

REPUBLIC OF TURKEY
BAHCESEHIR UNIVERSITY

**A TYPOLOGY OF MOBILE CONTENT
CONSUMERS AND THEIR DECISION MAKING
STYLES**

PhD THESIS

ZEKERİYA EREN KOÇYİĞİT

İSTANBUL, 2016

REPUBLIC OF TURKEY
BAHCESEHIR UNIVERSITY

GRADUATE SCHOOL OF SOCIAL SCIENCES
BUSINESS ADMINISTRATION PhD PROGRAM

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ZEKERİYA EREN KOÇYİĞİT

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İSTANBUL, 2016



REPUBLIC OF TURKEY
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SCIENCES

.../.../20....

We hereby recommend that the dissertation prepared under our supervision by.....entitled..... be accepted in partial fulfillment of the requirements for the Degree of Doctor of Business Administration.

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TEŞEKKÜR

Doktora eğitimime başlamama vesile olan ve desteklerini hiç esirgemeyen çok değerli hocam Prof. Dr. Selime SEZGİN'e, doktora tez danışmanlığımı yaparak beni sürekli yönlendiren değerli hocalarım Yrd. Doç. Dr. Gülberk Gültekin SALMAN ve Doç. Dr. Elif KARAOSMANOĞLU'na, doktora eğitimim süresince yardımlarını hiç esirgemeyen değerli hocam Prof. Dr. Beril DURMUŞ'a, tez izleme jürimde çok değerli yorum ve görüşleri ile bu çalışmaya destek veren saygıdeğer hocalarım Doç. Dr. İpek ALTINBAŞAK FARİNA ve Doç. Dr. Figen YILDIRIM'a, doktora eğitimim süresince sürekli fedakarlık gösteren eşim İpek KOÇYİĞİT ve oğlum Cem KOÇYİĞİT'e, her zaman her yerde yardımlarını esirgemeyen abim, yol arkadaşım Burak KIR'a, doktora süresi boyunca yanımda olan tüm aileme, iş ve dönem arkadaşlarıma sonsuz teşekkürlerimi sunuyorum.

İstanbul, 2016

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ABSTRACT

A TYPOLOGY OF MOBILE CONTENT CONSUMERS AND THEIR DECISION MAKING STYLES

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PhD in Marketing

Thesis Supervisor: Asst. Prof. Gülberk Gültekin SALMAN
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June 2016, 141 Pages

This thesis aims to address various topics such as investigating the usage of mobile services in order to detect whether the mobile revolution has arrived, determining mobile content consumer typologies according to their mobile content consumption and analyzing decision-making styles and value, attitude and lifestyles of different mobile consumers.

Consumer surveys, industry reports and marketing literatures have been analyzed in order to detect whether the mobile revolution has arrived. Furthermore, in-depth interviews and focus groups were conducted in order to shape the proposed model and questionnaire. In accordance with qualitative study and literature review a research model has been theorized to determine mobile content consumer typologies, their decision-making styles and value, attitude and lifestyles.

Data collected through a survey with 538 mobile consumers and data analyzed to ensure validity and reliability of the findings. In order to determine mobile content consumer typologies cluster analysis, to detect the differences in terms of decision-making styles and value, attitude and lifestyles among clusters one-way ANOVA analysis conducted.

In cluster analysis part researcher found out three significant clusters in terms of mobile typology and named these clusters as mobilesusers, mobile followers and mobile laggards. ANOVA test results put forward that mobilesusers give decisions more brand conscious than mobile followers and mobile laggards. Similarly, while mobilesusers give their decisions they get confused by overchoice more than mobile followers and mobile laggards. Lastly, ANOVA test results for thinkers item put forward that mobile laggards are more thinkers than mobile followers and mobilesusers

Keywords: Mobile Marketing, Mobile Content, Mobile Typology, Consumer Decision Making Styles, VALS

ÖZET

MOBİL İÇERİK TÜKETİCİ TİPOLOJİLERİ VE KARAR VERME STİLLERİ

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Haziran 2016, 141 Sayfa

Bu araştırma mobil servis kullanımlarını inceleyerek olası bir mobil devrim yaşanıyor mu tespit etmek, mobil kullanıcılar mobilden tükettikleri içeriklere göre farklı sınıflara ayrılıyor mu analiz etmek ve mobil içerik kullanıcılarının farklı sınıflarının karar verme ve kişisel değerler anlamında farklılıkları var mı konusunu incelemek amaçlarıyla hazırlanmıştır.

Mobil devrim yaşanıyor mu konusunu tespit etmek için tüketici anketleri, sektör raporları ve pazarlama literatürü incelenmiştir. Daha sonra, araştırma modelini ve yapılacak anketi şekillendirmek amaçlı birebir görüşmeler ve fokus grup çalışmaları gerçekleştirilmiştir. Kalitatif araştırma ve literatüre taraması sonucunda mobil kullanıcılar mobilden tükettikleri içeriklere göre farklı sınıflara ayrılıyor mu ve mobil içerik kullanıcılarının farklı sınıflarının karar verme ve kişisel değerler anlamında farklılıkları var mı konularını analiz etmek için bir model oluşturulmuştur.

538 adet mobil tüketici ile yapılan anket sonucunda elde edilen data için geçerlilik ve güvenilirlik analizleri gerçekleştirilmiştir. Mobilden tükettikleri içeriklere göre farklı sınıflara ayrılıyor mu konusunu analiz etmek için kümeleme analizi; mobil içerik kullanıcılarının farklı sınıflarının karar verme ve kişisel değerler anlamında farklılıkları var mı konusunu analiz etmek için de tek taraflı ANOVA analizler gerçekleştirilmiştir.

Kümeleme analizi sonucunda anlamlı üç adet küme bulunmuş ve bu kümelere mobil tüketiciler, mobil takipçiler ve mobile adapte olanlar isimleri verilmiştir. ANOVA analiz sonuçlarına göre mobil tüketicilerin diğer kümelere göre marka algıları daha yüksek şekilde karar verdikleri ve karar verirken fazla bilgiden dolayı aşırı yüklendikleri tespit edilmiştir. Yine ANOVA sonuçlarına göre mobile adapte olan kullanıcıların diğer kümelere göre daha düşünerek karar verdikleri saptanmıştır.

Anahtar Kelimeler: Mobile Marketing, Mobile Content, Mobile Typology, Consumer Decision Making Styles, VALS

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ABBREVIATIONS

AGFI	: Adjusted goodness-of-fit index
AMA	: Alternative models approach
AMOS	: Analysis of moment structures
AVE	: Average variance extracted
BTS	: Bartlett test of sphericity
CFA	: Confirmatory factor analysis
CFI	: Comparative fit index
CPM	: Cost per Impression
CPC	: Cost per Click
CMIN	: Chi-square
CR	: Construct reliability
DMS	: Decision Making Styles
EFA	: Exploratory factor analysis
GFI	: Goodness-of-fit index
QR code	: Quick Response Code
ICTA	: Information and Communication Technologies Authority
IVR	: Interactive Voice Response
IAB	: Interactive Advertising Bureau
KMO	: Kaiser-Mayer-Olkin measure of sampling adequacy
KPCB	: Kleiner Perkins Caufield Byers
MMS	: Multimedia Messaging Service
NFI	: Normed fit index
RMSEA	: Root mean square error of approximation
SEM	: Structural equation modeling
SMC	: Squared Multiple Correlations
SMS	: Short Messaging Service
SPSS	: Statistical package for social sciences
VALS	: Value, Attitude and Lifestyle

1. INTRODUCTION

Importance of mobile marketing has been growing day by day with the increase in the use of mobile devices, because these devices have become an important part of consumers' lives. Sector reports, consumer surveys and academic researches show that mobile marketing has become an important subject among both marketing practitioners and academicians.

According to Google and Ipsos Study (Google, 2011), mobile devices already integrated into our life with various of actions like 81% of survey participants use their mobile devices for browsing function where 77% use searching, 68% use mobile applications, and 48% watch videos. Furthermore, survey results also show that consumers use mobile devices almost everywhere and every time like at bathroom (%39), while watching TV (%33) and at the same time while reading newspaper (%22).

In addition, Study results indicate the importance of mobile devices at shopping, for instance; most of the participants (%79) use their mobile devices while shopping. Moreover, significant number of participants (%70) uses their mobile devices in store, where most of them (%74) give their purchase decision based on a mobile search. Moreover, mobile searches should be evaluated differently than web searches because study results show that 9/10 mobile searches resulted with an action like calling, clicking, purchasing, visiting, etc.).

Lastly, Mobile devices are also important tools for looking local information since the study reports 95% of participants use their mobile devices for this purpose. Moreover 88% of people who search local information on their mobile devices take action within a day by calling (61%) or visiting (59%)

According to Mobile TC (2015) Mobile internet has been one of the most rapidly penetrated innovation when unit sold in first ten years compared to other innovations

like mainframe computer (1 mio), minicomputer (10 mio), personal computer (100 mio), Desktop internet (1 billion), mobile internet (10 billion)

When global digital data is analyzed; according to we are social (2016) ; there are 3.42 bio internet users worldwide which means 46% global penetration; 2.31 bio social media users worldwide which means 31% global penetration; 3.79 bio unique mobile users worldwide which means 51% global penetration; 1.97 bio mobile social media users, equating to 27% global penetration.

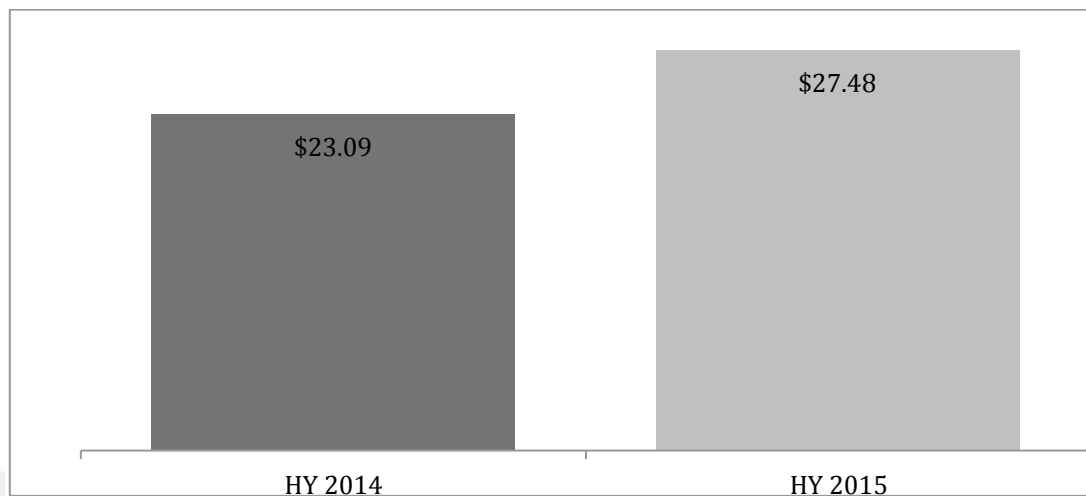
Moreover, data shows the importance of mobile in social media world since from 2.31 billion social media users 1.97 billion users access social media platforms via their mobile phones. For instance, biggest social media network Facebook's 85% of all users access to Facebook via mobile phones.

Lastly, mobile share of total Internet traffic grow from %0.7 (at 2009) to %38.6 (at 2016) which shows a rapid grow in that area. Mobile share growth in internet usage also shows that people started to use their mobile phone as their personal computers

IAB Internet Advertising Revenue Report Half Year (HY) 2015 is analyzed in order to examine digital advertising revenue growth and discrimination in United States (IAB, 2015). Appendix A shows digital advertising revenue growth between 2003-2015 Half Year

Figure 1.1 shows that revenue for half year (HY) 2015 totaled \$27.5 billion, which is 19.0% higher than in HY 2014

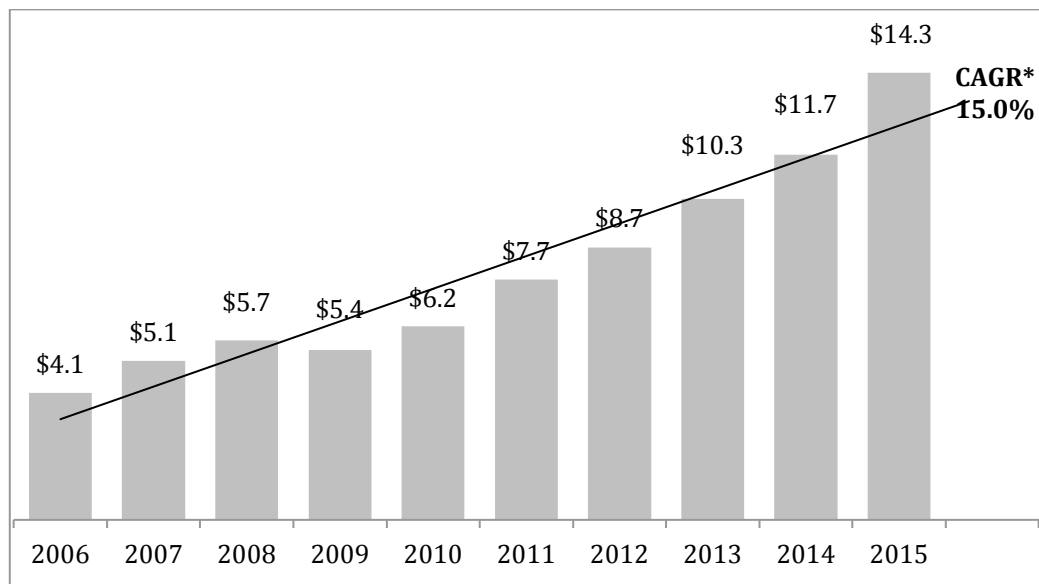
Figure 1.1: Digital Advertising Revenues for HY 2015 & HY 2016



Source: Internet Advertising Revenue Report, Half Year 2015, IAB & PwC

As can be seen from figure 1.2; in terms of revenues 2015 Q2 became the highest quarter with %22.5 year over year growth.

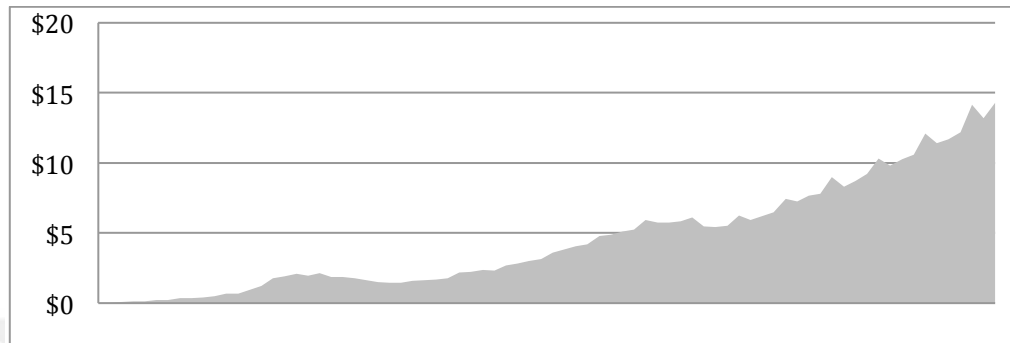
Figure 1.2: Second Quarter Revenues Between 2006-2015 (\$ billions)



Source: Internet Advertising Revenue Report, Half Year 2015, IAB & PwC

Figure 1.3 shows quarterly revenue growth trends between 1996-2015. At 2015 Q1 revenue reached 14 billion.

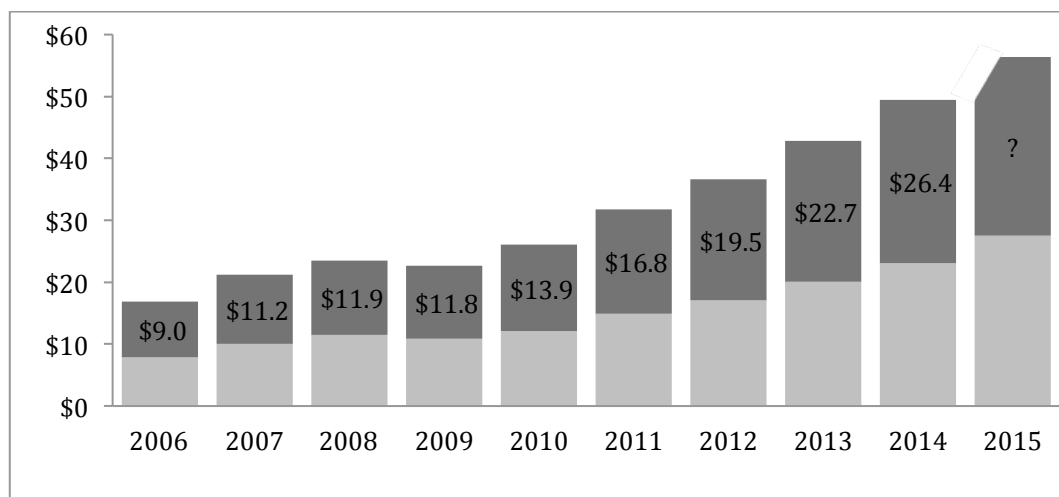
Figure 1.3: Quarterly Revenue Growth Trends Between 1996-2015 (\$ billions)



Source: Internet Advertising Revenue Report, Half Year 2015, IAB & PwC

Figure 1.4 shows first half vs. second half revenue between 2006-2015. At 2015 HY revenue reached 27.5 billion.

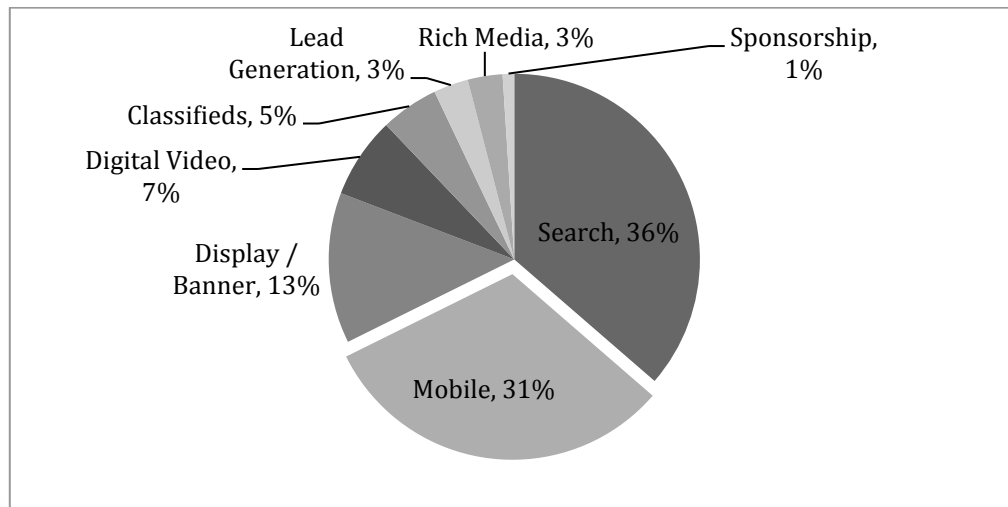
Figure 1.4: First Half vs. Second Half Revenue between 2006-2015 (\$ billions)



Source: Internet Advertising Revenue Report, Half Year 2015, IAB & PwC

Figure 1.5 shows ratio of different ad formats at 2015 Q2. Search advertising is leading in the first place and it is followed by mobile.

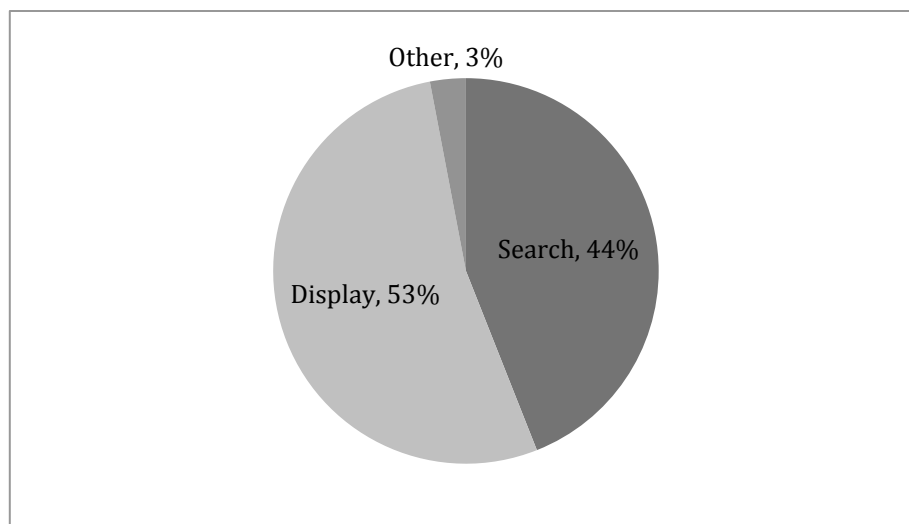
Figure 1.5: 2015 Q2 Ad Formats



Source: Internet Advertising Revenue Report, Half Year 2015, IAB & PwC

Figure 1.6 shows ratio of different mobile ad formats at 2015 Q2. Within mobile advertising display is in the first place which is followed by mobile search advertising

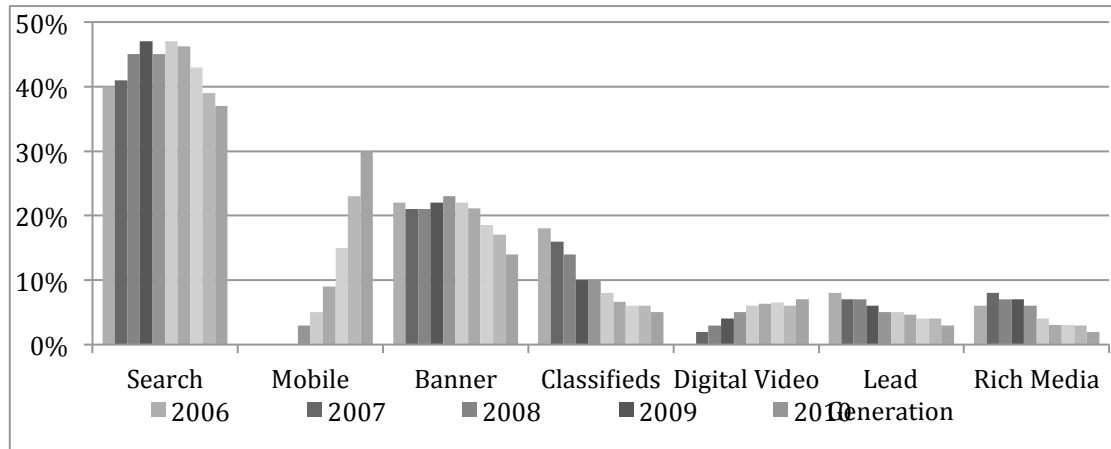
Figure 1.6: 2015 Q2 Mobile Ad Formats



Source: Internet Advertising Revenue Report, Half Year 2015, IAB & PwC

Figure 1.7 shows the advertising format share between 2006 and 2015. According to the figure it can be told that mobile advertising is the only channel facing an increase each year. That metric also shows the importance of mobile among marketers.

Figure 1.7: Advertising Format Share Between 2006 and 2015 (% of total revenue)



Source: Internet Advertising Revenue Report, Half Year 2015, IAB & PwC

Moreover, KPCB Internet Trends Report (KPCB, 2016) pointed out that; in 2014 smartphone penetration reached %40 globally. Furthermore, %55 of total mobile traffic came from mobile video. That data shows the importance of mobile video usage, for instance %75 of total Facebook's video views comes from mobile daily. Lastly, From 2013 to 2014 mobile advertising revenue globally increased %34 shows there is an increase in the interest of marketers to mobile advertising.

For mobile stats in Turkey ICTA (2016), KPCB (2016) and IAB (2016) reports were analyzed. According to KPCB; In 2014 smartphone penetration reached %33 and %39 of total traffic came from mobile which means mobile might overtake Internet usage in following years.

