kinds of products. | () | () | () () () |
- 2) Please evaluate how much you agree or disagree with below statements.
- | | Strongly
Agree | | Strongly
Disagree |
|---|-------------------|-----|----------------------|
| | 1 | 2 | 3 4 5 |
| ➤ People notice when you buy the most expensive brand of a product. | () | () | () () () |
| ➤ Buying a high priced brand makes me feel good about myself. | () | () | () () () |
| ➤ Buying the most expensive brand of a product makes me feel classy. | () | () | () () () |
| ➤ I enjoy the prestige of buying a high priced brand. | () | () | () () () |
| ➤ It says something to people when you buy the high priced version of a product. | () | () | () () () |
| ➤ Your friends will think you are cheap if you consistently buy the lowest version of a product. | () | () | () () () |
| ➤ I have purchased the most expensive brand of a product just because I knew other people would notice. | () | () | () () () |
| ➤ I think others make judgments about me by the kinds of products and brands I buy. | () | () | () () () |
| ➤ Even for a relatively inexpensive product, I think buying a costly brand is impressive. | () | () | () () () |
- 3) Please evaluate how much you agree or disagree with below statements.
- | | Strongly
Agree | | Strongly
Disagree |
|--|-------------------|-----|----------------------|
| | 1 | 2 | 3 4 5 |
| ➤ I am very concerned about low prices, but I am equally concerned about product quality. | () | () | () () () |
| ➤ When purchasing a product, I always try to maximize the quality I get for the money I spend. | () | () | () () () |
| ➤ When I buy products, I like to be sure that I'm getting my money's worth. | () | () | () () () |
| ➤ I generally shop around for lower prices on products, but they still must meet certain quality requirements before I buy them. | () | () | () () () |
| ➤ When I shop, I usually compare the price per ounce information for brands I normally buy. | () | () | () () () |
| ➤ I always check prices at the grocery store to be sure | () | () | () () () |
| ➤ I get the best value for the money I spend. | () | () | () () () |

Fashion-related questions (#2)

4) Please evaluate how much you agree or disagree with below statements.

	Strongly Agree					Strongly Disagree
	1	2	3	4	5	
➤ Those who have mobile phone are rich.	()	()	()	()	()	
➤ Some people get a mobile phone just because it is fashionable.	()	()	()	()	()	
➤ Fashionable people use the mobile phone more than other people.	()	()	()	()	()	
➤ People who don't have a mobile phone are less fashionable than other people.	()	()	()	()	()	
➤ Fashionable people are savvy about the latest technology.	()	()	()	()	()	
➤ More rich people have mobile phones than other types of people.	()	()	()	()	()	

5) Please evaluate how much you agree or disagree with below statements.

	Strongly Agree					Strongly Disagree
	1	2	3	4	5	
➤ I try to keep up with changes in fashion and style.	()	()	()	()	()	
➤ I look the most fashionable among my friends whenever I go out with them.	()	()	()	()	()	
➤ I regularly check out what is new in fashion magazines.	()	()	()	()	()	
➤ I try to look the most fashionable among my friends whenever I go out with them.	()	()	()	()	()	
➤ I know what is stylish among today's stylish people.	()	()	()	()	()	
➤ I am aware of what is new in fashion.	()	()	()	()	()	
➤ I ask my close friends, roommates or family member how I look before going out.	()	()	()	()	()	
➤ I often check my appearance throughout the day.	()	()	()	()	()	
➤ I like to see the clothing styles that other people are wearing	()	()	()	()	()	
➤ Compared to others I am a sharp dresser	()	()	()	()	()	
➤ I pay attention to what celebrities are wearing on TV and movies	()	()	()	()	()	
➤ I pay attention to the hairstyle of the celebrities	()	()	()	()	()	
➤ I like to check out clothing stores even if I'm not looking for anything particular.	()	()	()	()	()	

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