According to ICTA; as of 2016 there are 73.6 million mobile subscribers (%93.5 penetration rate, if 0-9 year's old population are excluded then penetration rate exceeds %100). ICTA also reported that; in the fourth quarter (Q4) of 2015 number of 3G subscribers reached 64 million. Turkey has 3 operators, their market share as of 2015 Q4 is Turkcell %46.2, Vodafone %30.4 and Avea %23.4 in terms of user numbers. Their market share regarding revenues is; Turkcell %42.2, Vodafone %36.8 and Avea %21.0. As of 2015 Q4 %51.8 of total mobile subscribers are pre-paid users. As of 2015 Q4 total number of SMS is 24.5 billion where MMS is 17.5 million. Regarding revenue

discrimination data revenues came closer to voice revenues at 2015 Q4 (Turkcell: %58,4 Voice, %29.4 Data, %5.8 SMS+MMS; Vodafone: %43.3 Voice, %43.2 Data, %10 SMS+MMS; Avea: %46.6 Voice, %42.3 Data, %8.7 SMS+MMS). As of 2015 Q4 Average Revenue Per User for Turkcell is 24.7 Turkish Lira; 25.2 for Vodafone, and 23.5 for Avea.

According to IAB Turkey; Table 1.1 shows digital advertising spending details of 2014 and 2015 in Turkey. Regarding mobile advertising it can be told that mobile display is increasing where SMS/MMS advertising is decreasing.

Table 1.1: 2015 Digital Advertising Revenues in Turkey

Category	2014	2015	Change
	Million TL	Million TL	%
Total Digital Advertising Revenues	1.409	1.673	18.80%
Display Advertising Revenues	520	612	17.50%
CPM - CPC Based Advertising	353	400	13.30%
Video Advertising	101	135	33.60%
Sponsorships	40	46	15.30%
Affiliates	27	31	16.80%
Search Engine Marketing Revenues	733	892	21.60%
SEM	492	589	19.50%
Display Network	241	304	25.90%
Mobile Advertising Revenues	58	69	18.80%
Mobile Display	26	42	61.00%
SMS/MMS	32	28	-15.00%
Classified Revenues	84	86	1.90%
Classifieds	84	86	1.90%
Other	13	15	13.70%
E-mail	6	6	-3.50%
In-game advertising	7	9	30.60%

Source: IAB Turkey 2015

In addition to industry data and trends, mobile marketing has been an important topic among marketing scholars, for this reason significant amount of researches conducted in mobile marketing topic in marketing literature Ngai and Gunasekaran (2007), Leppaniemi et al. (2006), Min and Ji (2008), Varnali and Toker (2010), Nodir and Heikki Karjaluo (2015), published papers investigating the literature on mobile marketing. Varnali and Toker (2010) reviewed 255 articles from 82 journals which were

published between 2000 and 2008. Ngai and Gunasekaran (2007) reported 149 m-commerce articles from 73 journals between 2000 and 2003. Leppaniemi, Sinisalo and Karjalainen (2006) investigated 109 mobile marketing articles between January 2000 and February 2006. Lastly, Min and Ji (2008), reported 162 papers published in China during the period of 2002 and 2006. In the literature review part studies about mobile marketing will be reviewed.

All these sector reports, consumer surveys and academic studies show that; first of all, mobile device usage and smartphone usage is increasing year by year. Secondly, mobile devices are becoming an integral part of consumers' daily lives. Thirdly, among marketers mobile is becoming one of the most important medium for this reason investment on mobile advertising is increasing year by year. Moreover, mobile Internet usage is started to overtake desktop Internet usage. That means mobile devices are becoming the first screen among consumers. Lastly, studies of scholars like Ngai and Gunasekaran (2007), Leppaniemi, Sinisalo and Karjalainen (2006), Min and Ji (2008), Nodir and Heikki Karjalainen (2015) and Varnali and Toker (2010) show that; marketing academia has been responding to the increase in the importance of mobile marketing which has been presented by consumers surveys and sector reports.

1.1 AIM OF THE RESEARCH

Sector reports, consumer surveys and academic studies show that the importance of mobile technologies has been increasing among consumers and companies. This study has following objectives in order to contribute both marketing theory and practice.

First aim of this study is investigating the usage of mobile devices and services around Turkey and around the globe in order to detect whether the 'mobile revolution' has arrived.

Every consumer has his/her own type of mobile usage. Since it is not possible to analyze each individual separately, it is better to analyze 'mobile consumers' in similar clusters. For this reason, this study is also aiming to determine 'mobile content consumer typologies' according to their mobile content consumption

Once different mobile content consumer typologies are determined, study will be aiming to analyze decision-making styles (DMS) and Value, Attitude and Lifestyles (VALS) of different mobile content consumers

Once different mobile content consumer typologies and their DMS and VALS are determined, the study will be aiming to contribute to the marketing literature as well as giving managerial implications to the industry regarding how to develop appropriate segmentation strategies in order to cluster consumers according to their mobile content consumption; determining which segment to target for different marketing campaigns according to DMS and VALS, and how to develop appropriate mobile marketing campaigns for targeted mobile consumer segments in accordance with general marketing strategy.

1.2 RESEARCH QUESTIONS

Study is aiming to address several questions to contribute to marketing literature and industry.

First research question is; Are there different types (clusters) of mobile content consumers? If yes what is the typology of mobile content consumers?

Second research question is; Do different clusters of mobile content consumers have different DMS? If yes what type of DMS different type of mobile content consumers have?

Third research question is; Do different clusters of mobile content consumers have different VALS? If yes what type of VALS different type of mobile content consumers have?

In addition to these three main research questions, study will be also aiming to address several other questions like; What is mobile revolution? What do industry reports and consumer surveys show regarding mobile revolution? What type of sub-categories do mobile marketing include such as mobile advertising, mobile content, mobile commerce, etc.... How to develop appropriate segmentation strategies in order to cluster consumers according to their mobile content consumption? How to target

different type of mobile content consumers according to their DMS and VALS?

1.3 METHODOLOGY AND METHODS USED

In this study researcher will use both qualitative and quantitative methods in order develop and empirically support the research model proposed.

This research is aimed to understand mobile content consumers' typology; their DMS and VALS. Before advancing to the quantitative study, through in-depth interviews and focus groups constructs related to typology and decision making styles are explored.

At the first stage of this research, in-depth interviews and focus groups with mobile phone users were conducted. The in-depth interviews mainly concentrated on mobile phone users' VALS, attitude toward their mobile content consumption and their DMS. Focus groups were utilized to understand factors of VALS, Attitudes toward mobile content consumption and DMS.

Information collected through exploratory phase was used for generated scales and validation for the adapted scales. After the scales were generated the quantitative part of the study started with the pilot test in order to increase the validity and reliability of the findings (Churchill 1979). At the pilot study part Exploratory Factor Analysis (EFA) and Reliability analysis conducted by the researcher.

After pilot study, research proceeded with the main study consisting of EFA, Confirmatory Factor Analysis (CFA), Two-Step Cluster Analysis and One-way ANOVA Analysis.

1.4 OUTLINE OF THE STUDY

This study has seven parts. In the first part of the research; aim of the study, research questions, methodology and methods used through the study are presented.

Part two consists of literature review including mobile marketing, consumer typologies and consumer decision-making and VALS topics.

At part three, conceptual framework of the study put forward in which constructs of the study are presented and hypotheses of the study are formed.

The fourth part of the study presents the methodology and methods used throughout the research.

The analysis and findings of the main survey will be presented in the fifth section.

At part six, discussion on the findings will be put forward.

Final part of the study will explain how this study has contributed to marketing literature and industry



2. LITERATURE REVIEW

In accordance with the objectives presented in the previous section, literature will be reviewed in mobile marketing, consumer behavior in mobile marketing, consumer typologies and value, attitude and lifestyles (VALS) topics. Mobile marketing literature will consist of definition and key issues in mobile marketing and components of mobile marketing which are mobile advertising, mobile commerce, mobile payment, mobile sales promotion, mobile content. Consumer behavior in mobile marketing literature will consist of consumer behavior toward mobile marketing including acceptance and adoption of mobile marketing and attitude toward mobile marketing, and mobile marketing effect on consumer behavior. Consumer typologies literature will consist of online consumer typologies literature, mobile consumer typologies literature and consumer decision making literature (including consumer decision making process and consumer decision-making styles). Lastly value, attitude and lifestyles (VALS) literature will be reviewed by the researcher

Firstly, literature regarding mobile marketing will be reviewed.

2.1 MOBILE MARKETING LITERATURE

As stated by Varnali and Toker (2010) in marketing literature studies regarding mobile marketing is accumulating. When these studies are analyzed, studies can be divided into three groups;

2.1.1 Definition and Key Issues in Mobile Marketing

Table 2.1 shows different mobile marketing definitions in the literature

Table 2.1: Mobile Marketing Definitions

Reference	Mobile Marketing Definition
Haghirian et al. (2005)	An instantiation of marketing in the context of a mobile environment
Kaplan (2011)	Any marketing activity conducted through a ubiquitous network to which consumers are constantly connected using a personal mobile device
MMA (Mobile marketing Association) Definition (Becker and Arnold, 2010)	A set of practices that enable organizations to communicate and engage with their audience in an interactive and relevant manner through any mobile device
Scharl et al. (2005)	Using a wireless medium to provide consumers with time- and location-sensitive, personalized information that promotes products, ideas and services.
Shankar and Balasubramanian (2009)	Two or multi way communication that takes place between a company and its customers by using a mobile medium, device, or technology after analyzing interactive marketing activities and their importance

In addition to these different definitions in the literature, the scholars also have analyzed mobile marketing and its key characteristics.

According to Shankar and Balasubramanian (2009) and Pascucci and Sara (2015), mobile devices have some key characteristics that are important for marketers such as portability; according to Shankar and Balasubramanian (2009) since mobile devices can be carried easily marketers can communicate with their mobile users anytime. Another key character of mobile devices are location-specificity; according to Shankar and Balasubramanian (2009); thanks to GPS function of mobile devices marketers can

identify mobile users' physical location and construct their mobile campaigns according to mobile users' location. For instance, according to Gidofalvi et al. (2008) asserted that; local directory listings, telemarketing and advertisement are some key actions in order to reach location based marketing objectives. Moreover, Pura (2005) believed that; GPS enables marketers more valid, accurate and timely communication with their customers. Another key character of mobile devices are Customization; according to Boaretto et al. (2011) mobile devices are adaptable to the customer's tastes for this reason they are highly customizable in terms of content and functionality. According to Tanakinjal et al. (2007) mobile services can be used as as credit or bank cards or any kind of identification. Lastly, wireless feature was put forward as a key character of mobile devices. According to Shankar and Balasubramanian (2009), mobile devices' wireless feature provides lots of opportunities to marketers in terms of distributing their messages through mobile devices.

Similarly, Huang and Symonds (2009) also put forward some specific characteristics of mobile marketing activities that differs mobile marketing from other marketing activities. They are; being interactive, location based and personalized.

Huang and Symonds (2009) pointed out that; there are two types of marketing approaches: push marketing (such as SMS marketing and telemarketing) where the consumers are passive and pull (interactive) marketing where consumers are active.

According to Kaplan (2011), mobile marketing required following conditions: The first of these is a 'ubiquitous network,' (Weiser; 1991); a combination of different networks such as wireless LAN and 3G, the second condition entails the user having constant access to this network, the last condition is; use of a personal mobile device which can be defined as any tool that allows access to a ubiquitous network.

In accordance with these definitions and characteristics, mobile marketing can be defined as any kind of marketing activity that is conducted through a mobile device. Since what makes mobile marketing unique is its ability to connect people and companies anytime and anyplace, while categorizing 'mobile device', any kind of

device that enable marketers to implement marketing activities anytime and anyplace should be contained within the category.

Huang and Symonds (2009) identified and described four different types of mobile marketing channels. They are TV, web, voice, and messages.

First channel is labeled as mobile voice also called 1st Mobile Generation. In this channel main communication is conducted via voice and main marketing activity is telemarketing. Comparing to traditional telemarketing it also has advantages of personalization to the marketers.

Second type is labeled as mobile messages also called 2nd Mobile Generation that involves marketing tools such as SMS /MMS services. According to Okazaki (2005) these services provide cost effective ways to marketers. For this reason as Battiato et al (2009) asserted; SMS is still a key feature as a mobile marketing tool. Huang and Symonds (2009) put forward four advantages of using mobile messaging marketing: first one is the lowest cost of message sending the comparing to other mobile marketing channels Okazaki (2005). Second one is storing message in the memory functionality (Tsang et al. 2004). Third one is storing information, which is difficult to communicate by other communication mediums (Mort and Drennan, 2005). Lastly, the computer system can easily recognize the contents of SMS/MMS messages, (Kautonen et al. 2007)

Third type is mobile Internet / Web (3rd Mobile Generation). According to Huang and Symonds (2009), mobile marketing is different from digital marketing. For instance, the costs of use of mobile Internet are higher than the normal internet. Moreover, as Haghirian and Inoue (2007) told, because of screen size limits, mobile site content must be designed specifically for each device. There are several ways to perform mobile internet marketing activities such as marketing through subscription of email newsletters, website advertisement, forums and blogs.

Last type is mobile television (4th Mobile Generation). Huang and Symonds (2009) asserted that fourth generation mobile tech is delivering television to the mobile phone. According to De Marez et al. (2007), in mobile TV marketing, repeating marketing messages several times is critical because it assists consumers in understanding or remembering. Furthermore, Pihlström and Brush (2008), asserted that Mobile TV marketing are more valid and accurate because it allows real time marketing

Kaplan (2011) classified mobile marketing applications into four according to being push or pull communication and according the level of consumer knowledge which can be high or low. Kaplan (2011) referred to first group (low knowledge/push) as strangers, second group (low knowledge/pull) as groupies, third group (high knowledge/push) as victims and last group (high knowledge/pull) as patrons

Mort and Drennan (2005) put forward that; mobile services include text, e-mail, chat kind of communication services, location based information services, m-commerce transactions, and mobile content such as infotainment services.

In accordance with definitions and key characteristics of mobile marketing; Shankar and Balasubramanian (2009) put forward some key differences between mass marketing (conducted through mass media such as magazines and TV) and mobile marketing. Regarding scope of audience; mass marketing addresses a broad range of existing and potential customers where mobile marketing is restricted to owners of mobile devices. Regarding potential type of communication; mass marketing involves text, voice, and video in rich formats where mobile marketing involves text, voice, and video in very limited visual space with limitations in transmission speed. Regarding direction of communication; mass marketing involves marketer-to consumer direction where mobile marketing involves interactive communication between marketer and consumer. Moreover, ability to deliver message by target location is low in mass marketing, but high in mobile marketing and ability to measure and track response is low in mass marketing, but high in mobile marketing. Furthermore, consumer targetability is low in mass marketing, but higher in mobile marketing. Lastly, cost per target audience high in mass marketing, but low in mobile marketing.

Lastly, Barutçu (2008) put forward four important parameters that supported mobile revolution which are; 3G (Third Generation Mobile System), rapid increase in the penetration rate of mobile devices, emergence of location based services and convergence of mobile Telco networks and internet

In addition to definitions and key characteristics of mobile marketing, in the literature some other studies dealt with key concepts regarding mobile marketing theory and strategy such as; mobile marketing future forecasts (Denk and Hackl, 2004), mobile services' business models (Haaker et al., 2006), company-level mobile marketing practices' adoption (Doolin and Ali, 2008; Okazaki, 2005a), mobile market place dimensions (Balasubramanian et al., 2002).

2.1.2 Components of Mobile Marketing

In this section different marketing tools that can be used through mobile devices will be analyzed. According to the literature (Barutçu, 2008; Kungpisdan *et al.*, 2004) components of mobile marketing are mobile advertising, payment, commerce, entertainment and sales promotion. All of these tools will be reviewed in the following sections separately.

2.1.2.1 Mobile advertising

In the literature most of the definitions regarding mobile advertising refer to traditional advertising (Tähtinen, 2005). Some of these definitions can be seen in table 3.2.

Table 2.2: Mobile Advertising Definitions

Reference	Mobile Advertising Definition
Bulander et al. (2007)	Advertising that uses mobile terminals
Haghirian et al. (2005)	Transmission of advertising messages via mobile devices
Leppäniemi et al. (2004)	Any paid message communicated by mobile media with the intent to influence the attitudes, intentions and behavior of those addressed by the commercial messages
Salo and Tähtinen (2005)	Ads sent to and presented on mobile handheld devices
Yuan and Tsao (2003)	A channel for tailor-made campaigns targeting users according to where they are, their needs at the moment, and the devices they are using

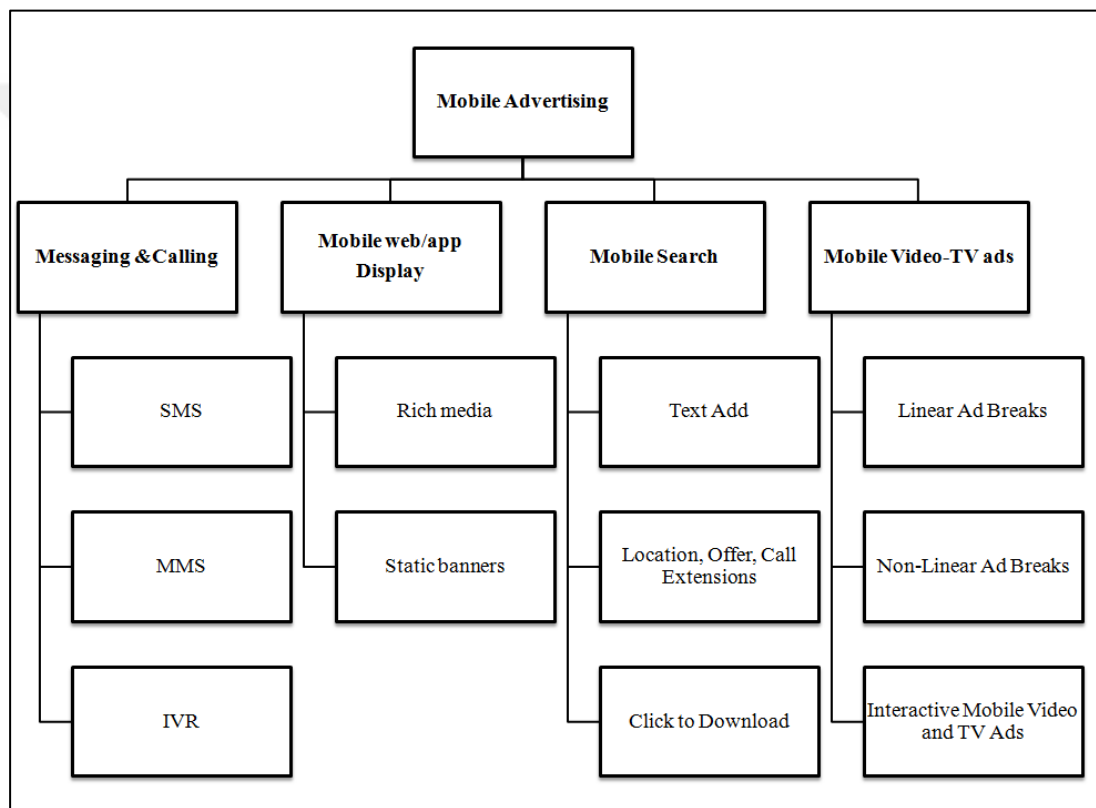
According to the literature mobile advertising consists of different categories; Leppäniemi and Karjaluo (2008) divided mobile advertising into five categories; as mobile web advertising (includes banners, mobile search, mobile portal), mobile broadcast advertising (includes mobile TV, Radio), mobile narrowcast advertising (includes mobile casting and blue casting), physical browsing (includes touching, pointing and scanning technologies such as Quick Response (QR) Code), and other (visual radio, in-game advertising, ring back tones).

In addition, Mobile Marketing Association (MMA) has defined five main types of mobile advertisements (MMA, 2011); mobile web ads (advertising through mobile websites includes mobile web banner ads and rich media mobile ads, SMS ads (advertising via textual messages sent to all subscribers, MMS ads (advertising through rich media messaging service), mobile video and TV ads (advertising through

multimedia content), mobile application ads (advertising through the mobile application)

In accordance with both classifications, it can be told that mobile advertising embraces four major categories as it is shown in figure 2.2.

Figure 2.1: Mobile Advertising Categories



2.1.2.1.1 Mobile advertising through messaging and calling

Advertising messages can be sent through messaging in two ways; SMS and MMS. SMS has been a popular topic among scholars while dealing with mobile marketing and mobile advertising subjects (Dickinger and Murphy, 2005; Bamba and Barnes, 2007; Turel et al. 2007) SMS enables consumers sending and receiving text messages from mobile devices (Turel et al. 2007). Barwise and Strong (2002) put forward that SMS for

advertising can be used for brand building, promotion offers, media information, voting. Bamba and Barnes (2007) asserted that SMS advertising is a type of push-model marketing where the marketer sends messages to the consumer. On the other hand, Multimedia Messaging Service (MMS) launched after SMS and from the user's perspective, it can be told that the logic and behavior of the service are similar to SMS. Major difference between SMS and MMS is MMS embraces richer content types than SMS such as color images, graphics, voice, music, video clips, and more (Coulombe and Grassel, 2004). Advertising messages can also be sent through calling by Interactive Voice Response (IVR) which is a system that allows users to interact with an automated communications system over the phone (Varnalı et al. 2010). IVR advertising has been used in different sectors like banking, telecommunication, health and etc....

2.1.2.1.2 Mobile display advertising through mobile web and mobile application

MMA describes mobile web as a medium for delivering web content. On the other hand, MMA describes mobile application as a medium and/or a content that is downloaded and stored by consumers on their mobile phone (2009).

Display ads that are located in mobile web and mobile applications can be classified into two. Banner ads are available across all mobile devices, from smartphones to feature phones, from iPhones/Androids to WAP phones. For this reason they are mostly used in mass-market campaigns (MMA, 2011). Banners are shown on all mobile devices on mobile sites and applications. On the other hand, Rich Media Mobile Ads are more interactive ad types that enable more engagement with consumers.

2.1.2.1.3 Mobile search advertising

In paid search advertising advertiser selects specific keywords and creates an ad which will appear when a user searches for those keywords (Rutz and Bucklin, 2008). Search advertising is aimed at direct demand fulfillment where the payment is made on a cost-per-click (CPC) basis (Etro, 2012). It can be told that; mobile search advertising is a

service offered by search engines on mobile devices. Google has dominated global Mobile Search Market share with 96.9% share according to Global Statcounter (Global StatCounter, 2012)

Google offers variety of products related to mobile search advertising such as text ads (three lines of text and a URL that links to the advertised website), offer extensions (special deals like %25 off), location extensions (clickable directions to the advertised business), call extensions (including a click-to-call phone number in the ad), click to download (promoting mobile apps in search results) (Google, 2013)

2.1.2.1.4 Mobile TV video advertising

MMA asserted that Mobile video and TV is an important advertising medium that gives brand advertisers the potential of reaching audiences in a targeted and personal manner (MMA, 2009) MMA divided Mobile TV and Video advertisement into three main categories (MMA, 2011).

First category is linear ad breaks which consist of six sub-categories Billboard Ad, Bumper Ad, Pre-Roll Ad, Mid-Roll Ad, Post-Roll Ad and Book Ending Ad.

Second category is non-linear ad breaks. This type of ads consists of overlay ads (appear over the top of video) and companion ads (appear adjacent to video content).

Third category is interactive ads consisting of mobile interactive video and interactive TV ads. in these type of ads user can click, browse, and zoom.

Haghirian et al. (2005) investigated how perceived advertising value of mobile marketing can be increased. They investigated message content whether it is entertaining, informative, and credible, moreover they examined frequency of message exposure and consumer attitudes towards privacy.

2.1.2.2 Mobile commerce

Mobile commerce can be defined as any monetary that is done via a mobile network (Ngai and Gunasekaran, 2007). Literature on mobile commerce is still accumulating and attention to this topic has been increasing among scholars. In their literature review article, Ngai and Gunasekaran (2007) analyzed 149 m-commerce articles and they classified them into five distinct categories: wireless user infrastructure, mobile commerce theory and research, wireless network infrastructure, mobile middleware, and mobile commerce applications and cases.

Mobile commerce is also known as mobile electronic commerce and it is believed to be the next gold rush after e-commerce. (Hsieh, 2007). On the other hand, Stafford and Gillenson (2003) believed that E-commerce is mostly about buying and selling, while m-commerce was expected to be largely data-driven.

In the literature most of the studies deal with conceptualizations of mobile commerce (Fouskas et al., 2005), differences between ecommerce and mcommerce (such as; Maamar, 2003), and important classes of m-commerce applications including financial applications, inventory and service management, etc.. (Varshney and Vetter, 2002).

Barutçu (2008) divided mobile commerce marketplace into two as B2C and B2B. According to him, B2C mobile commerce is composed GSM operators; customers and providers, where B2B mobile commerce consists of GSM operators and producers.

2.1.2.3 Mobile payment

Mobile payments can be defined as payments carried out with at least one mobile device (Ondrus and Pigneur, 2007) or as payment done via a mobile device by using mobile device in order to initiate, authorize and confirm (Au and Kauffman, 2007). Given the widespread use of mobile devices and users' needs for convenient and timely payment, mobile payment is expected to become an important channel for conducting financial transactions (Yang et al. 2012).

In the literature, as Dahlberg et al.'s study (2008) presented, most of the studies in mobile payment subject covered technical issues (such as protocols, systems architectures, etc.) and consumer-centric study (such as acceptance and adoption to mobile payment).

According to Carr (2007) and Karnouskos and Fokus (2004) mobile payment has some unique characteristics such as; simplicity and usability (the m-payment application must be user friendly and simple), universality (M-payments service must cover domestic, regional and global environments payments), interoperability (implemented systems should interact with other systems), security, privacy and trust (a customer must trust a mobile payment application to share his or her credit card information. Moreover, customer privacy should be taken into account in mobile payment transactions and mobile payment system should be secure enough to prevent attacks from hackers), cost (mobile payment should not be costlier than existing payment methods), speed (mobile payment system's speed at must be acceptable to both customers and merchants) and cross border payments (Mobile payment application must be available word-wide)

Lim (2008) classified mobile payment solutions into three models on the basis of payment.

First model is bank account based mobile payment model. Carr (2007) suggested that if banks and telecom operators work together to provide an m-payment solution it is a winwin situation for both industries. In bank account based model, bank account of the customer is linked to phone number of the customer, and when mobile payment is made bank account of the customer is debited, merchant account is credited.

Second model is credit card based mobile payment model. Similar to Bank account based mobile payment, in credit card based mobile payment, the credit card number of customer is linked to his/her mobile phone number, and when mobile payment is made credit card of the customer is charged, and the value is credited to the merchant account

Third model is telecommunication company billing based mobile payment model. In this model, customers may make using his/her mobile phone and this may value is charged to the mobile phone bills of the customer.

In accordance with these three mobile payments models, various technologies can be used (Carr, 2007; Ondrus and Pigneur, 2007) such as; SMS, Unstructured Supplementary Services Delivery (USSD), SIM-based Application, NFC, Mobile Wallet, IVR, etc.

In mobile payments ecosystem there are several stakeholders (Carr, 2007 and Karnouskos and Fokus, 2004) such as customers, merchants, operators, mobile device manufacturers, financial institutions, banks software, etc.

2.1.2.4 Mobile sales promotion

Kotler defined sales promotion as ‘short-term incentives to encourage the purchase or sale of a product or service’ (2005, p.719). Leppäniemi and Karjaluo (2008) asserted that there are a lot of activities that can be labeled as sales promotions in mobile marketing, and they divided mobile sales promotions into three as; branded content category (e.g. ringtones, advergames, news, sports content, etc.), competitions (such as quizzes, voting, and text ‘n’ win promotions), other (e.g. sending information by sending a text message, and mobile coupons)

Barutçu (2008) defines mobile sales promotion as a promotional effort including discounts, gifts, coupons, in order to effect sales.

2.1.2.5 Mobile content

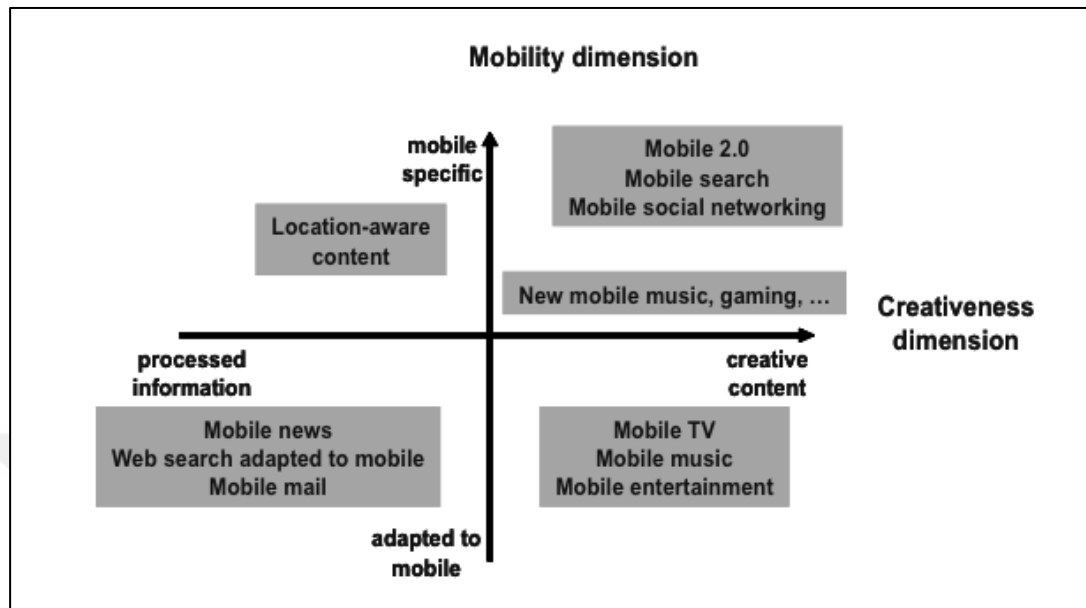
In the literature most of the studies regarding mobile content are related to mobile entertainment. There are different definitions and conceptualizations about mobile entertainment in the literature. For instance, Wong and Hiew (2005) asserted that

mobile entertainment can be labeled as a type of activity conducted on mobile devices by using wireless telecommunication network which incurs a cost upon usage and interacts with service providers. Mobile entertainment consists of a range of activities including but not limited to downloading ring tone, logo, music and movie; playing games, instant messaging, accessing location-based entertainment services, and Internet browsing. In another study, Barutçu (2008) classified mobile entertainment activities as listening music, playing games, gambling, watching television, video and sport matches.

In accordance with these definitions, it can be told that mobile entertainment category directly relates to mobile content. According to Feijóo et al. (2009) mobile content domain is widely defined by several subsectors like mobile television and video, mobile music (ringtones, back tones, fulltracks, etc.), mobile gaming, mobile adult, mobile personalization (wallpapers, images, etc.), mobile user-generated content, mobile publishing, (books and magazines), mobile advertising (is also typically included within this area because it is itself composed of content), mobile gambling

Feijóo et al. (2009) put forward following dimensions for mobile content.

Figure 2.2: Mobile Content Dimensions



Source: Feijóo, C., Maghiros, I., Abadie, F., & Gómez-Barroso, J. L. (2009). Exploring a heterogeneous and fragmented digital ecosystem: Mobile content. *Telematics and Informatics*, 26(3), 282-292.

Moreover, Feijóo et al. (2009) asserted that there are various business models for mobile content environment such as subscription (business model in which users are charged a periodic - daily, monthly or annual- fee in order to subscribe to mobile content), Pay-per-use, Advertising, etc.

In OECD report (2005); mobile content types are categorized as; music (ringtones, full track downloads, music videos, ringbacks), games (embedded and downloadable games, online mobile games, SMS/MMS browsing, multiplayer games, location-based games, cross-platform games, public sector game applications); mobile video applications (sports clips, mobile broadcast services, live-streamed TV); enterprise applications; information, location and tourist services; publishing/news services; wireless payment services; branding/advertising; messages; gambling and adult entertainment; public safety information

2.1.3 Consumer Behavior in Mobile Marketing Context

Studies regarding consumer behavior in mobile marketing context can be divided into two as consumer behavior toward mobile marketing and mobile marketing effect on consumer behavior.

2.1.3.1 Consumer behavior toward mobile marketing

Under this topic studies regarding adoption and acceptance of mobile marketing, and attitude toward mobile marketing can be found.

2.1.3.1.1 Acceptance and adoption of mobile marketing

Most of the studies in the mobile marketing literature addressed to consumer behavior issues toward mobile devices, mobile commerce and mobile marketing. Within these studies, some of them dealt with the determinants to the adoption to mobile marketing such as demographics (Bigne et al., 2005), social and peer effect (Lee and Murphy, 2006), the content received via mobile (Wang et al., 2006), context of the marketing message received via mobile (Barnes and Scornavacca, 2004), culture (Harris et al., 2005), mobile device's usefulness and ease of use Pagani (2004), perceived risk and complexity (Kleijnen et al., 2004). Similarly, some of the scholars investigated acceptance of the mobile phone itself (Barnes and Scornavacca, 2004; Bauer et al., 2005; Dickinger et al., 2004) and consumer acceptance and adoption of mobile services in general (Foulds and Burton, 2006).

Shankar and Balasubramanian (2009) dealt with the 'adoption of innovation' subject while examining the drivers of mobile marketing adoption. They asserted that; the key drivers of adopting a mobile device or service include the relative advantage of the innovation, the innovation's fit with existing usage patterns, the perceived complexity of the innovation, the ability to try out the innovation, the perceived risk related to

adoption. Similarly, Henderson et al. (1998) found that the usefulness and enjoyment derived in using an innovation will likely lead to increased loyalty and future use.

Besides adoption to innovation, most of the scholars dealt with directly mobile marketing adoption. For instance, Merisavo et al. (2007) indicated that the utility and relevancy of mobile advertising messages affect customers' adoption to mobile marketing. Similarly, Pura's (2005) survey showed that; conditional value (such as context), commitment, and monetary value had the strongest influence on behavioral intentions to use mobile services. Moreover, Pagani (2004) found that; perceived usefulness, ease of use, price, and speed of use were the most important determinants of adoption of multimedia mobile services. Similarly, Kleijnen et al., (2004) found that; perceived risk, followed by complexity and compatibility were the most important drivers of adoption. Lastly, in their study, Nysveen et al. (2005) demonstrate that; the intention to use mobile devices can be driven by perceived enjoyment, perceived usefulness, and perceived expressiveness. They also asserted that; the strengths of these influences varied across four mobile service areas: person-to-person interactive text messaging, contact services (which extend text messaging to a larger social network), payment services, and gaming services.

In addition to drivers to mobile adoption, some authors also mentioned about the barriers to mobile adoption such as Barutçu (2008), Fenech (2002) and Shankar and Balasubramanian (2009). Barutçu (2008) put forward that; main barriers to mobile marketing are the mobile web browsers, technological skills, perception of risks and traditional shopping culture, lack of awareness of the benefits provided by them. Fenech (2002) asserted that security, tangibility, and the lack of experience are also main barriers of mobile commerce. Shankar and Balasubramanian (2009) believed that low penetration of mobile devices' video capability and lack of trust in mobile marketing are the major hurdles for mobile marketing.

After evaluating the results of different studies regarding mobile adoption, it can be told that; drivers and barriers of mobile adoption changes from person to person, device to device, application to application, channel to channel, service to service, etc. Mostly

drivers like utility, relevancy, context, ease of use, price, usefulness, speed of use, perceived risk, compatibility, enjoyment, and expressiveness are being mentioned in the literature. Also, perception of risks, lack of awareness of mobile benefits, lack of experience in using mobile devices and services, low penetration of mobile devices' extra feature capability and lack of trust are presented as the major barriers to mobile adoption in the literature.

2.1.3.1.2 Attitude toward mobile marketing

Another specific field of research focuses on consumer perceptions and attitudes towards the use of the mobile services for marketing (Barnes and Scornavacca, 2004; Barwise and Strong, 2002; Carroll et al., 2007). Under this topic, some studies dealt with the factors and their effects to consumers' attitudes toward mobile marketing such as; entertainment and information value (Bauer et al., 2005), informativeness and credibility of the message received via mobile (Haghirian and Inoue, 2007), message sender Wais and Clemons (2008).

Like determinants to mobile adoption, findings regarding customers' attitude toward mobile marketing also vary in the literature. In their study, Bauer et al. (2005) asserted that; developing a positive attitude towards mobile marketing leads to the behavioral intention to use mobile services. Moreover, developing a positive attitude toward mobile marketing is affected by factors like innovativeness, information seeking, existing knowledge, perceived utility, perceived risk. Barwise and Strong (2002) suggested that; being simple and inexpensive develop a positive attitude towards mobile marketing. According to Barutcu (2007) price-consciousness and more involvement provide attitudes towards mobile marketing tools overall. Haghirian and Inoue (2007) believed that; informativeness and credibility of the advertising message have the greatest impact on consumers' attitude towards mobile marketing. Wais and Clemons (2008) found that; customers perceive marketing message positively if it came from another person than if it came from a company. Rohm et al. (2012) investigated the affect of perceived usefulness, attachment, innovativeness, and risk avoidance to attitude toward mobile marketing. Nysveen et al. (2005) investigated the influence of

users' beliefs about a services' usefulness, ease of use, enjoyment, and possibilities for expressiveness on their attitude toward using the service. Sultan et al. (2009) incorporated marketing-related mobile activity (information provision, accessing mobile content, and sharing content within the mobile platform) as factors mediating the relationship between risk acceptance and personal attachment and acceptance of mobile marketing practices. Shankar and Balasubramanian (2009) examined role of mobile marketing in customer decision-making and asserted that marketers should affect each of consumer decision making process (need recognition, information search, alternative evaluation, purchase and post-purchase) by mobile marketing initiatives.

Findings of the studies regarding customers' attitude toward mobile marketing show that; up to know several factors that affect customers' attitude toward mobile marketing were detected. On the other hand, just like findings regarding drivers and barriers of mobile adoption, factors affecting customers' attitude toward mobile marketing vary among customers, devices, services and channels. For this reason after analyzing drivers and barriers of mobile adoption in their target market context, marketers should also analyze factors affecting customers' attitude toward mobile marketing according to their target customers' characteristics and mobile marketing tools that they offer to their customers. Shortly, as Barutçu (2008) claimed; in order to successfully market products and services via mobile, marketers understand mobile phone users' attitudes, perceptions, characteristics, and shopping patterns. Then, marketers should construct their mobile marketing strategy according to these attitudes, perceptions, characteristics, and shopping pattern.

2.1.3.2 Mobile marketing effect on consumer behavior

Within mobile marketing literature as Shankar and Balasubramanian (2009) claimed; although industry reports shows importance of mobile marketing on customer perceptions and behavior, there is scant academic research about mobile marketing influence on customer decision-making.

Most valuable research on this topic was conducted by Karaatli et al. (2010) by focusing on mobile services' impact on shopping experience. In this study, authors investigated consumers' belief with regards to mobile services impact on consumer shopping experience. They investigated both in terms of overall shopping experience and at different stages of the consumer decision-making process (need recognition, information search, and evaluation of alternatives, purchase, and post-purchase). Moreover, in their study, the relationship between beliefs and intentions to use mobile services in future shopping activities is also being investigated. At the end of their study, they found out that; mobile services can help improve consumers' shopping experience at different stages of the consumer decision-making process, as well as the overall shopping experience. Results also provide support for the relationship between consumer beliefs (mobile services' impact on shopping experiences) and intention to use mobile services in shopping.

On the other hand, instead of impact of mobile services on consumer decision making behavior, various studies investigated the issues related to consumer's online purchase and online shoppers' behavior and decision process (Teo and Yeong, 2003; Gupta and Walter, 2004; Senecal et al. 2005; Chen, 2009).

As asserted in the first part of the study; industry reports and consumer surveys show the importance of mobile devices and services on consumer decision making process. In response to these reports, there are an increasing number of studies in marketing literature regarding mobile marketing but as can be seen from literature review part, most of the studies are dealing with consumer acceptance/adoption of mobile marketing and attitude toward mobile marketing instead of impact of mobile services on consumer decision making process.

2.2 CONSUMER TYPOLOGIES LITERATURE

In this part, studies regarding both online and mobile consumer typologies will be presented.

2.2.1 Online Consumer Typologies Literature

There are few studies dealing with typology of consumers according to their internet usage:

Rohm and Swaminathan (2004) dealt with a typology of online shoppers based on their shopping motivations. They analyzed these motives including online convenience, physical store orientation, information use in planning and shopping, and variety seeking in the online shopping context. They found out that; there are four shopper types: convenience shoppers, variety seekers, balanced buyers, and store-oriented shoppers.

Barnes et al. (2007) used perceived risk, attitude towards online-shopping, shopping enjoyment, willingness to buy as typology criteria while analyzing a customer typology for the internet.

Donthu and Garcia (1999) examined the significant differences between internet shoppers and nonshoppers. They found out two groups which differ significantly in terms of age, income, importance of convenience, risk aversion, impulsiveness, variety seeking propensity, attitude toward direct marketing and advertising.

Bressolles and Durrieu (2008) aimed to propose a typology of online customers based on the dimensions of electronic service quality applied to wine Websites. They used the dimensions of electronic service quality proposed by Parasuraman, Zeithaml and Malhotra in 2005 which contains: information (quality and quantity of the information about the product or the service); ease of use; website design, aesthetic elements of the

Website like color, graphics; reliability, capacity to fulfill promises; security/privacy, security of financial data and respect of private life; offer (the richness and variety of the goods offered by the Website); and interactivity.

Ortega Egea et al. (2007) conducted a comprehensive study regarding European Internet user types and found out five different types. Laggards (16% - Occasional and infrequent use of Internet services and no use of eGovernment services); confused and adverse (2% - high variability, but generally low usage of Internet); advanced Users (16% - Frequent use of eGovernment services, not only for administrative tasks but also for other purposes); followers (19% - Use the Internet quite frequently but not on a daily basis); non-internet users (44%)

In their study, Brandtzaeg, Petter Bae, and Jan Heim. (2011) analyzed typology of social networking sites users and found out following user types; sporadics, lurkers, socialisers, debaters, actives.

2.2.2 Mobile Consumer Typologies Literature

Barnes et al. (2007, p.73) asserted that; ‘the construction of consumer typologies has its roots in clinical psychology, which emphasizes different approaches towards developing “types” of personalities.’ Since mobile marketing and mobile services are new concepts to marketing literature mobile consumer typologies subject is an important topic that should be analyzed.

In 2009, Horrigan conducted a research on typology of consumers according to their internet and mobile usage (Horrigan, 2009) and placed consumers into ten groups:

First group is Digital Collaborators. According to research findings; 8% of participants use information gadgets to collaborate with others and share their creativity with the world.

Second group is Ambivalent Networkers. According to research findings; 7% of participants heavily use mobile devices to connect with others and entertain themselves, but they don't always like it when the cell phone rings.

Third group is Media Movers. According to research findings; 7% of participants use online access to seek out information nuggets, and use these information nuggets make through users' social networks via desktop and mobile access.

Fourth group is Roving Nodes. According to research findings; 9% of participants use their mobile devices to connect with others and share information with them.

Fifth group is Mobile Newbies. According to research findings; 8% of participants lack robust access to the internet, but they like their cell phones.

Sixth group is Desktop Veterans. According to research findings; 13% of participants are dedicated to wireline access to digital information, and like how it opens up the pipeline to information for them.

Seventh group is Drifting Surfers. According to research findings; 14% of participants are light users and say they could do without modern gadgets and services.

Ninth group is Information Encumbered. According to research findings; 10% of participants feel overwhelmed by information.

Tenth group is The Tech Indifferent. According to research findings; 10% of participants are unenthusiastic about the internet and cell phone.

Eleventh group is Off the Network. According to research findings; 14% of participants are neither cell phone users nor internet users.

In this research, typology of consumers revolves around consumers' relationships to information and communications technology (ICT) in three areas: assets (the gadgets

and services they have); actions (what they do with what they have); and, attitudes (what they think about how ICTs fit into their lives).

2.3 CONSUMER DECISION MAKING LITERATURE

In this part literature will be reviewed in two sections; consumer decision making process and consumer decision making styles

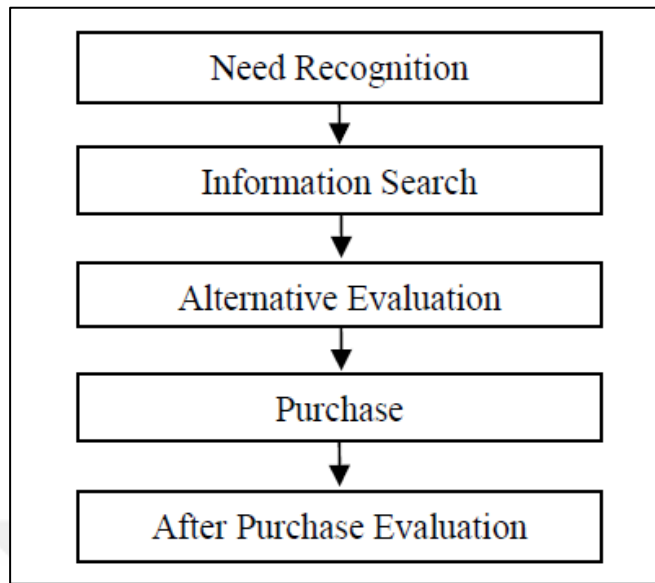
2.3.1 Consumer Decision Making Process

Teo and Yeong (2003) asserted that in the literature there are many models which are attempting to explain or predict consumer decision process such as Nicosia model, Howard–Sheth model and EBM (Engel et al., 1995) model.

Among these grand models, as Chen (2009) asserted, the most popular model of consumer purchasing decision-making process is the EBM model (Kotler, 2003) which was abstracted from the EKB (Engel et al., 1968) model (Smith and Brynjolfsson, 2001).

O'Brien (1987) defined the EBM model as an attempt to theoretically stimulate the decision-making process of consumers which can be divided into five stages: need recognition, information search, alternative evaluation, purchase, and after purchase evaluation as can be seen from figure 2.5 (Chen, 2009).

Figure 2.3: Consumer Decision Making Process



Source: Adapted from O'Brien, J. (1987). An empirical evaluation of the EKB model relative to the decision-making process. *Developments in marketing science*. Akron, OH: Academy of Marketing Science.

According to Teo and Yeong (2003) one of the advantages of the EBM model is its generality and applicability to a wide range of situations. They asserted that; the process begins with the stimulation of a need. Once the need is identified, the consumer starts to search for information about the alternatives to satisfy the need. When an alternative is chosen, the purchase is made and finally post-purchase evaluation is carried out which affects the future decision-making.

2.3.2 Consumer Decision-Making Styles

Sproles and Kendall (1986) defined consumer decision-making as a mental orientation characterizing a consumer's approach to making choices. In the literature consumer decision making styles categorized in three different approaches (Steven et al., 1996); consumer typology approach (Darden and Ashton, 1974; Moschis 1976); psychographics /lifestyle approach (Lastovicka, 1982; Wells, 1975); and consumer characteristics approach (Sproles, 1985; Sproles and Kendall, 1986; Sproles and Sproles, 1990).

Among different approaches, consumer characteristics approach has been most powerful and explanatory one. This approach assumes that decision-making styles can be determined by identifying general orientations towards shopping and buying (Steven et al., 1996).

Sproles and Kendall (1986) developed consumer style inventory (CSI) which is useful to marketers because of providing a quantitative instrument for decision-making styles. CSI consists of eight constructs: perfectionism or high-quality consciousness; brandconsciousness; novelty-fashion consciousness; recreational hedonistic shopping consciousness; price and “value for money” shopping consciousness; impulsiveness; confusion over choice of brands, stores and consumer information; habitual, brand loyal orientation towards consumption.

Moreover, some of the studies in the literature investigated whether decision-making styles can vary across cultures (Sproles and Kendall, 1986; Hafstrom et al., 1992; Durvasula et al., 1993; Fan and Xiao, 1998).

2.4 VALUE, ATTITUDE AND LIFESTYLES (VALS) LITERATURE

Value, Attitude, and Life Styles (VALS) was developed by Arnold Mitchell in 1978 and it has been widely used by the academy and industry as a consumer segmentation system (Mitchell, 1983). According to Lawson & Todd (2001) VALS is based on Maslow’s hierarchy of human needs and explicitly links the two constructs (i.e. values and lifestyles).

VALS classified people according to how they spend their time and money as a result of questions, which include attitude statements and several demographic items (Chen, 2007; Lee, 2005; Lin, 2003). VALS consisted of eight distinct types (SBI, 2015).

Innovators are always taking in information, they are confident enough to experiment, make the highest number of financial transactions. Moreover, they are skeptical about advertising, they have international exposure, they are future oriented self-directed consumers, they believe science and R&D are credible. Lastly, they are most receptive to new ideas and technologies, they enjoy the challenge of problem solving and they have the widest variety of interests and activities (SBI, 2015).

Thinkers have "ought" and "should" benchmarks for social conduct, they have a tendency toward analysis paralysis, they plan, research, and consider before they act. Furthermore, they enjoy a historical perspective, they are financially established and they are not influenced by what's hot. Lastly, they use technology in functional ways, they prefer traditional intellectual pursuits and they buy proven products (SBI, 2015).

Believers believe in basic rights and wrongs to lead a good life, they rely on spirituality and faith to provide inspiration, they want friendly communities. Moreover, they watch TV and read romance novels to find an escape, they want to know where things stand; have no tolerance for ambiguity. They are not looking to change society and they find advertising a legitimate source of information. Lastly, they value constancy and stability (can appear to be loyal) and they have strong me-too fashion attitudes (SBI, 2015).

Achievers have a "me first, my family first" attitude, they believe money is the source of authority, they are committed to family and job, they are fully scheduled, goal oriented, hardworking and moderate. Furthermore, they act as anchors of the status quo. They are peer conscious, private and professional. Lastly, they value technology that provides a productivity boost (SBI, 2015).

Strivers have revolving employment; high temporary unemployment, they use video and video games as a form of fantasy, they are fun loving and imitative. Moreover, they rely heavily on public transportation and they are the center of low-status street culture. Lastly, they desire to better their lives but have difficulty in realizing their desire and they wear their wealth (SBI, 2015).

Experiencers want everything, they are first in and first out of trend adoption and they go against the current mainstream. They are up on the latest fashions, they love physical activity (are sensation seeking). Moreover, they see themselves as very sociable and believe that friends are extremely important. Lastly, they are spontaneous and Have a heightened sense of visual stimulation (SBI, 2015).

Makers are distrustful of government, they have a strong interest in all things automotive and they have strong outdoor interests such as hunting and fishing. Furthermore, they believe in sharp gender roles and they want to protect what they

perceive to be theirs. Lastly, they see themselves as straightforward; appear to others as anti-intellectual and they want to own land (SBI, 2015).

Survivors are cautious and risk averse, they are the oldest consumers and they are thrifty. They are not concerned about appearing traditional or trendy and take comfort in routine, familiar people, and places. Moreover, they are heavy TV viewers and loyal to brands and products. Lastly, they spend most of their time alone, they are the least likely use the internet and they are the most likely to have a landline-only household (SBI, 2015).

In this part researcher reviewed literature in terms of Mobile marketing, Consumer typologies, consumer decision making and VALS literature. In the following part of the study researcher will put forward a conceptual framework consisting of a theoretical model (SBI, 2015).

3. CONCEPTUAL FRAMEWORK

Industry reports and consumer surveys presented in the first part of the study shows that there is a ‘mobile revolution’ happening all over the world. For this reason any topic under ‘mobile’ became so crucial for marketing thinkers and doers.

Literature review presented in the previous section shows that mobile marketing literature is in accumulation period and for this reason researches related to mobile marketing is very important for marketing literature. Moreover, when studies conducted in mobile marketing literature are analyzed, it is detected that there is a lack of studies conducted in mobile content context although content consumption of consumers via their mobile devices already became an important phenomenon.

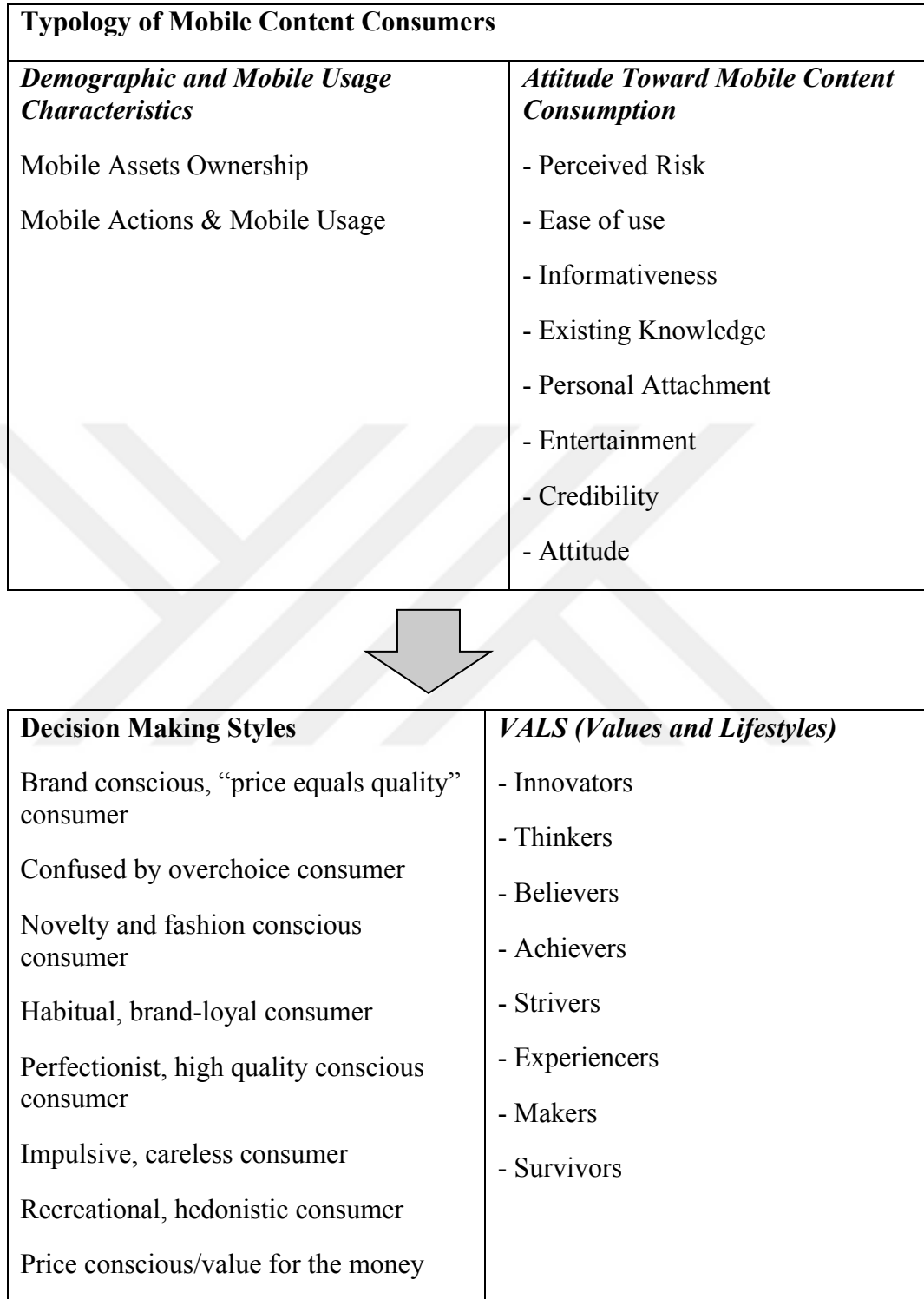
Similarly, since there are studies for consumer typologies and consumer decision making styles for different context, there is not a study covering typology and decision making styles of consumers regarding their content consumption via their mobile devices. It can be told that a study about consumer typologies according to content consumption via mobile devices and both decision-making styles and VALS of these mobile users is absent in the literature.

The aim of this part is constructing theoretical model for a typology of mobile content consumers, their DMS and VALS in accordance with mobile marketing, consumer typologies, consumer DMS and VALS literature.

3.1 THEORETICAL MODEL

The research model proposed in Figure 3.1 is aimed to investigate the a typology of mobile content consumers, their DMS and VALS. The research model is developed based on literature review on mobile marketing, consumer typologies, consumer DMS and VALS.

Figure 3.1. Research Model



3.1.1 Antecedents of Model Constructs and Hypothesis

In this part antecedents of model constructs and hypothesis will be presented by the researcher.

3.1.1.1 Typology of mobile content consumers

Constructs of mobile content consumer typologies are determined in accordance with studies regarding attitude toward mobile services, mobile assets ownership, and mobile actions in the literature.

First of all, because of the research conducted by Horrigan (2009) attitude toward mobile services is taken as a construct to determine typologies of consumers in mobile usage context. For this reason, this study also takes attitude toward mobile services as a construct while determining mobile content consumer typologies. This construct consisted of perceived risk, ease of use, existing knowledge, personal attachment, entertainment, informativeness and credibility antecedents.

Bauer et al. (2005) claimed that consumer behavior is strongly influenced by perception of risk. Moreover as Mitchell (1999) asserted; consumers are usually uncertain about the consequences of a decision or an action and consumer's subjective risk perception can thus strongly determine his behavior. According to Bauer (2005); this is true for the adoption of innovations because while adopting to innovations consumers find themselves in a situation of high risk when they are lack experience with the new product. Since mobile services can be classified as a type of innovation, Bauer (2005) investigated the relationship between perceived risk and attitude toward mobile marketing. For this reason 'perceived risk' is taken as one of the antecedents of attitude toward mobile content consumption.

Perceived ease of use refers to the degree of effort that consumers associate with using a mobile service (Davis 1989), and as Hung et al. (2003) and Nysveen et al. (2005) claimed it influences attitude toward mobile services and intention to use mobile

services. For this reason 'ease of use' is taken as one of the antecedents of attitude toward mobile content consumption.

Bauer et al. (2005) claimed that existing knowledge affects the cognitive processes related to a consumer's decisions and it determines consumer's ability to understand the features and usage of an innovation. Bauer et al. (2005) believed that existing knowledge about mobile services affect the attitude towards mobile marketing. For this reason 'existing knowledge' is taken as one of the antecedents of attitude toward mobile content consumption.

According to Sultan et al. (2009) personal attachment refers to the extent to which consumers seek to personalize their mobile phones with unique content, wallpapers, and ringtones as ways to present their phones as extensions of the self. In addition to Sultan et al. (2009), several studies investigated relationship between personal attachment and its effect an attitude toward mobile marketing and mobile phone usage (Skog 2002; Kasesniemi and Rautianinen 2002; Kim 2002; Rohm et al., 2012). For this reason 'personal attachment' is taken as one of the antecedents of attitude toward mobile content consumption.

Tsang et. al (2004) investigated relationship between entertainment and consumers attitude toward mobile advertising. For this reason 'entertainment' is taken as one of the antecedents of attitude toward mobile content consumption.

Tsang et. al (2004) investigated relationship between informativeness and consumers attitude toward mobile advertising. For this reason 'informativeness' is taken as one of the antecedents of attitude toward mobile content consumption.

Tsang et. al (2004) investigated relationship between credibility and consumers attitude toward mobile advertising. For this reason 'credibility' is taken as one of the antecedents of attitude toward mobile content consumption.

In the research conducted by Horrigan (2009), ownership of the mobile gadgets and services are used in order to determine typologies of consumers in mobile usage context. For this reason, this study also uses mobile assets ownership while determining mobile content consumer typologies. Ownership of mobile devices and applications are analyzed under this construct.

Lastly, in the research conducted by Horrigan (2009), mobile actions taken by consumers (what they do with what they have) is taken as a construct to determine typologies of consumers in mobile usage context. For this reason, this study also takes mobile actions and mobile usage as a construct while determining mobile content consumer typologies. Frequency of mobile device usage is analyzed under this construct.

In order to determine mobile content consumer typologies by using constructs presented above, survey is conducted and data that is collected is analyzed by using appropriate statistical methods.

First hypothesis is constructed as:

***H1:** Mobile users have different clusters in terms of Attitude Toward Mobile content, Mobile Assets Ownership, Mobile Actions and Mobile Usage*

3.1.1.2 Decision making styles of mobile content consumer typologies

Among different DMS approaches (Consumer typology approach, Darden and Ashton, 1974, Moschis 1976; psychographics /lifestyle approach, Lastovicka, 1982, Wells, 1975; consumer characteristics approach, Sproles, 1985; Sproles and Kendall, 1986, Sproles and Sproles, 1990) consumer characteristics approach has been most powerful and explanatory one. Because of that reason in order to investigate decision-making styles of mobile content consumer typologies Sproles and Kendall's (1986) consumer styles inventory (CSI) approached is added to the study.

In their study Sproles and Kendall (1986) provided a quantitative instrument for decision-making styles consisting of following constructs: perfectionism or high-quality consciousness; brandconsciousness; novelty-fashion consciousness; recreational, hedonistic shopping consciousness; price and value for money shopping consciousness; impulsiveness; confusion over choice of brands, stores and consumer information; habitual, brand loyal orientation towards consumption.

Second hypothesis is constructed as:

H2: Different Mobile Content Consumer Clusters Have Different DMS

3.1.1.3 Value, attitude, and life styles (VALS)

In the literature several studies used Mitchell's (1983) VALS approach in order to analyze target audience such as online game players (Shieh & Cheng, 2007; Whang & Chang, 2004); and online consumers (Ahmad et al., 2014).

For this reason in order to detect whether different mobile consumer types have different VALS, Mitchell's (1983) VALS items added to the study.

Third hypothesis is constructed as:

H3: Different Mobile Content Consumer Clusters Have Different VALS

4. METHODOLOGY AND RESEARCH DESIGN

In order to analyze mobile content consumer typology and their decision-making styles, both qualitative and quantitative research methods are used. Next sections will explain the mix methods of research design and how each method was utilized during different parts of the study.

4.1 RESEARCH DESIGN AND METHODS

In the study research design starts with exploratory stage, advances to survey instrument development, and then to the main survey.

In the exploratory phase literature review, in-depth interviews and focus groups with mobile users were conducted.

In light of the literature review, in-depth interviews and focus groups; surveys instruments were developed. Items developed by the researcher were evaluated by academics in order to establish content validity and face validity was used to ensure the indicators of the constructs covered the intended meaning before advancing to pilot study. At the pilot study part Exploratory Factor Analysis (EFA) and Reliability analysis conducted by the researcher.

After pilot study, research proceeded with the main study consisting of EFA, Confirmatory Factor Analysis (CFA), Two-Step Cluster Analysis and One-way ANOVA Analysis.

4.2 EXPLORATORY FIELDWORK

In this study in-depth interviews and focus groups with mobile users were conducted as qualitative data collection method before moving to second stage of the research.

The methods and the findings are presented in the next section.

4.2.1 In-depth Interviews

The first step of the qualitative data collection part was conducting in-depth interviews with mobile phone users.

Ten mobile phone users were interviewed. Participant details can be found at Table 4.1.

Table 4.1: In-depth Interview Participant Details

Age	Gender	Occupation	City	Interview Duration
31	Male	Doctor	Aksaray	33 min
34	Male	Accountant	İstanbul	25 min.
45	Male	CEO	İstanbul	40 min.
30	Male	Project Manager	İstanbul	27 min.
33	Male	CTO	İstanbul	31 min.
31	Female	Lawyer	Konya	22 min.
25	Female	Handball Player	İzmir	21 min.
40	Female	Architect	Ankara	35 min.
22	Female	University Student	İzmir	25 min.
30	Male	Director	İstanbul	28 min.

In-depth interviews were designed as semi-structured and consist of 4 parts; questions about mobile assets and mobile usage, questions about attitude toward content consumption via mobile devices, questions about decision making styles, questions about values and lifestyles. Questions can be found in Appendix B.

In the first part of the interview questions regarding mobile assets and mobile usage were asked to the participants. Questions were asked to collect insight regarding, mobile phone's brand and operating system, number of times mobile phone is used everyday, number of years mobile phone has been used, number of apps used daily, number of apps located in mobile phone, most popular mobile content, reasons to consume mobile content, most entertaining mobile content, most popular days – hours for mobile content consumption and reasons for it.

In the second part of the interview questions regarding attitude toward mobile content were asked to the participants. Questions were asked to collect insight regarding, meaning of mobile content, usefulness of mobile content, benefits of mobile content, risks of consuming content from mobile devices, customizable (personalized) mobile content effect on attitude toward mobile content consumption, being easy to use (consume) mobile content effect on attitude toward mobile content consumption, existing knowledge regarding mobile content effect on attitude toward mobile content consumption, informativeness of mobile content effect on attitude toward mobile content consumption, entertaining mobile content effect on attitude toward mobile content consumption, credibility of mobile content effect on attitude toward mobile content consumption.

In the third part of the interview questions regarding DMS were asked to the participants. Questions were asked to collect insight regarding their understating and characteristics among DMS including giving perfectionist/high quality-conscious; brand consciousness/price equals quality; novelty and fashion conscious; recreational and shopping conscious ; price conscious/value for the money, impulsiveness/careless, confused by overchoice; habitual/brand loyal decisions.

In the third part of the interview questions regarding VALS were asked to the participants. Questions were asked to collect insight regarding their understating and characteristics among VALS including being innovator, experiencer, achiever, thinker, believer, striver, maker, survivor.

4.2.2 Focus Groups

In addition to in-depth interviews, 2 focus groups were conducted before advancing to pilot study. Mobile asset & mobile usage and attitudes toward mobile content consumption questions of in-depth interviews are used as checklist in order to be sure that all topics are covered. The focus group discussions were all moderated and meetings were audio-taped with the verbal consent of the participants.

Profile of participants, group sizes, duration and key points discussed at the focus groups are presented at Table 4.2.

Table 4.2. Focus Group Details

Profile of participants	Group size	Duration	Key points discussed
Age range: 28-45 Gender: 3 female / 3 male Occupation: 2 self employed / 4 professionals Education: Higher education level	6	60 min.	- Mobile Assets & Mobile Phone Usage - Mobile Content Concept & Usage (How participants perceive mobile content and how they evaluate mobile content consumption) - Attitude Toward Mobile Content Consumption by covering following constructs; • Perceived Risk • Ease of Use • Existing Knowledge • Personal Attachment • Entertainment • Informativeness • Credibility
Age range: 30-37 Gender: 2 female / 4 male Occupation: 2 professionals / 2 students / 2 self employed Education: Higher education level / undergraduate education	6	60 min.	

4.2.3 Findings from In-depth Interviews and Focus Groups

In this section finding from in-depth interviews and focus groups will put forward in four sections; mobile assets and usage findings, attitude toward mobile content findings, decision making styles findings and values and lifestyles findings.

Section will continue with mobile assets and usage findings.

4.2.3.1 Mobile Assets and Usage Findings

First of all, from 12 focus and 10 in-depth interview participants all of them has a smartphone. 13 participants have iOS, 9 participants have android operating system. Most of the participants use their mobile phones between 10-50 in a day. Most of the participants have between 50-100 mobile apps in their phones and use 10-50 apps everyday. Most favorite apps are; Whatsapp, Instagram, Facebook, any mobile banking app and any newspaper app

Furthermore, regarding most favorite mobile content questions nearly every participant answer by only mentioning about mobile apps. Both in in-depth interviews and focus groups most of the times participants describe their mobile content consumption via mobile apps such as ‘watching video from YouTube app’, ‘listening music from spotify app’, ‘reading news from hurriyet app’, etc.. Because of this finding, attitude toward mobile content consumption questions in the pilot study replaced with attitude toward mobile application questions

Lastly, Most of the participants evaluated Social media, gaming and newspaper apps as the most enjoyable mobile content and for most of the participants usage of mobile content increases after work and weekends

4.2.3.2 Attitude Toward Mobile Content Findings

Nearly all of the participants find mobile content useful. Most of them associated mobile content with being quick and being easy.

Most of the participants mention about some risky situations about using mobile content mostly related with mobile commerce and mobile banking, and the asserted that it affects their attitude toward mobile content consumption negatively.

Nearly all of the participants evaluate customizable (personalized) mobile content such as personalized magazines as an important factor, and the asserted that it affects their attitude toward mobile content consumption positively.

Nearly all of the participants evaluate ease of use feature of mobile content such as social media apps as an important factor, and the asserted that it affects their attitude toward mobile content consumption positively.

Most of the participants find existing knowledge regarding mobile content irrelevant with attitude toward mobile content consumption. Because of this finding existing knowledge construct are taken out of the study.

Nearly all of the participants evaluate informativeness of mobile content such as newspaper apps as an important factor, and the asserted that it affects their attitude toward mobile content consumption positively.

Nearly all of the participants evaluate entertainment feature of mobile content such as social media and gaming apps as an important factor, and the asserted that it affects their attitude toward mobile content consumption positively.

Nearly all of the participants evaluate credibility of mobile content such as social media, newspaper apps and mobile banking apps as an important factor, and the asserted that it affects their attitude toward mobile content consumption positively.

4.2.3.3 Decision Making Styles Findings

Questions in this part were prepared in order test face validity of decision-making styles questions in pilot questionnaire. In both in-depth interviews and focus groups researcher asked participants survey questions regarding DMS. According to responses of the participants, researcher found out that participants understand the pilot study questions properly.

4.2.3.4 Values and Lifestyles Findings

Questions in this part were prepared in order test face validity of values and lifestyles questions in pilot questionnaire. In both in-depth interviews and focus groups researcher asked participants survey questions regarding VALS. According to responses of the participants, researcher found out that participants understand the pilot study questions properly.

4.3 RESEARCH INSTRUMENT

Items of the pilot study were generated from the literature and in accordance with the exploratory phase of the study.

4.3.1 Questionnaire Design for the Pilot Study

Pilot study data collected from both online and offline sources. At online sources questionnaire for the pilot study opened with a screen explaining the aim of the study and ensured that the information that participants have provided would be treated anonymously and used no other purpose than provided in the opening screen. .

The pilot study consisted 122 questions in total and was distributed among 15 different screens. Questions of the pilot study can be found at Table 4.3. Original scale items and construct definitions can be found at Appendix C

Table 4.3: Pilot Study Questions

Construct	Item	Pilot Study Questions
CONSUMER DECISION MAKING STYLES Brand conscious, “price equals quality” Sources Lyonski, Steven, Srin Durvasula, and Yiorgos Zotos. "Consumer decision-making styles: a multi-country investigation." <i>European journal of Marketing</i> 30.12 (1996): 10-21. Wesley, Scarlett, Melody LeHew, and Arch G. Woodside. "Consumer decision-making styles and mall shopping behavior: Building theory using exploratory data analysis and the comparative method." <i>Journal of Business Research</i> 59.5 (2006): 535-548.	BC1	The well-known national brands are best for me
	BC2	The more expensive brands are usually my choice
	BC3	The higher the price of the product, the better its quality
	BC4	Nice department and specialty stores offer me the best products
	BC5	I prefer buying the best-selling brands
	BC6	The most advertised brands are usually very good choices
CONSUMER DECISION MAKING STYLES Confused by overchoice Sources Lyonski, Steven, Srin Durvasula, and Yiorgos Zotos. "Consumer decision-making styles: a multi-	CBO1	There are so many brands to choose from that often I feel confused
	CBO2	Sometimes it is hard to choose which stores to shop
	CBO3	The more I learn about products,

country investigation." <i>European journal of Marketing</i> 30.12 (1996): 10-21. Wesley, Scarlett, Melody LeHew, and Arch G. Woodside. "Consumer decision-making styles and mall shopping behavior: Building theory using exploratory data analysis and the comparative method." <i>Journal of Business Research</i> 59.5 (2006): 535-548.		the harder it seems to choose the best
	CBO4	All the information I get on different products confuses me
CONSUMER DECISION MAKING STYLES Novelty fashion conscious Sources Lysonski, Steven, Srinivas Durvasula, and Yiorgos Zotos. "Consumer decision-making styles: a multi-country investigation." <i>European journal of Marketing</i> 30.12 (1996): 10-21. Wesley, Scarlett, Melody LeHew, and Arch G. Woodside. "Consumer decision-making styles and mall shopping behavior: Building theory using exploratory data analysis and the comparative method." <i>Journal of Business Research</i> 59.5 (2006):	NFC1	I usually have one or more outfits of the very newest style
	NFC2	I keep my wardrobe up to date with the changing fashions
	NFC3	Fashionable, attractive styling is very important to me
	NFC4	It is fun to buy something new and exciting

535-548.		
CONSUMER DECISION MAKING STYLES Habitual, brand-loyal Sources Lysonski, Steven, Srin Durvasula, and Yiorgos Zotos. "Consumer decision-making styles: a multi-country investigation." <i>European journal of Marketing</i> 30.12 (1996): 10-21. Wesley, Scarlett, Melody LeHew, and Arch G. Woodside. "Consumer decision-making styles and mall shopping behavior: Building theory using exploratory data analysis and the comparative method." <i>Journal of Business Research</i> 59.5 (2006): 535-548.	BL1	I have favorite brands I buy over and over
	BL2	Once I find a product or brand I like, I stick with it
	BL3	I go to the same store each time I shop.
CONSUMER DECISION MAKING STYLES Perfectionist, high quality conscious	HQC1	Getting very good quality is very important to me
	HQC2	When it comes to purchasing

-- Sources Lysonski, Steven, Srini Durvasula, and Yiorgos Zotos. "Consumer decision-making styles: a multi-country investigation." <i>European journal of Marketing</i> 30.12 (1996): 10-21. Wesley, Scarlett, Melody LeHew, and Arch G. Woodside. "Consumer decision-making styles and mall shopping behavior: Building theory using exploratory data analysis and the comparative method." <i>Journal of Business Research</i> 59.5 (2006): 535-548.		products, I try to get the very best or perfect choice
	HQC3	I make special effort to choose the very best quality products
	HQC4	I really do not give my purchases much thought or care
	HQC5	My standards and expectations for products I buy are very high
	HQC6	A product does not have to be perfect, or the best, to satisfy me
	HQC7	In general, I usually try to buy the best overall quality
CONSUMER DECISION MAKING STYLES Price conscious/value for the money Sources Lysonski, Steven, Srini Durvasula, and Yiorgos Zotos. "Consumer decision-making styles: a multi-country investigation." <i>European journal of Marketing</i> 30.12 (1996): 10-21. Wesley, Scarlett, Melody LeHew,	PC1	I take time to shop carefully for the best buys
	PC2	I look carefully to find the best value for the money
	PC3	I carefully watch how much I spend

and Arch G. Woodside. "Consumer decision-making styles and mall shopping behavior: Building theory using exploratory data analysis and the comparative method." <i>Journal of Business Research</i> 59.5 (2006): 535-548.		
CONSUMER DECISION MAKING STYLES Impulsive, careless Sources Lysonski, Steven, Srin Durvasula, and Yiorgos Zotos. "Consumer decision-making styles: a multi-country investigation." <i>European journal of Marketing</i> 30.12 (1996): 10-21. Wesley, Scarlett, Melody LeHew, and Arch G. Woodside. "Consumer decision-making styles and mall shopping behavior: Building theory using exploratory data analysis and the comparative method." <i>Journal of Business Research</i> 59.5 (2006): 535-548	IMP1	I should plan my shopping more carefully than I do
	IMP2	I am impulsive when purchasing
	IMP3	Often I make careless purchases I later wish I had not
	IMP4	I take the time to shop carefully for the best buys –
	IMP5	I carefully watch how much I spend

CONSUMER DECISION MAKING STYLES Recreational, hedonistic Sources Lysonski, Steven, Srini Durvasula, and Yiorgos Zotos. "Consumer decision-making styles: a multi-country investigation." <i>European journal of Marketing</i> 30.12 (1996): 10-21. Wesley, Scarlett, Melody LeHew, and Arch G. Woodside. "Consumer decision-making styles and mall shopping behavior: Building theory using exploratory data analysis and the comparative method." <i>Journal of Business Research</i> 59.5 (2006): 535-548	HED1	Shopping is not a pleasant activity for me
	HED2	Going shopping is one of the enjoyable activities of my life
	HED3	Shopping in many stores wastes my time
	HED4	I enjoy shopping just for the fun of it
	HED5	I make shopping trips fast
VALS Innovators Sources Chan, Joey Ka-Ching, and Louis Leung. "Lifestyles, reliance on traditional news media and online news adoption." <i>New Media & Society</i> 7.3 (2005): 357-382. Mitchell, A. (1983). <i>The nine American lifestyles</i> . New York: Macmillan Publishing Co., Inc	INV1	I like to lead others
	INV2	I like being in charge of a group
	INV3	I must admit that I like to show off

VALS Experiencers Sources Chan, Joey Ka-Ching, and Louis Leung. "Lifestyles, reliance on traditional news media and online news adoption." <i>New Media & Society</i> 7.3 (2005): 357-382. Mitchell, A. (1983). The nine American lifestyles. New York: Macmillan Publishing Co., Inc	EXP1	I like outrageous people and things.
	EXP2	I often crave excitement.
	EXP3	I like doing things that are new and different
	EXP4	I like the challenge of doing something I have never done before.
	EXP5	I like trying new things.
	EXP6	I like a lot of variety in my life.
	EXP7	I like to learn about thing even if they may never be of any use to me
VALS Achievers Sources Chan, Joey Ka-Ching, and Louis Leung. "Lifestyles, reliance on traditional news media and online news adoption." <i>New Media & Society</i> 7.3 (2005): 357-382. Mitchell, A. (1983). The nine American lifestyles. New York:	ACH1	I consider myself an intellectual.
	ACH2	I like to learn about art, culture, and history.
	ACH3	I would like to spend a year or more in a foreign country
	ACH4	I have more ability than most people.

Macmillan Publishing Co., Inc		
VALS Thinkers Sources Chan, Joey Ka-Ching, and Louis Leung. "Lifestyles, reliance on traditional news media and online news adoption." <i>New Media & Society</i> 7.3 (2005): 357-382. Mitchell, A. (1983). The nine American lifestyles. New York: Macmillan Publishing Co., Inc	THN1	I am very interested in how mechanical things, such as engines, work.
	THN2	I would like to understand more about how the universe works.
	THN3	I am often interested in theories.
	THN4	I like to look through hardware or automotive stores.
VALS Believers Sources Chan, Joey Ka-Ching, and Louis Leung. "Lifestyles, reliance on traditional news media and online news adoption." <i>New Media & Society</i> 7.3 (2005): 357-382. Mitchell, A. (1983). The nine American lifestyles. New York:	BEL1	Just as the Bible says, the world literally was created in six days.
	BEL2	There is too much sex on television today.
	BEL3	The government should encourage moral education in schools.

Macmillan Publishing Co., Inc	BEL4	A woman's life is fulfilled only if she can provide a happy home for her family.
VALS Strivers Sources Chan, Joey Ka-Ching, and Louis Leung. "Lifestyles, reliance on traditional news media and online news adoption." <i>New Media & Society</i> 7.3 (2005): 357-382. Mitchell, A. (1983). The nine American lifestyles. New York: Macmillan Publishing Co., Inc	STR1	I like to dress in the latest fashions
	STR2	I follow the latest trends and fashions
	STR3	I want to be considered fashionable
	STR4	I dress more fashionably than most people
VALS Makers Sources Chan, Joey Ka-Ching, and Louis Leung. "Lifestyles, reliance on traditional news media and online news adoption." <i>New Media & Society</i> 7.3 (2005): 357-382. Mitchell, A. (1983). The nine American lifestyles. New York: Macmillan Publishing Co., Inc	MAK1	I like to make things with my hands.
	MAK2	I like to make things I can use everyday.
	MAK3	I would rather make something than buy it.
	MAK4	I like making things of wood, metal or other such material

VALS Survivors Sources Chan, Joey Ka-Ching, and Louis Leung. "Lifestyles, reliance on traditional news media and online news adoption." <i>New Media & Society</i> 7.3 (2005): 357-382.	SUR1	I am really interested only in a few things.
	SUR2	I must admit that my interests are somewhat narrow and limited.
	SUR3	I like my life to be pretty much the same from week to week.
ATTITUDE Ease of Use Sources Nysveen, Herbjørn, Per E. Pedersen, and Helge Thorbjørnsen. "Intentions to use mobile services : Antecedents and cross-service comparisons." <i>Journal of the academy of marketing science</i> 33.3 (2005): 330-346.	EOU1	Learning to use mobile applications is easy to me
	EOU2	It is easy to make mobile applications do what I want it to
	EOU3	My interaction with mobile applications is clear and understandable
ATTITUDE Personal Attachment Sources Sultan, Fareena, Andrew J. Rohm, and Tao Tony Gao. "Factors influencing consumer acceptance of	PA1	I like to customize my cellphone with interesting screen graphics or wallpaper.
	PA2	The way my cellphone looks and is designed is important to me.

mobile marketing: a two-country study of youth markets." <i>Journal of Interactive Marketing</i> 23.4 (2009): 308-320.		
ATTITUDE Entertainment Sources Tsang, Melody M., Shu-Chun Ho, and Ting-Peng Liang. "Consumer attitudes toward mobile advertising: An empirical study." <i>International Journal of Electronic Commerce</i> 8.3 (2004): 65-78.	ENT1	I feel that using mobile applications is enjoyable and entertaining.
	ENT2	I feel that using mobile applications is pleasant.
ATTITUDE Informativeness Sources Tsang, Melody M., Shu-Chun Ho, and Ting-Peng Liang. "Consumer attitudes toward mobile advertising: An empirical study." <i>International Journal of Electronic Commerce</i> 8.3 (2004): 65-78.	INF1	I feel that mobile applications are good sources for timely information
	INF2	Mobile applications provide the information I need.
ATTITUDE Credibility Sources Tsang, Melody M., Shu-Chun Ho, and Ting-Peng Liang. "Consumer attitudes toward mobile advertising: An empirical study." <i>International Journal of Electronic</i>	CRE1	I use mobile applications as a reference for purchasing.
	CRE2	I trust mobile applications.

<i>Commerce</i> 8.3 (2004): 65-7		
ATTITUDE Sources Bauer, Hans H., et al. "Driving consumer acceptance of mobile marketing: a theoretical framework and empirical study." <i>Journal of electronic commerce research</i> 6.3 (2005): 181-192.	ATT1	I find mobile applications positive.
	ATT2	I appreciate mobile applications
ATTITUDE Perceived risk Sources Stone, Robert N., and J. Barry Mason. "Attitude and risk: Exploring the relationship." <i>Psychology & Marketing</i> 12.2 (1995): 135-153.	PR1	When i am buying a new mobile application, I worry about whether the mobile application will really perform as well as it is supposed to.
	PR2	When i am buying a new mobile application, I want to be sure regarding the mobile application will provide the level of benefits that I would be expecting.
	PR3	When i am buying a new mobile application, I want to be sure regarding the mobile application's safety and reliability
	PR4	When i am buying a new mobile application, i concern whether my associates wont appreciate me
	PR5	Buying a new mobile application causes me concern because some friends would think I was just being showy.

	PR6	Buying a new mobile application makes me concerned that I would have to spend too much time learning how to use the computer.
	PR7	Buying a new mobile application concerns me because it could create even more time pressures on me that I don't need
	PR8	Buying a new mobile application could lead to an inefficient use of my time from playing computer
	PR9	When i am buying a new mobile application, I worry about whether the mobile application will really perform as well as it is supposed to.

4.3.2 Target Population and Sampling for the Pilot Study

Through pilot study 115 questionnaires collected from university classes, workplaces and 3 digital portals; Manevi Yasam Modest Content Portal, Ne Duydum Women Lifestyle Portal, and Totalspor Sports Portal.

The sampling technique was convenience sampling as each element in the population did not have equal chance of being selected but were “simply at the right place, at the right time...for self-selection” (Malhotra 2010, p. 377).

Regarding digital portals in order to cover all demographics in Turkey one sports portal, one women lifestyle portal and one modest content portal were chosen.

4.3.3 Quantitative Assessment of the Pilot Study

After data collected from the sources, the researcher conducted descriptive statistics for the pilot study. Findings can be seen in this section.

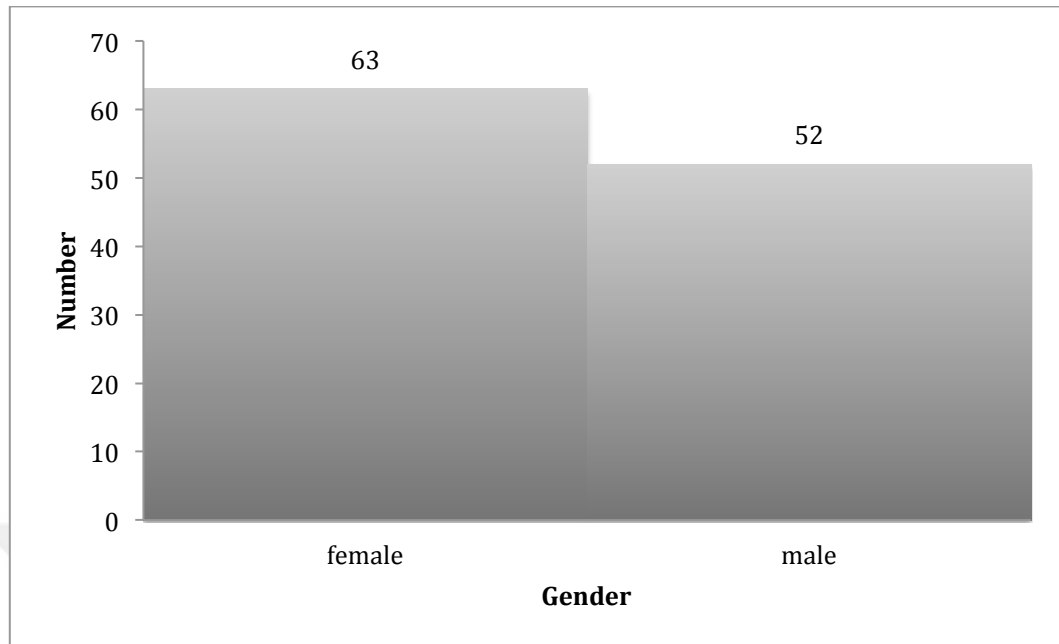
When age distribution of the sample is analyzed; as stated in Table 4.4 ages of respondents vary between 19 and 44 with a mean of 29.83 and standard deviation of 5.57.

Table 4.4: Pilot Study Age Distribution

Number	Minimum	Maximum	Mean	Std. Deviation
115	19	44	29.83	5.57

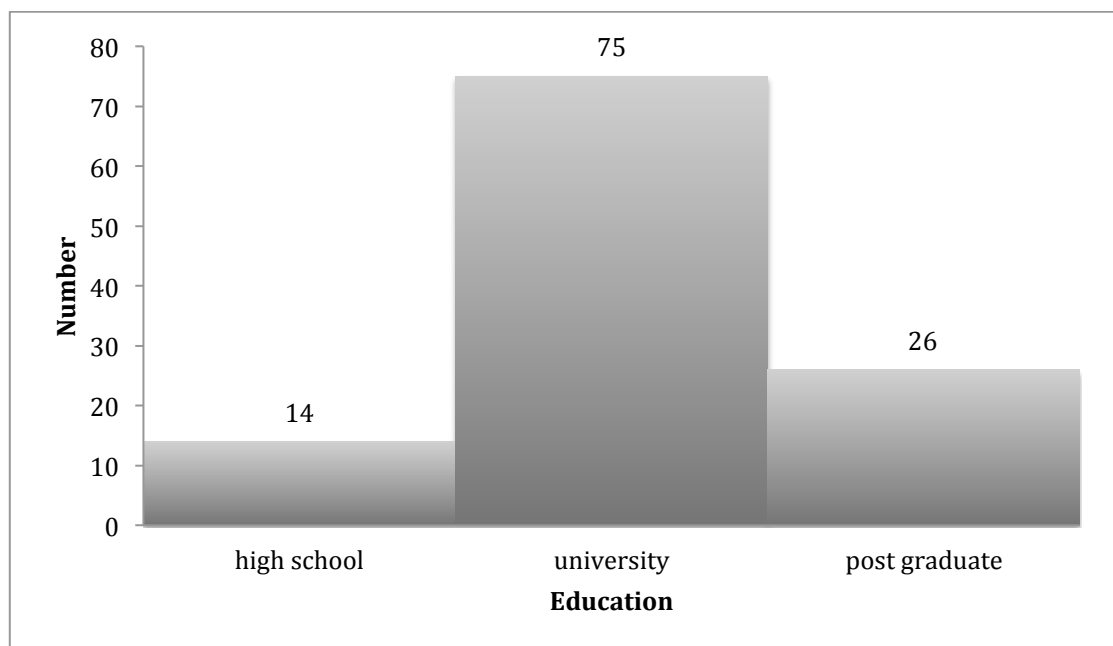
When gender distribution of the sample is analyzed; as stated in Figure 4.1, 52 of the respondents are male and 63 of them are female.

Figure 4.1: Gender Distribution of Pilot Study



When education distribution of the sample is analyzed; as stated in Figure 4.2, most of the respondents (75) have university degree with followed by post graduate (26) and high school (14)

Figure 4.2: Education Distribution of Pilot Study



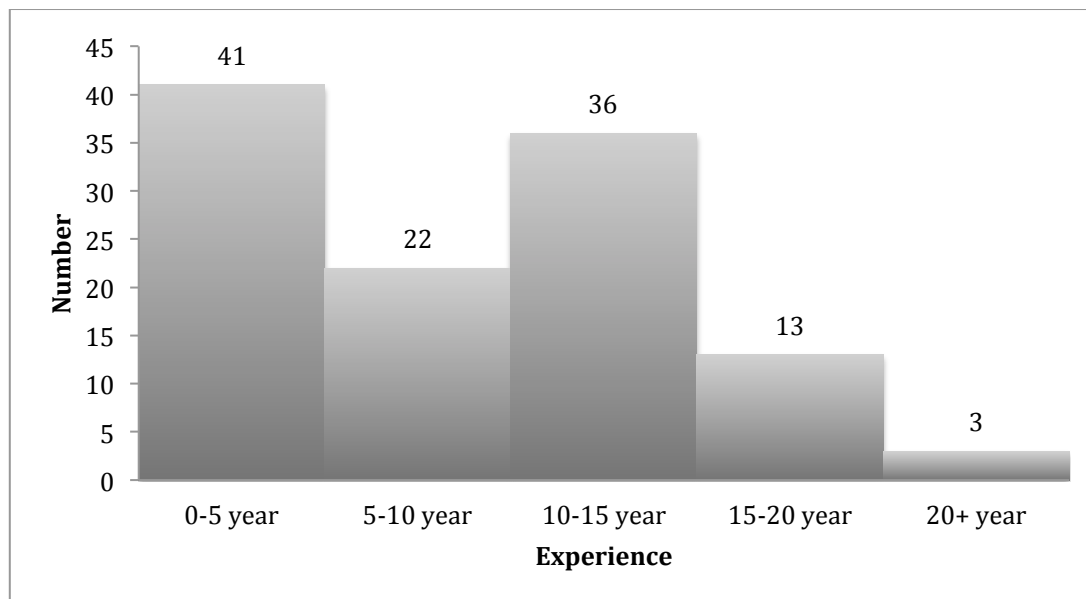
When occupation distribution of the sample is analyzed; as stated in Figure 4.3, most of the respondents are from private sector (60) followed by students (30) and labors (10)

Figure 4.3: Occupation Distribution of Pilot Study



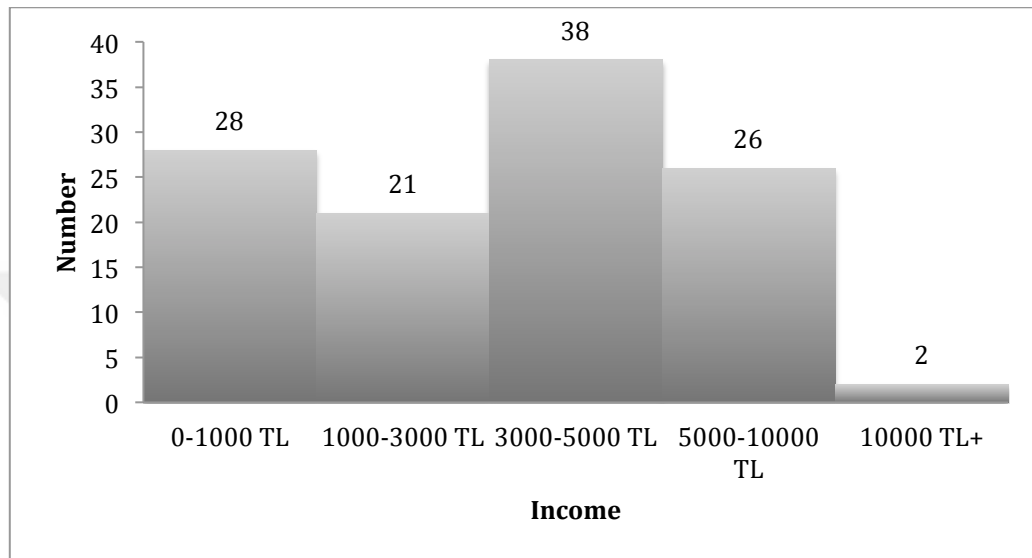
When experience distribution of the sample is analyzed; as stated in Figure 4.4, most of the respondents have 0-5 years of experience (41) followed by 10-15 years (36) and 5-10 years (22)

Figure 4.4: Experience Distribution of Pilot Study



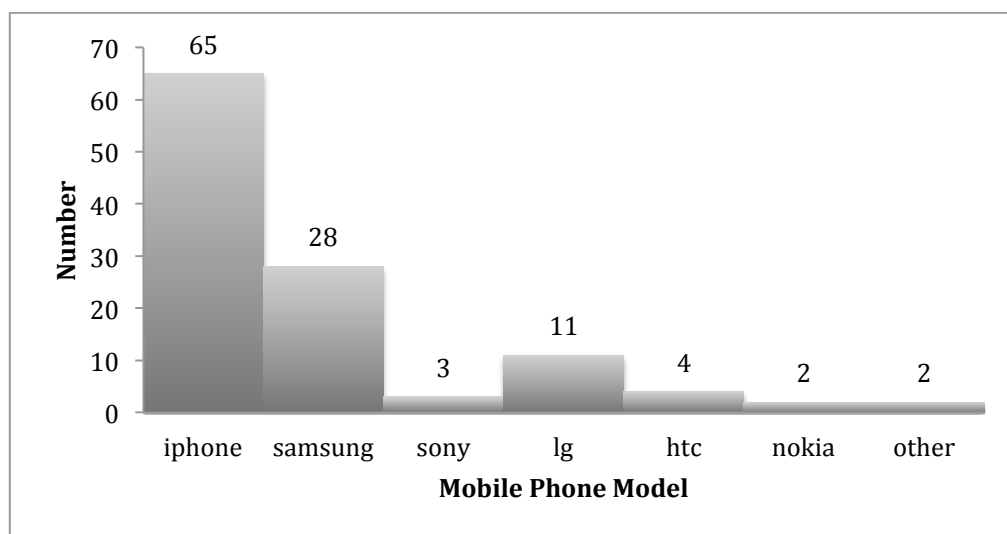
When income distribution of the sample is analyzed; as stated in Figure 4.5, most of the respondents have 3001-5000 TL income (38) followed by 0-1000 TL (28) and 5001-10000 TL (26)

Figure 4.5: Income Distribution of Pilot Study



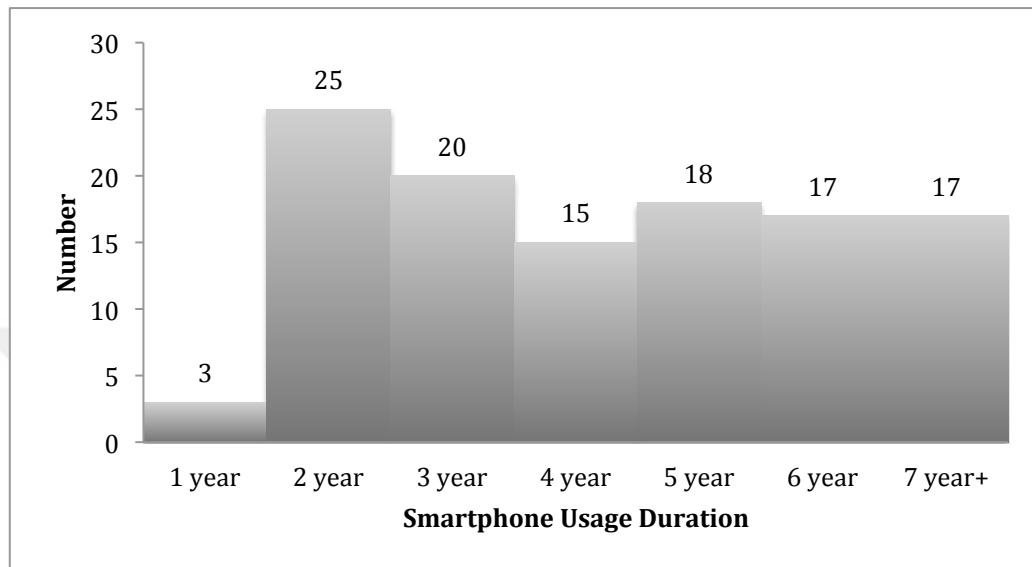
When mobile phone model distribution of the sample is analyzed; as stated in Figure 4.6, most of the respondents have iPhone (65) followed by Samsung (28) and LG (11)

Figure 4.6: Mobile Phone Model Distribution of Pilot Study



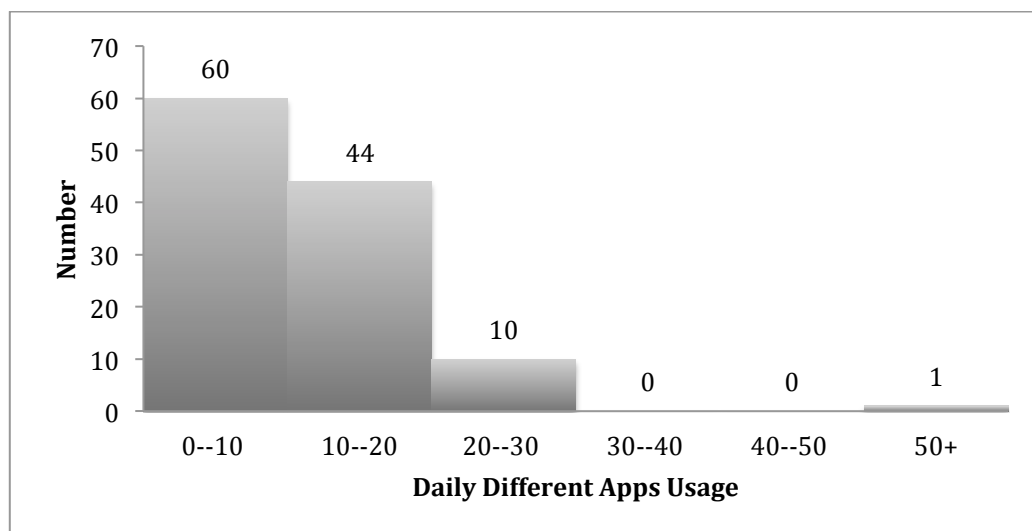
When smartphone usage duration distribution of the sample is analyzed; as stated in Figure 4.7, most of the respondents use smartphone for 2 years (25) followed by 3 years (20) and 5 years (18)

Figure 4.7: Smartphone Usage Duration Distribution of Pilot Study



When daily different apps usage distribution of the sample is analyzed; as stated in Figure 4.8, most of the respondents have use 0-10 apps daily (60) followed by 11-20 apps (44) and 21-30 (10)

Figure 4.8: Daily Different Apps Usage Distribution of Pilot Study



When channels engaged at the same time while using mobile devices distribution of the sample is analyzed; as stated in Figure 4.9, most of the respondents use computer (46) and TV (46) at the same time with mobile device followed by radio (17)

Figure 4.9: Channels Engaged At The Same Time While Using Mobile Devices Distribution of Pilot Study

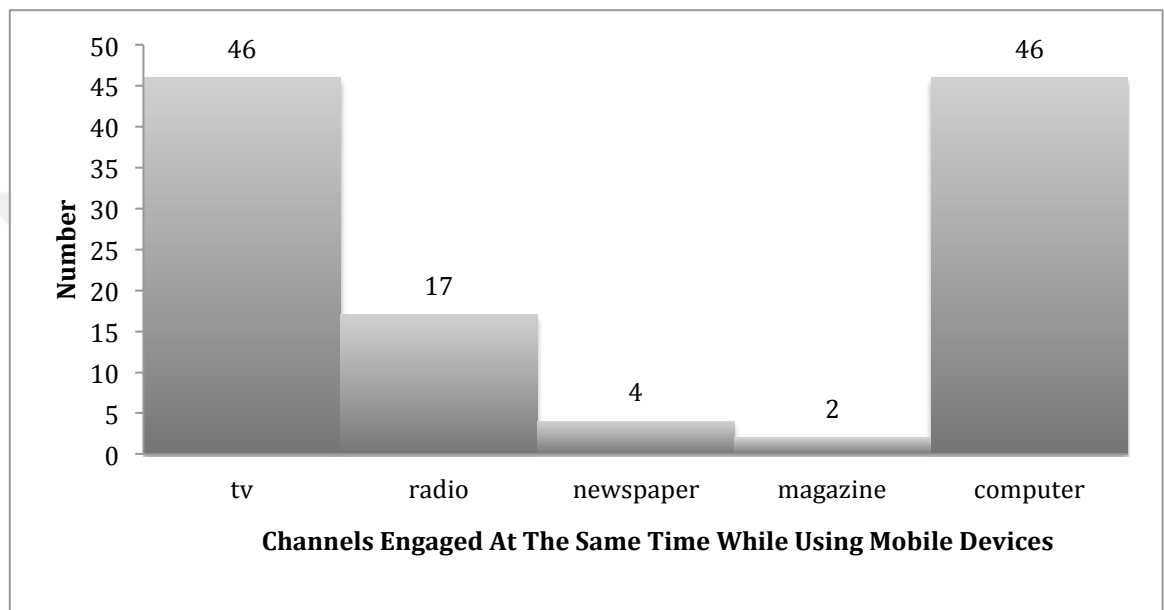


Table 4.5 shows usage of different mobile contents. As can be seen from the table messaging, calling and video-photo apps are the most popular contents consumed by the respondents with 4.25, 4.08 and 3.94 means respectively followed by social media, maps and music with 3.83, 3.47 and 3.37 means respectively. On the other hand, QR, MMS and IVR are the least popular contents among respondents with 1.01, 0.63, 0.36 means respectively.

Table 4.5: Pilot Study Mobile Content Usage

Mobile Content	Mean (btw 0-5)
Messaging (eg Whatsapp)	4.25
Call	4.08
Video-Photo	3.94
Social Media	3.83
Maps	3.47
Music	3.37
Newspaper	3.25
Mobile Banking	3.11
Radio	2.59
Game	2.14
SMS	1.95
TV	1.88
Magazine	1.85
Mobile Payment	1.39
QR	1.01
MMS	0.63
IVR	0.36

Descriptive statistics of pilot study shows that messaging and calling are the most popular mobile phone actions. In the next part of the study EFA and Reliability Analysis of the pilot study will be presented

4.3.4 Exploratory Factor Analysis and Reliability of Pilot Study

In this part EFA and Reliability analysis for the pilot study will be presented that was conducted to dimensions of VALS, DMS, and Attitude Toward Mobile Content.

In the pilot study researcher conducted EFA in order to identify the underlying structure

of the questions. Through EFA, appropriateness of data for conducting factor analysis is tested via Kaiser-Meyer-Olkin Measure of Sampling Adequacy and Bartlett Test of Sphericity (Sharma, 1996) and these tests provided statistical probability that the correlation matrix had significant correlations among variables indicating shared variance. Further Principle Component Analysis and Varimax Rotation are applied. Factors with eigen values over one were retained and single item that loaded on a factor and items with factor loadings below 0.50 were excluded (Netemeyer et al., 2003).

After determining factor loadings and total variance explained, in order to test the internal consistency of factors, Cronbach's coefficient alpha reliabilities are computed. Literature (DeVellis, 2003) suggests accepting 0.70 as the lower limit.

Table 4.6, Table 4.7 and Table 4.8 summarize the results of the initial factor structures and reliability assessments of the pilot study.

Table 4.6: EFA and Reliability Analysis of VALS at Pilot Study

Factors and Related Items	Factor Load.	Cron. Alpha	TVE (%)
Achievers			
I consider myself an intellectual.	0.921	0.791	8.448
I like to learn about art, culture, and history.	0.740		
I would like to spend a year or more in a foreign country	0.820		
Experiencers			
I like doing things that are new and different	0.701	0.815	10.646
I like the challenge of doing something I have never done before.	0.886		
I like a lot of variety in my life.	0.816		
Innovators			
I like to lead others	0.862	0.859	14.568
I like being in charge of a group	0.906		
I must admit that I like to show off	0.801		
Makers			
I like to make things with my hands.	0.848	0.870	17.245
I like to make things I can use everyday.	0.909		
I would rather make something than buy it.	0.659		
I like making things of wood, metal or other such material	0.864		
Strivers			
I like to dress in the latest fashions	0.830	0.886	20.592
I follow the latest trends and fashions	0.881		
I want to be considered fashionable	0.855		
I like to dress in the latest fashions	0.838		
Survivors			
I am really interested only in a few things.	0.716	0.738	6.888
I must admit that my interests are somewhat narrow and limited.	-0.873		
I like my life to be pretty much the same from week to week.	0.748		
Thinkers			
I am very interested in how mechanical things, such as engines, work.	0.867	0.765	5.038
I would like to understand more about how the universe works.	0.861		
Kaiser-Mayer-Olkin measure of sampling adequacy: 0.749; TVE(Total variance explained): 83.425%; Bartlett Test of Sphericity: 2232.149 p: 0.000< 0.05			

Table 4.7: EFA and Reliability Analysis of Attitude Toward Mobile Content at Pilot Study

Factors and Related Items	Factor Load.	Cron. Alpha	TVE (%)
Entertainment			
I feel that using mobile applications is enjoyable and entertaining.	0.853	0.944	12.889
I feel that using mobile applications is pleasant.	0.894		
Ease of Use			
Learning to use mobile applications is easy to me	0.883	0.907	21.128
It is easy to make mobile applications do what I want it to	0.857		
My interaction with mobile applications is clear and understandable	0.910		
Informativeness			
I feel that mobile applications are good sources for timely information	0.861	0.981	8.277
Mobile applications provide the information I need.	0.891		
Perceived Performance Risk			
When i am buying a new mobile application, I worry about whether the mobile application will really perform as well as it is supposed to.	0.889	0.850	4.966
When i am buying a new mobile application, I want to be sure regarding the mobile application will provide the level of benefits that I would be expecting.	0.906		
Perceived Social Risk			
When i am buying a new mobile application, i concern whether my associates wont appreciate me	0.904	0.882	7.400
Buying a new mobile application causes me concern because some friends would think I was just being showy.	0.903		
Perceived Time Risk			
Buying a new mobile application makes me concerned that I would have to spend too much time learning how to use the application.	0.936	0.956	37.240
Buying a new mobile application concerns me because it could create even more time pressures on me that I don't need	0.959		
Buying a new mobile application could lead to an inefficient use of my time from playing computer	0.956		
Kaiser-Mayer-Olkin measure of sampling adequacy: 0.716; TVE(Total variance explained): 91.903%; Bartlett Test of Sphericity: 1577.4679 p: 0.000< 0.05			

Table 4.8: EFA and Reliability Analysis of DMS at Pilot Study

Factors and Related Items	Factor Load.	Cron. Alpha	TVE (%)
Brand Conscious			
The well-known national brands are best for me	0.748	0.730	17.960
The more expensive brands are usually my choice	0.760		
Nice department and specialty stores offer me the best products	0.694		
I prefer buying the best-selling brands	0.736		
Confused by Overchoice			
There are so many brands to choose from that often I feel confused	0.891	0.826	12.049
Sometimes it is hard to choose which stores to shop	0.897		
Hedonistic			
Going shopping is one of the enjoyable activities of my life	0.848	0.748	10.040
I enjoy shopping just for the fun of it	0.898		
High Quality Conscious			
I make special effort to choose the very best quality products	0.852	0.864	25.507
My standards and expectations for products I buy are very high	0.830		
In general, I usually try to buy the best overall quality	0.725		
Getting very good quality is very important to me	0.873		
Impulsive			
I take the time to shop carefully for the best buys –	0.833	0.737	11.498
I carefully watch how much I spend	0.907		
Kaiser-Mayer-Olkin measure of sampling adequacy: 0.752; TVE(Total variance explained): 77.055%			
Bartlett Test of Sphericity: 2577.4679 p: 0.000< 0.05			

According to Table 4.6, it can be told that; after EFA and reliability analysis of VALS the factors with average loadings exceeding 0.70 demonstrating convergent validity are kept by the researcher. Researcher deleted believers dimension and kept other dimensions (Achievers, Experiencers, Innovators, Makers, Strivers, Survivors,

Thinkers) with 0.791, 0.815, 0.859, 0.870, 0.886, 0.738, 0.765 cronbach alpha levels respectively.

KMO measure of sampling adequacy for VALS measured 0.749, which is greater than the 0.50 level (Hair et al. 2006)

VALS EFA results show that Bartlett Test of Sphericity (BTS) was significant (2577.4679 p: 0.000< 0.05) and seven factors kept by the researcher explained %77.055 of the variance for VALS that exceeds the recommended threshold level of %60 (Hair et al. 2006).

According to Table 4.7, it can be told that; after EFA and reliability analysis of attitude toward mobile content, the factors with average loadings exceeding 0.70 demonstrating convergent validity are kept by the researcher. Researcher deleted attitude, credibility, personal attachment, and ease of use dimensions and kept other dimensions (Entertainment, Ease of Use, Informativeness, Perceived Performance Risk, Perceived Social Risk, Perceived Time Risk) with 0.944, 0.907, 0.981, 0.850, 0.882, 0.956 cronbach alpha levels respectively.

KMO measure of sampling adequacy for attitude toward mobile content measured 0.749, which is greater than the 0.50 level (Hair et al. 2006)

Attitude toward mobile content EFA results show that Bartlett Test of Sphericity (BTS) was significant (Bartlett Test of Sphericity: 1577.4679 p: 0.000< 0.05) and six factors kept by the researcher explained %91.903 of the variance for attitude toward mobile content that exceeds the recommended threshold level of %60 (Hair et al. 2006).

According to Table 4.8, it can be told that; after EFA and reliability analysis of DMS, the factors with average loadings exceeding 0.70 demonstrating convergent validity are kept by the researcher. Researcher deleted Novelty fashion conscious, habitual, brand-loyal and price conscious/value for the money dimensions and kept other dimensions (Brand Conscious, Confused by Overchoice, Hedonistic, High Quality Conscious, Impulsive) with 0.730, 0.826, 0.748, 0.864, 0.737 cronbach alpha levels respectively.

KMO measure of sampling adequacy for DMS measured 0.752, which is greater than the 0.50 level (Hair et al. 2006).

DMS EFA results show that Bartlett Test of Sphericity (BTS) was significant (Bartlett Test of Sphericity: 2577.4679 $p: 0.000 < 0.05$) and five factors kept by the researcher explained %77.055 of the variance for DMS that exceeds the recommended threshold level of %60 (Hair et al. 2006).

Pilot study results were shared by the jury and according to their feedback researcher proceeded with the main survey.

4.4 MAIN SURVEY

In this part main survey which were revised according to qualitative studies and jury feedbacks will be presented. Questionnaire constructed for main survey can be found at Appendix D.

4.4.1 Method for the Main Survey

For the main survey data collected from digital portals presented in the pilot study section. For main survey the researcher conducted 538 surveys with convenient sampling method.

4.4.2 Data Analysis and Statistical Packages

For frequency, factor analysis, reliability, two-step cluster analysis and one-way ANOVA analysis Statistical Package for Social Sciences (SPSS) version 23.0 is used. In addition, Analysis of Moment Structures (AMOS) version 23 is used for the confirmatory factor analysis (CFA). Data analysis and findings will be presented in the following section.

5. ANALYSIS AND FINDINGS

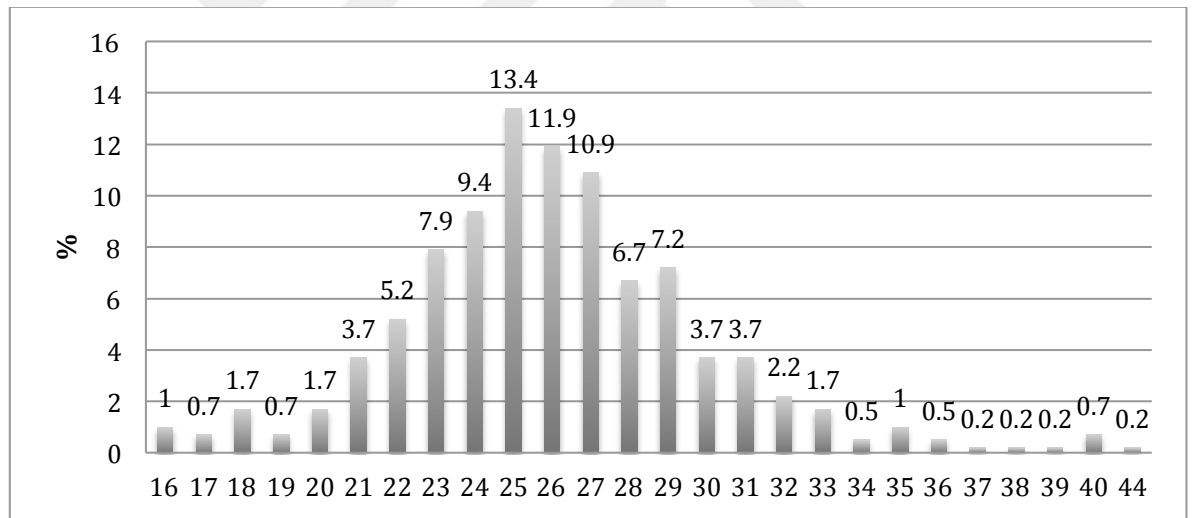
In this section, results of sample characteristics (descriptive statistics), EFA, CFA, Two-Step Cluster Analysis and One-way ANOVA Analysis will be presented.

5.1 SAMPLE CHARACTERISTICS

In this part of the study, sample characteristics will be put forward which are derived from SPSS descriptive statistics part.

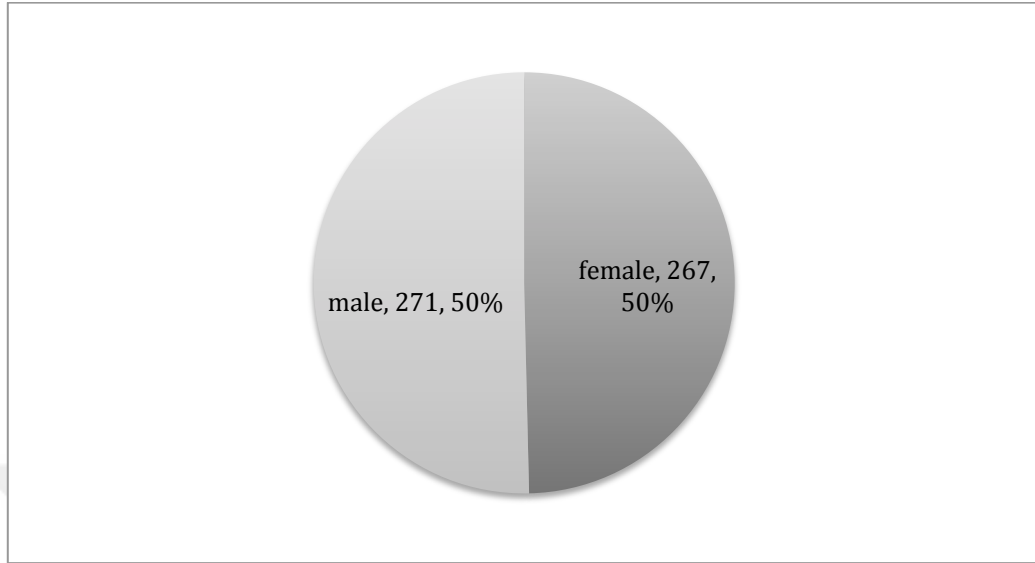
When age distribution of the sample is analyzed; as stated in Table 5.1 ages of respondents vary between 16 and 44 with a mean of 25,72 and standard deviation of 4,962

Table 5.1: Age Distribution



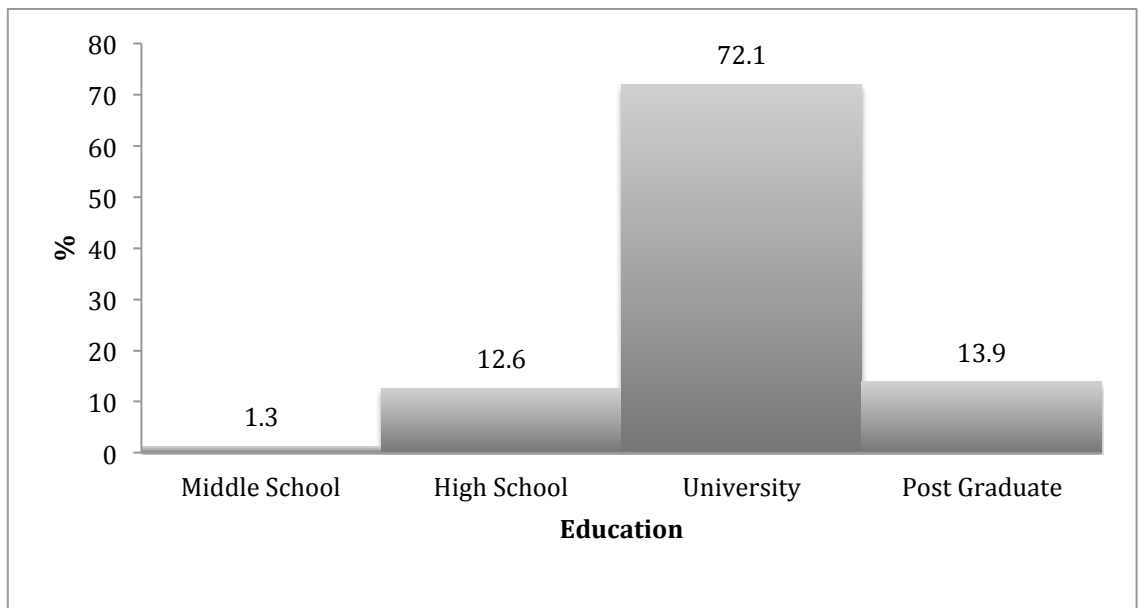
When gender distribution of the sample is analyzed; as stated in Figure 5.1, %50 of the respondents are male and %50 of them are female.

Figure 5.1: Gender Distribution



When education distribution of the sample is analyzed; as stated in Figure 5.2, most of the respondents have university degree with %72 followed by post graduate (%14) and high school (%13)

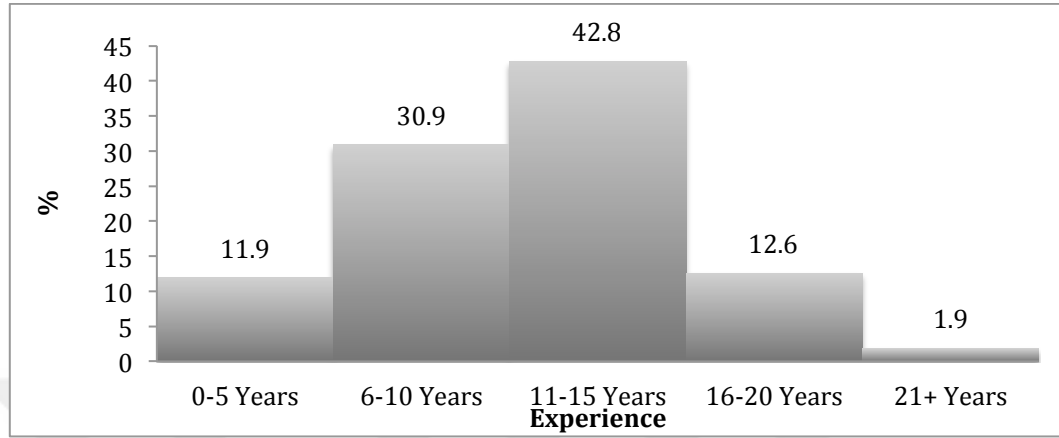
Figure 5.2: Education Distribution



When experience distribution of the sample is analyzed; as stated in Figure 5.3, most of

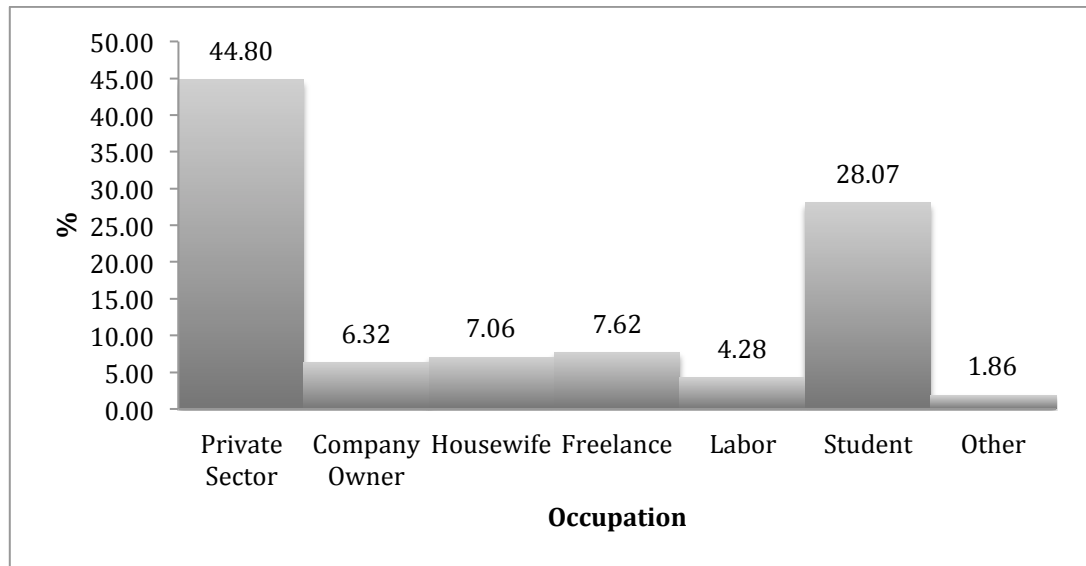
the respondents have 11-15 years of experience with %42 followed by 6-10 years (%31) and 16-20 years (%13)

Figure 5.3: Experience Distribution



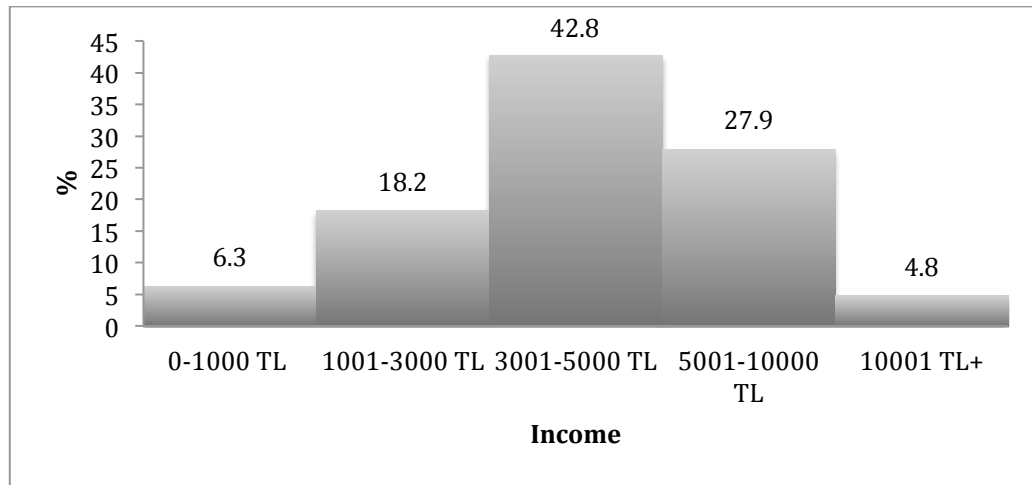
When occupation distribution of the sample is analyzed; as stated in Figure 5.4, most of the respondents are from private sector with %45 followed by students (%28) and freelancers (%8)

Figure 5.4: Occupation Distribution



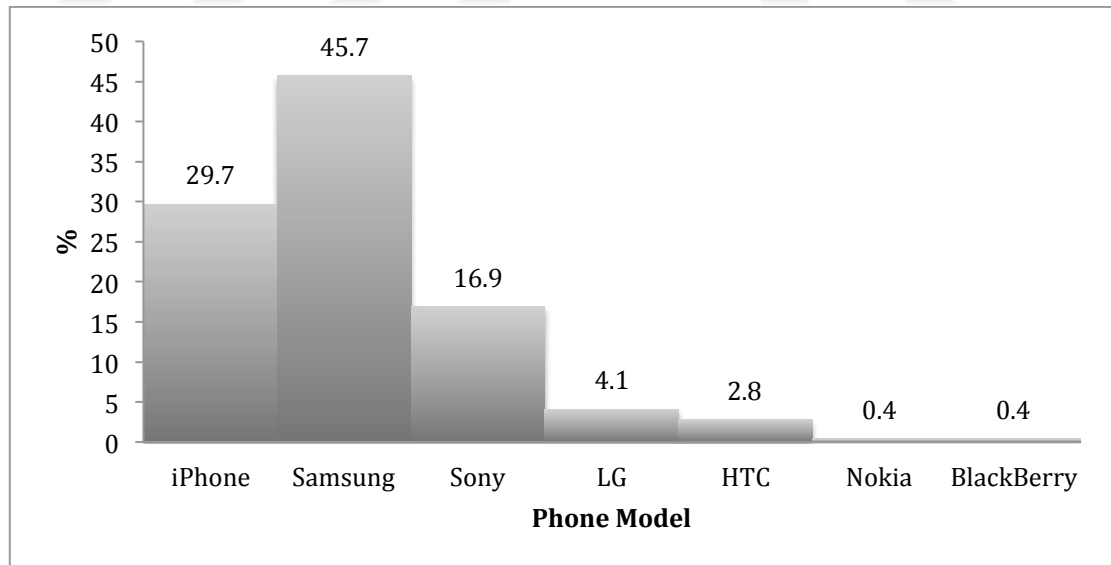
When income distribution of the sample is analyzed; as stated in Figure 5.5, most of the respondents have 3001-5000 TL income with %43 followed by 5001-10000 TL (%28) and 1001-3000 (%18)

Figure 5.5: Income Distribution



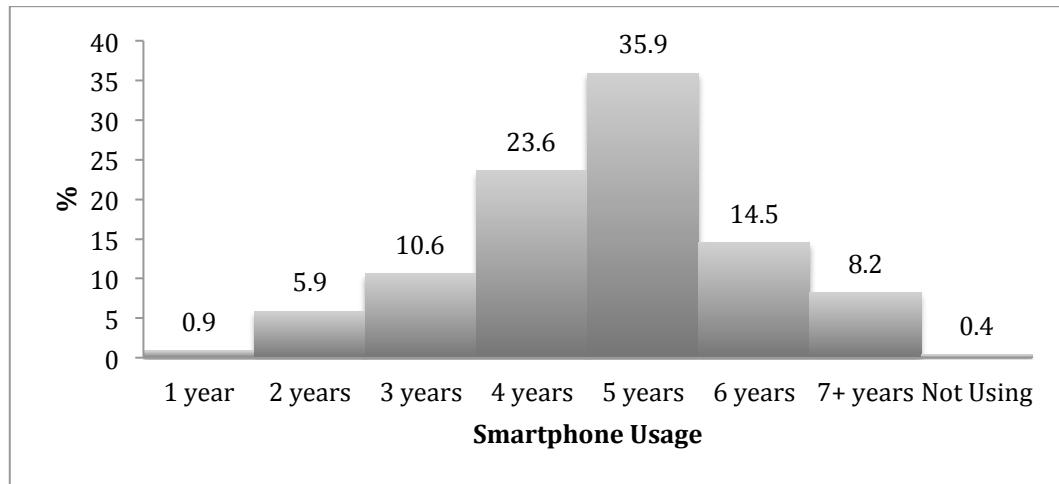
When mobile phone model distribution of the sample is analyzed; as stated in Figure 5.6, most of the respondents have Samsung with %46 followed by iPhone (%30) and Sony (%17)

Figure 5.6: Mobile Phone Model Distribution



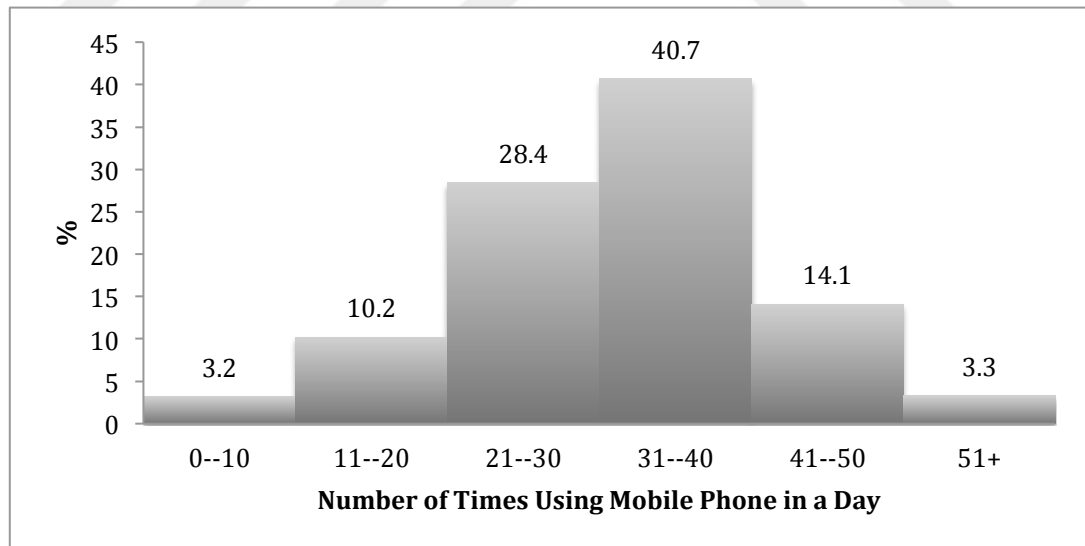
When smartphone usage duration distribution of the sample is analyzed; as stated in Figure 5.7, most of the respondents use smartphone for 5 years with %36 followed by 4 years (%24) and 6 years (%14)

Figure 5.7: Smartphone Usage Duration Distribution



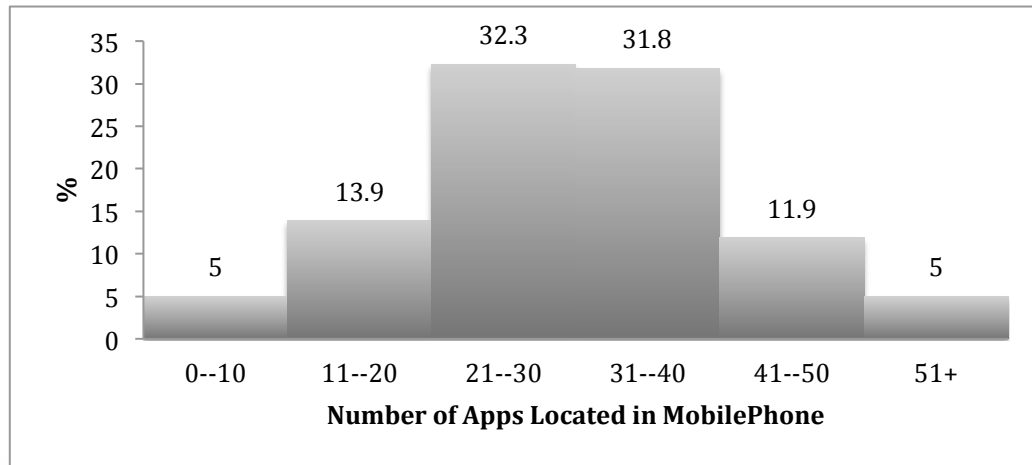
When number of times using mobile phone in a day distribution of the sample is analyzed; as stated in Figure 5.8, most of the respondents use mobile phone 31-40 times a day with %41 followed by 21-30 times a day (%29) and 41-50 times a day (%14)

Figure 5.8: Number of Times Using Mobile Phone in a Day Distribution



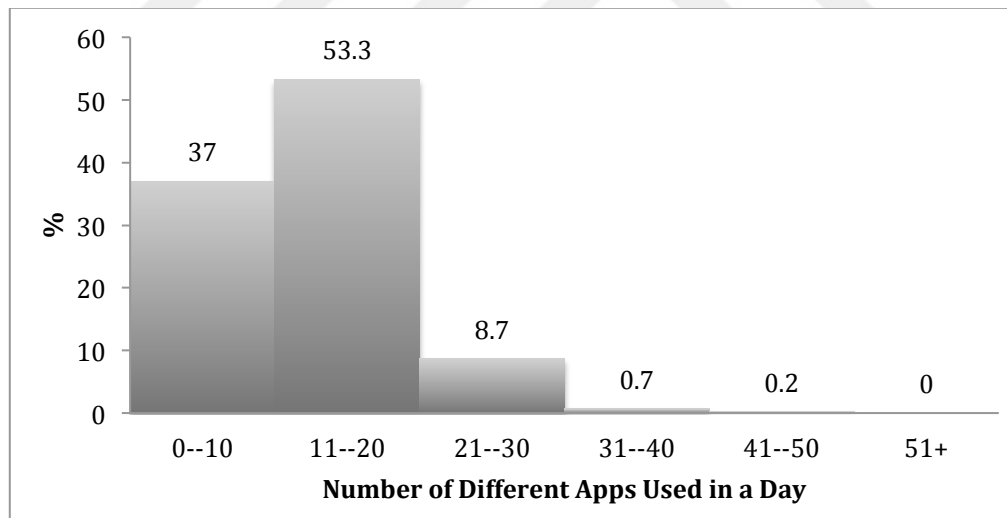
When number of apps located in mobile phone distribution of the sample is analyzed; as stated in Figure 5.9, most of the respondents have 21-30 and 31-40 apps with %32 followed by 11-20 apps (%14)

Figure 5.9: Number of Apps Located in Mobile Phone Distribution



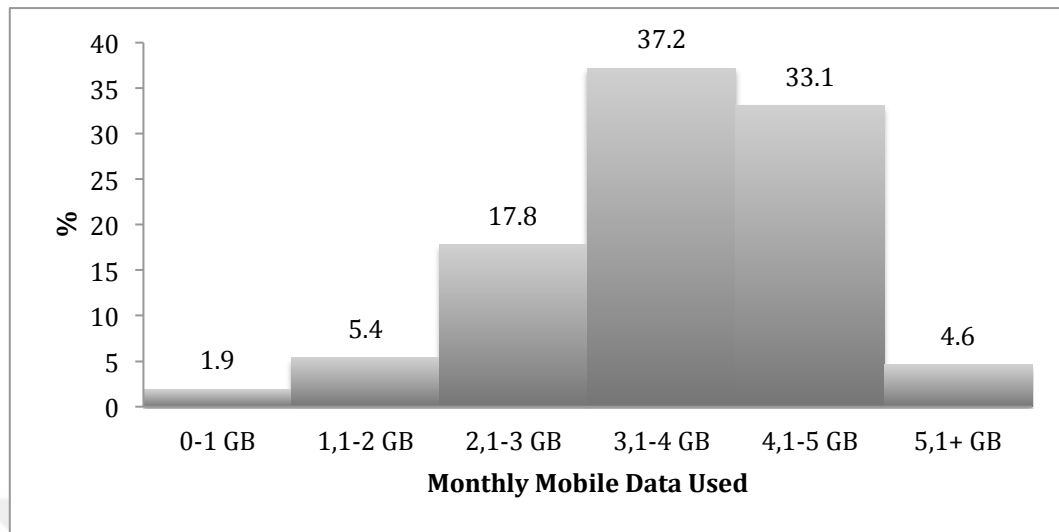
When daily different apps usage distribution of the sample is analyzed; as stated in Figure 5.10, most of the respondents have use 11-20 apps daily with %53 followed by 0-10 apps (%37) and 21-30 (%9)

Figure 5.10: Daily Different Apps Usage Distribution



When monthly mobile data usage distribution of the sample is analyzed; as stated in Figure 5.11, most of the respondents use 3,1-4 GB data monthly with %37 followed by 4,1-5 GB (%33) and 2,1-3 GB (%18)

Figure 5.11: Monthly Mobile Data Usage Distribution



When channels engaged at the same time while using mobile devices distribution of the sample is analyzed; as stated in Figure 5.12, most of the respondents use computer at the same time with mobile device with %38 followed by TV (%27) and Radio (%15)

Figure 5.12: Channels Engaged At The Same Time While Using Mobile Devices Distribution

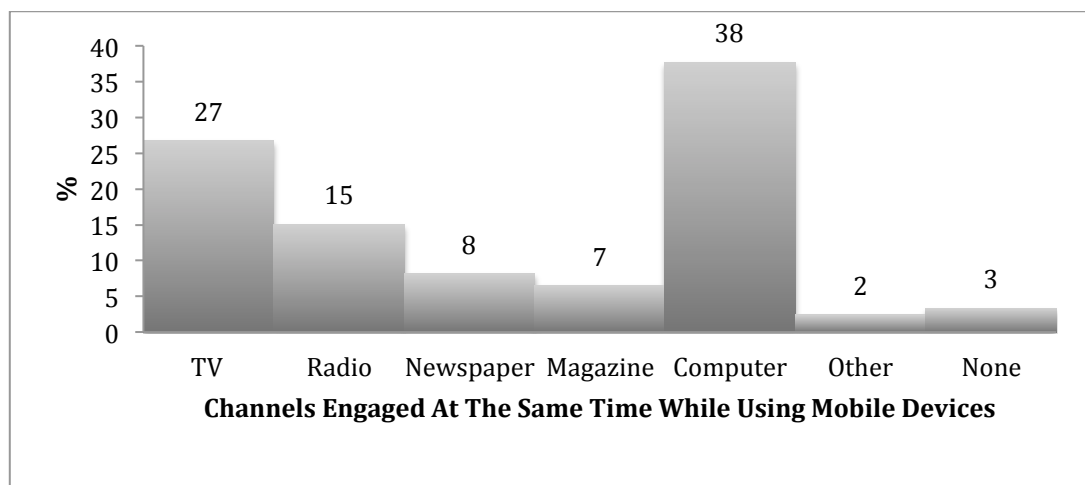


Table 5.2 shows usage of different mobile contents. As can be seen from the table messaging, calling and video-photo apps are the most popular contents consumed by the respondents with 4,06, 3,94 and 3,88 means respectively followed by social media,

maps and newspaper with 3.7, 3.44 and 3.22 means respectively. On the other hand, QR, MMS and IVR are the least popular contents among respondents with 1.24, 0.93 and 0.68 means respectively

Table 5.2: Mobile Content Usage

Mobile Content	Mean (btw 0-5)
Messaging (eg Whatsapp)	4.06
Call	3.94
Video-Photo	3.88
Social Media	3.7
Maps	3.44
Newspaper	3.22
Music	3.17
Mobile Banking	2.93
Radio	2.54
SMS	2.16
Game	1.91
Mobile Payment	1.8
TV	1.73
Magazine	1.71
QR	1.24
MMS	0.93
IVR	0.68

In this section decriptive of the sample put forward by the researcher. In the following section EFA of main study will be presented.

5.2 EXPLORATORY FACTOR ANALYSIS

As already pointed out the in the pilot study part; researcher conducted EFA in order to identify the underlying structure of the questions. Through EFA, appropriateness of data for conducting factor analysis is tested via Kaiser-Meyer-Olkin Measure of Sampling

Adequacy and Bartlett Test of Sphericity (Sharma, 1996) and these tests provided statistical probability that the correlation matrix had significant correlations among variables indicating shared variance.

Further Principle Component Analysis and Varimax Rotation are applied. Factors with eigen values over one were retained and single item that loaded on a factor and items with factor loadings below 0.50 were excluded (Netemeyer et al., 2003).

Moreover, each variable and the overall test values will exceed 0.50 cut-off point, when tested for Kaiser-Mayer-Olkin Measure of Sampling Adequacy (KMO) (Hair et al. 2006).

Bartlett's test gives the statistical significance of the inter-correlation between variable (Hair et al., 2006), and the upper limit for the value of p that is generally agreed upon is 0.05.

After determining factor loadings and total variance explained, in order to test the internal consistency of factors, Cronbach's coefficient alpha reliabilities are computed. Literature (DeVellis, 2003) suggests accepting 0.70 as the lower limit.

5.2.1 Factor and Reliability Analysis for Attitude Toward Mobile Content

One of constructs of the conceptual model of this study is attitude toward mobile content which is composed of eleven elements: perceived risk, ease of use, personal attachment, entertainment, informativeness, credibility, and attitude.

According to Table 5.3, it can be told that; after EFA and reliability analysis of attitude toward mobile content, the factors with average loadings exceeding 0.70 demonstrating convergent validity are kept by the researcher. After EFA attitude, credibility, personal attachment, and ease of use dimensions are omitted from the study, informativeness and entertainment dimensions combined in a single element. This element is named as 'infotainment', which is also a popular term among telecom companies' Value Added services. Moreover other dimensions (Ease of Use, Perceived Performance Risk, Perceived Social Risk, Perceived Time Risk) were kept by the researcher with 0.907, 0.924, 0.830, 0.805, 0.893 cronbach alpha levels respectively. KMO measure of

sampling adequacy for attitude toward mobile content measured 0.806, which is greater than the 0.50 level (Hair et al. 2006). Attitude toward mobile content EFA results show that Bartlett Test of Sphericity (BTS) was significant (Bartlett Test of Sphericity: 6150.681, $p=0.000 < 0.05$) and five factors kept by the researcher explained %83.799 of the variance for attitude toward mobile content that exceeds the recommended threshold level of %60 (Hair et al. 2006).



Table 5.3: Factor Analysis Result for Attitude Toward Mobile Content

Factor Name	Item	Factor item	Factor Load.	% Var.	Cron. Alpha
Infotainment	ENT1	I feel that using mobile applications is enjoyable and entertaining.	0.760	20.230	0.907
	ENT2	I feel that using mobile applications is pleasant.	0.741		
	INF1	I feel that mobile applications are good sources for timely information	0.839		
	INF2	Mobile applications provide the information I need.	0.857		
Ease of Use	EOU1	Learning to use mobile applications is easy to me	0.873	17.174	0.924
	EOU2	It is easy to make mobile applications do what I want it to	0.818		
	EOU3	My interaction with mobile applications is clear and understandable	0.871		
Perceived Risk (Performance Risk)	PR1	When i am buying a new mobile application, I worry about whether the mobile application will really perform as well as it is supposed to.	0.740	13.518	0.830
	PR2	When i am buying a new mobile application, I want to be sure regarding the mobile application will provide the level of benefits that I would be expecting.	0.818		
	PR3	When i am buying a new mobile application, I want to be sure regarding the mobile application's safety and reliability	0.718		
Perceived Risk (Social Risk)	PR4	When i am buying a new mobile application, i concern whether my associates wont appreciate me	0.810	13.404	0.805
	PR5	Buying a new mobile application causes me concern because some friends would think I was just being showy.	0.928		
Perceived Risk (Time Risk)	PR7	Buying a new mobile application makes me concerned that I would have to spend too much time learning how to use the computer.	0.894	19.472	0.893
	PR8	Buying a new mobile application concerns me because it could create even more time pressures on me that I don't need	0.916		
	PR9	Buying a new mobile application could lead to an inefficient use of my time from playing computer	0.897		

5.2.2 Factor and Reliability Analysis for VALS

One of constructs of the conceptual model of this study is VALS which is composed of eight elements: innovators, experiencers, achievers, thinkers, believers, strivers, makers and survivors.

According to Table 5.4, it can be told that; after EFA and reliability analysis of VALS the factors with average loadings exceeding 0.70 demonstrating convergent validity are kept by the researcher. Believers dimension are omitted from the study and rest of the dimensions (Achievers, Experiencers, Innovators, Makers, Strivers, Survivors, Thinkers) are kept with 0.903, 0.880, 0.886, 0.819, 0.768, 0.814, 0.919 cronbach alpha levels respectively.

KMO measure of sampling adequacy for VALS measured 0.788, which is greater than the 0.50 level (Hair et al. 2006)

VALS EFA results show that Bartlett Test of Sphericity (BTS) was significant (7193.245, $p=0.000 < 0.05$) and seven factors kept by the researcher explained %82.878 of the variance for VALS that exceeds the recommended threshold level of %60 (Hair et al. 2006).

Table 5.4: Factor Analysis Result for VALS

Factor Name	Item	Factor item	Factor Load.	% Var.	Cron. Alpha
Strivers	STR1	I like to dress in the latest fashions	0.871	15.191	0.903
	STR2	I follow the latest trends and fashions	0.881		
	STR3	I want to be considered fashionable	0.870		
	STR4	I dress more fashionably than most people	0.742		
Makers	MAK1	I like to make things with my hands.	0.782	14.560	0.880
	MAK2	I like to make things I can use everyday.	0.834		
	MAK3	I would rather make something than buy it.	0.661		
	MAK4	I like making things of wood, metal or other such material	0.817		
Innovators	INV1	I like to lead others	0.851	11.771	0.886
	INV2	I like being in charge of a group	0.881		
	INV3	I must admit that I like to show off	0.742		
Survivors	SUR1	I am really interested only in a few things.	0.771	11.122	0.819
	SUR2	I must admit that my interests are somewhat narrow and limited.	0.887		
	SUR3	I like my life to be pretty much the same from week to week.	0.824		
Thinkers	THN1	I am very interested in how mechanical things, such as engines, work.	0.861	10.615	0.768
	THN2	I would like to understand more about how the universe works.	0.604		
	THN3	I like to look through hardware or automotive stores.	0.821		
	THN4	I am very interested in how mechanical things, such as engines, work.	0.861		
Achievers	ACH1	I consider myself an intellectual.	0.820	10.348	0.814
	ACH2	I like to learn about art, culture, and history.	0.711		
	ACH3	I would like to spend a year or more in a foreign country	0.801		
Experiencers	EXP3	I like the challenge of doing something I have never done before.	0.820	9.273	0.919
	EXP5	I like a lot of variety in my life.	0.711		

5.2.3 Factor and Reliability Analysis for DMS

One of constructs of the conceptual model of this study is DMS which is composed of eight elements: brand conscious, confused by overchoice, novelty fashion conscious, habitual-brand-loyal, high quality conscious, price conscious/value for the money, impulsive/careless, recreational/hedonistic

According to Table 5.4, it can be told that; after EFA and reliability analysis of DMS, the factors with average loadings exceeding 0.70 demonstrating convergent validity are kept by the researcher. Novelty fashion conscious, habitual, brand-loyal and price conscious/value for the money dimensions are omitted from the study and other dimensions (Brand Conscious, Confused by Overchoice, Hedonistic, High Quality Conscious, Impulsive) are kept with 0.780, 0.752, 0.797, 0.757, 0.751 cronbach alpha levels respectively.

KMO measure of sampling adequacy for DMS measured 0.863, which is greater than the 0.50 level (Hair et al. 2006).

DMS EFA results show that Bartlett Test of Sphericity (BTS) was significant (Bartlett Test of Sphericity: 2458.960, $p=0.000 < 0.05$) and five factors kept by the researcher explained %73.621 of the variance for DMS that exceeds the recommended threshold level of %60 (Hair et al. 2006).

Table 5.5: Factor Analysis Result for VALS

Factor Name	Item	Factor item	Factor Load.	%Var.	Cron. Alpha
Brand Conscious	BC1	The well-known national brands are best for me	0.824	18.043	0.780
	BC2	The more expensive brands are usually my choice	0.791		
	BC4	Nice department and specialty stores offer me the best products	0.623		
	BC5	I prefer buying the best-selling brands	0.725		
Confused by Overchoice	CBO1	There are so many brands to choose from that often I feel confused	0.709	15.994	0.752
	CBO2	Sometimes it is hard to choose which stores to shop	0.805		
	CBO3	The more I learn about products, the harder it seems to choose the best	0.835		
High Quality Conscious	HQC3	I make special effort to choose the very best quality products	0.875	15.340	0.797
	HQC5	My standards and expectations for products I buy are very high	0.690		
	HQC7	In general, I usually try to buy the best overall quality	0.783		
	ACH2	I like to learn about art, culture, and history.	0.711		
	ACH3	I would like to spend a year or more in a foreign country	0.801		
Impulsive	IMP4	I take the time to shop carefully for the best buys –	0.764	12.182	0.757
	IMP5	I carefully watch how much I spend	0.943		
Hedonic	HED2	Going shopping is one of the enjoyable activities of my life	0.865	12.062	0.751
	HED4	I enjoy shopping just for the fun of it	0.839		

5.3 CONFIRMATORY FACTOR ANALYSIS

Confirmatory Factor Analysis (CFA) is used built on the early works of Jöreskog and Sörbom (1993), Peter (1981, 1979), and Churchill (1979).

While performing CFA, convergent validity, discriminant validity and nomological validity is tested. In order to make true assessment of convergent validity during CFA, this study will report; Squared Multiple Correlations (SMC) (i.e. CFA loadings) to assess each indicator's own reliability, Construct Reliability (CR) to assess the reliability of the construct and Average Variance Extracted (AVE) to assess the portion of the variance explained for each factor by its indicators.

The threshold levels for SMC, CR and AVE are accepted to be 0.50, 0.70, and 0.50, respectively.

In order to assess nomological validity, this study will use the fit indices of CMIN/*df*, CFI, GFI, AGFI, NFI, TLI, and RMSEA. According to Hair et al. (2006) threshold levels of the fit indices with the exception of CMIN/*df* and RMSEA is 0.90.

A good RMSEA value can be accepted as 0.10 (Hair et al. 2006). MacCallum, Brown, and Sugawara (1996) state that RMSEA above 0.10 can be accepted as poor fit, while below 0.08 is good fit and between 0.08 and 0.10 is mediocre fit.

According to Hair et al. (2006) values less than 5.0 for CMIN/*df*, is expected.

To validate the factors proposed by EFA and investigate the dimension structure more deeply a confirmatory factor analysis (CFA) was conducted using IBM SPSS AMOS 23.0 program (See Table 5.5).

Table 5.6: CFA of Attitude Toward Mobile Content Constructs

Factor Name	Item	Factor item	SMC	t value	CR	AVE
Infotainment	ENT1	I feel that using mobile applications is enjoyable and entertaining.	0,774	64.260	0,885	0,778
	ENT2	I feel that using mobile applications is pleasant.	0,765	55.491		
	INF1	I feel that mobile applications are good sources for timely information	0,857	45.971		
	INF2	Mobile applications provide the information I need.	0,776	41.820		
Ease of Use	EOU 1	Learning to use mobile applications is easy to me	0,674	38.634	0,872	0,748
	EOU 2	It is easy to make mobile applications do what I want it to	0,897	54.070		
	EOU 3	My interaction with mobile applications is clear and understandable	0,810	41.182		
Perceived Risk (Performance Risk)	PR1	When i am buying a new mobile application, I worry about whether the mobile application will really perform as well as it is supposed to.	0,777	40.184	0,902	0,747
	PR2	When i am buying a new mobile application, I want to be sure regarding the mobile application will provide the level of benefits that I would be expecting.	0,846	43.086		
	PR3	When i am buying a new mobile application, I want to be sure regarding the mobile application's safety and reliability	0,696	32.443		
Perceived Risk (Social Risk)	PR4	When i am buying a new mobile application, i concern whether my associates wont appreciate me	0,708	32.769	0,861	0,724
	PR5	Buying a new mobile application causes me concern because some friends would think I was just being showy.	0,644	30.446		
Perceived Risk (Time Risk)	PR7	Buying a new mobile application makes me concerned that I would have to spend too much time learning how to use the computer.	0,773	37.537	0,878	0,760
	PR8	Buying a new mobile application concerns me because it could create even more time pressures on me that I don't need	0,937	42.754		
	PR9	Buying a new mobile application could lead to an inefficient use of my time from playing computer	0,697	40.564		
$\chi^2(189, N=538)=744,086, p= .00$; CMIN/df =4,114, AGFI=0.928 NFI=0.975, CFI=0.985, GFI=0.949, TLI=0.928 RMSEA=0.056						

In order to ensure moderating variables had convergent validity, SMCs, t-values of the indicators, as well as CRs and AVEs were checked. SMCs indicated that all indicators had high reliabilities ($SMC > 0.50$). Similarly, t-values for all indicators were above 1.96, CR is greater than 0.7, and finally AVE is greater than 0.5 which are within the acceptable range

The results of the CFA of the factors showed that the measurement model had good fit ($CMIN/df = 4.114$ $RMSEA = 0.056$, $GFI = 0.949$, $NFI = 0.975$, $CFI = 0.985$, $TLI = 0.928$, $AGFI = 0.928$),



Table 5.7: CFA of VALS

Factor Name	Item	Factor item	SMC	t-value	CR	AVE
Strivers	STR1	I like to dress in the latest fashions	0,644	55491	0.712	0.664
	STR2	I follow the latest trends and fashions	0,736	45971		
	STR3	I want to be considered fashionable	0,655	41820		
	STR4	I dress more fashionably than most people	0,765	38634		
Makers	MAK1	I like to make things with my hands.	0,908	54070	0.952	0.865
	MAK2	I like to make things I can use everyday.	0,821	41182		
	MAK3	I would rather make something than buy it.	0,736	40184		
	MAK4	I like making things of wood, metal or other such material	0,805	43086		
Innovators	INV1	I like to lead others	0,655	32443	0.834	0.715
	INV2	I like being in charge of a group	0,699	32768		
	INV3	I must admit that I like to show off	0,635	30445		
Survivors	SUR1	I am really interested only in a few things.	0,764	37536	0.911	0.835
	SUR2	I must admit that my interests are somewhat narrow and limited.	0,928	42753		
	SUR3	I like my life to be pretty much the same from week to week.	0,688	40563		
Thinkers	THN1	I am very interested in how mechanical things, such as engines, work.	0,765	45971	0.835	0.805
	THN2	I would like to understand more about how the universe works.	0,674	54070		
	THN3	I like to look through hardware or automotive stores.	0,777	32443		
	THN4	I am very interested in how mechanical things, such as engines, work.	0,708	42754		
Achievers	ACH1	I consider myself an intellectual.	0,816	38634	0.765	0.677
	ACH2	I like to learn about art, culture, and history.	0,959	54070		
	ACH3	I would like to spend a year or more in a foreign country	0,872	41182		
Experiencers	EXP3	I like the challenge of doing something I have never done before.	0,787	40184	0.883	0.815
	EXP5	I like a lot of variety in my life.	0,856	43086		
$\chi^2(74, N=538)=335,858$; CMIN/df =3,971, AGFI=0.953 NFI=0.973, CFI=0.985, GFI=0.959, TLI=0.975 RMSEA=0.053						

In order to ensure moderating variables had convergent validity, SMCs, t-values of the indicators, as well as CRs and AVEs were checked. SMCs indicated that all indicators had high reliabilities ($SMC > 0.50$). Similarly, t-values for all indicators were above 1.96, CR is greater than 0.7, and finally AVE is greater than 0.5 which are within the acceptable range

The results of the CFA of the factors showed that the measurement model had good fit ($CMIN/df = 3.971$ RMSEA = 0.053, GFI = 0.959, NFI= 0.973, CFI = 0.985, TLI = 0.975, AGFI = 0.953)



Table 5.8: CFA of DMS

Factor Name	Item	Factor item	SMC	t-value	CR	AVE
Brand Conscious	BC1	The well-known national brands are best for me	0.705	49875	0.860	0.747
	BC2	The more expensive brands are usually my choice	0.797	50731		
	BC4	Nice department and specialty stores offer me the best products	0.716	43895		
	BC5	I prefer buying the best-selling brands	0.720	40227		
Confused by Overchoice	CBO1	There are so many brands to choose from that often I feel confused	0.903	46352	0.892	0.792
	CBO2	Sometimes it is hard to choose which stores to shop	0.816	47626		
	CBO3	The more I learn about products, the harder it seems to choose the best	0.757	40683		
High Quality Conscious	HQC3	I make special effort to choose the very best quality products	0.826	41635	0.848	0.765
	HQC5	My standards and expectations for products I buy are very high	0.676	37764		
	HQC7	In general, I usually try to buy the best overall quality	0.704	32606		
	ACH2	I like to learn about art, culture, and history.	0.640	31607		
	ACH3	I would like to spend a year or more in a foreign country	0.769	33991		
Impulsive	IMP4	I take the time to shop carefully for the best buys –	0.933	50145	0.822	0.719
	IMP5	I carefully watch how much I spend	0.693	41659		
Hedonic	HED2	Going shopping is one of the enjoyable activities of my life	0.699	43268	0.868	0.756
	HED4	I enjoy shopping just for the fun of it	0.748	47035		
$\chi^2(174, N=538)=801,904$; CMIN/df=4.695, AGFI=0.921 NFI=0.946, CFI=0.966, GFI=0.935, TLI=0.934 RMSEA=0.067						

In order to ensure moderating variables had convergent validity, SMCs, t-values of the indicators, as well as CRs and AVEs were checked. SMCs indicated that all indicators had high reliabilities ($SMC > 0.50$). Similarly, t-values for all indicators were above 1.96, CR is greater than 0.7, and finally AVE is greater than 0.5 which are within the acceptable range

The results of the CFA of the factors showed that the measurement model had good fit (CMIN/ df = 4.695 RMSEA = 0.067, GFI = 0.935, NFI= 0.946, CFI = 0.966, TLI = 0.934, AGFI = 0.921

5.4 CLUSTER ANALYSIS

Hair et al. (2010) defines cluster analysis as a group of multivariate techniques whose primary purpose is to group objects based on the characteristics they pose. According to Mazzocchi (2008) the groups must be relatively homogeneous within themselves and heterogeneous between each other.

Clustering represents the grouping of a set of objects into clusters according to certain traits, so that the objects in a cluster have more similar properties than the objects in other clusters. The use of cluster analysis has some concerns in the literature because it does not offer a test statistics, and sorting ability might be so powerful that it provides clusters when the underlying theoretical rationale is otherwise missing (Ketchen and Shook 1996; Davcik and Piyush 2015). The researcher overcame this problem by using a two-step cluster analysis as suggested by literature (Davcik and Piyush 2015; Hair et al. 2010; Ketchen and Shook 1996).

While conducting cluster analysis researcher used music usage, messaging usage, mobile banking usage, photo-video usage, maps usage, number of app usage, magazine usage, call usage, daily phone usage, social media usage, TV usage, qr usage, newspaper, radio usage, game usage, different apps usage, MMS usage, data usage, IVR usage, SMS usage, perceived performance risk, perceived time risk, infotainment, perceived social risk, ease of use items.

After conducting two-step cluster analysis, researcher found out 3 clusters regarding mobile content consumers typologies (see Table 5.9)

Table 5.9: Clusters Found After Two-Step Cluster Analysis

		Number of respondents	% of Total
Cluster	1	163	30.3%
	2	295	54.8%
	3	79	14.7%
	Combined	537	99.8%
Excluded Cases		1	0.2%
Total		538	100.0%

Item distribution among clusters is presented in Table 5.10.

Table 5.10: Item Distribution Among Clusters

Items	Cluster 1	Cluster 2	Cluster 3
Music Usage	4.19	3.08	1.43
Messaging Usage	4.71	3.99	3.01
Mobile Banking Usage	3.84	2.82	1.48
Photo-Video Usage	4.52	3.88	2.54
Maps Usage	4.03	3.49	2.04
Number of App Usage	4.37	3.28	2.32
Magazine Usage	2.57	1.53	0.59
Call Usage	4.47	3.92	2.92
Daily Phone Usage	4.28	3.59	2.42
Social Media Usage	4.29	3.69	2.53
TV Usage	2.51	1.54	0.84
QR Usage	1.87	1.13	0.34
Newspaper	3.96	3.11	2.06
Radio Usage	3.17	2.45	1.54
Game Usage	2.75	1.68	1.00
Different Apps Usage	2.10	1.69	1.15
MMS Usage	1.31	0.91	0.25
Data Usage	4.51	4.08	3.18
IVR Usage	0.92	0.65	0.29
SMS Usage	0.91	0.58	1.02
Perceived Performance Risk	2.54	2.45	2.35
Perceived Time Risk	2.29	2.19	2.34
Infotainment	3.65	3.74	3.67
Perceived Social Risk	3.47	3.47	3.56
Ease of Use	0.96	0.61	1.00

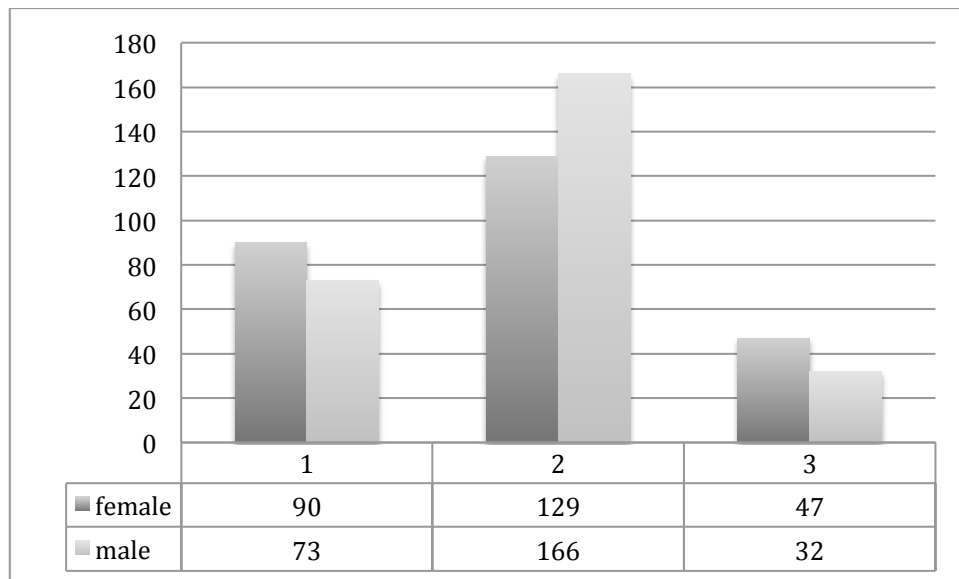
According to item distribution list it can be told that; for all items Cluster 1 has highest means; for all items Cluster 2 has mediocre means and for all items Cluster 3 has lowest means. Furthermore, most effective items for clusters: music usage, messaging usage, mobile banking usage, photo-video usage and maps usage. On the other hand, least effective items for clusters are; perceived time risk, perceived performance risk, infotainment, perceived social risk and ease of use.

According to items and their means in the clusters it can be told that cluster 1 has the highest levels for all mobile assets, mobile usage and attitude toward mobile content. Cluster 2 has mediocre levels for all mobile assets, mobile usage and attitude toward mobile content. Cluster 3 has lowest levels for all mobile assets, mobile usage and attitude toward mobile content

Figures that will be presented in this section will show the characteristics of three clusters in terms of demographics and mobile asset usage.

Gender distribution among clusters were analyzed by the researcher and shown in Figure 5.13

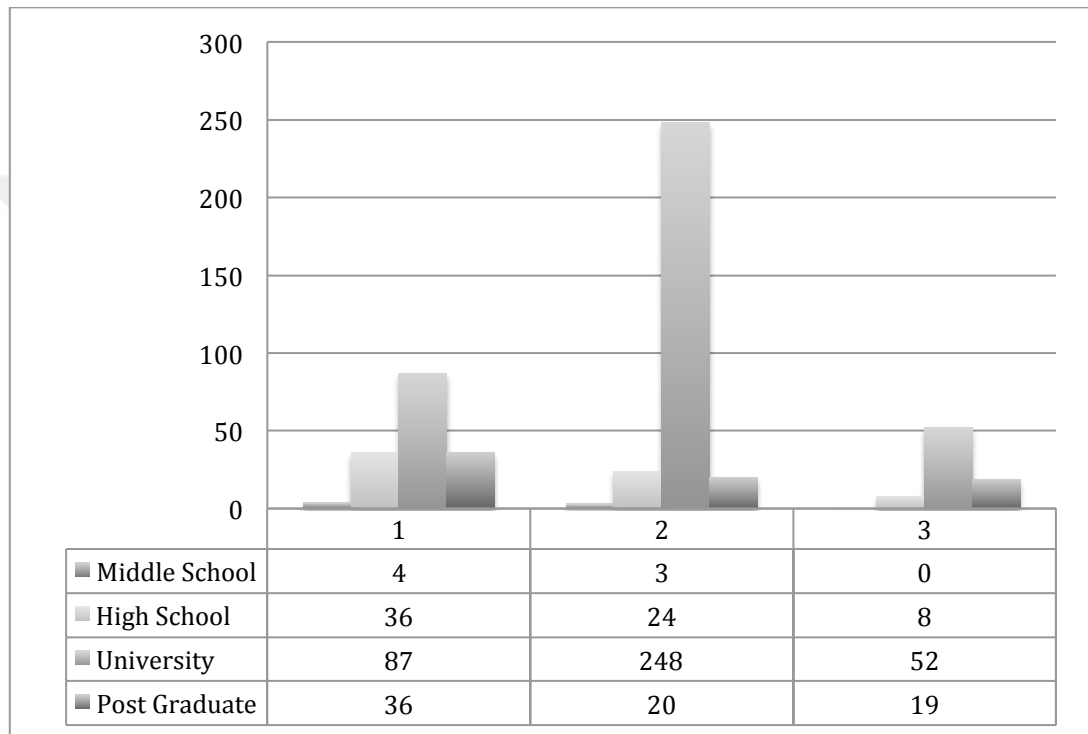
Figure 5.13: Gender Distribution Among Clusters



According to gender distribution among clusters it can be told that; cluster 1 and cluster 3 have female users more; cluster 2 has male users more.

Education distribution among clusters was analyzed by the researcher and distribution that is shown in Figure 5.14 is found.

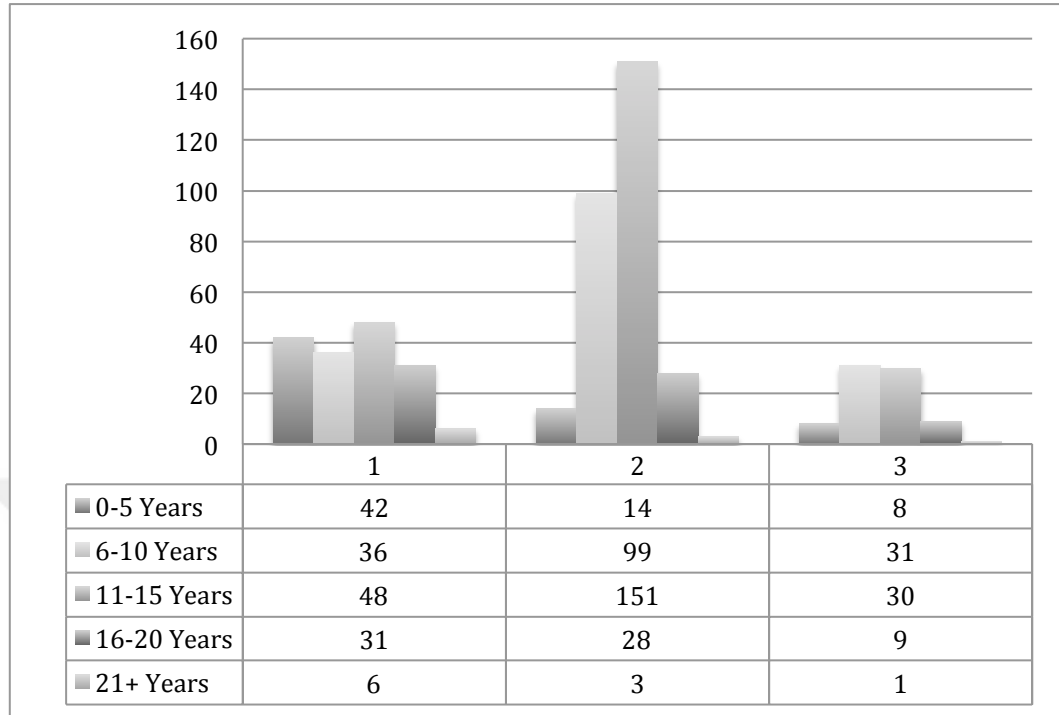
Figure 5.14: Education Distribution Among Clusters



According to education distribution among clusters it can be told that; all clusters have university education levels mostly. Cluster 1 has high school and post graduate education levels as second place. For cluster 2 high school education level has 2 place where cluster 3 has post graduate education level.

Experience distribution among clusters was analyzed by the researcher and distribution that is shown in Figure 5.15 is found.

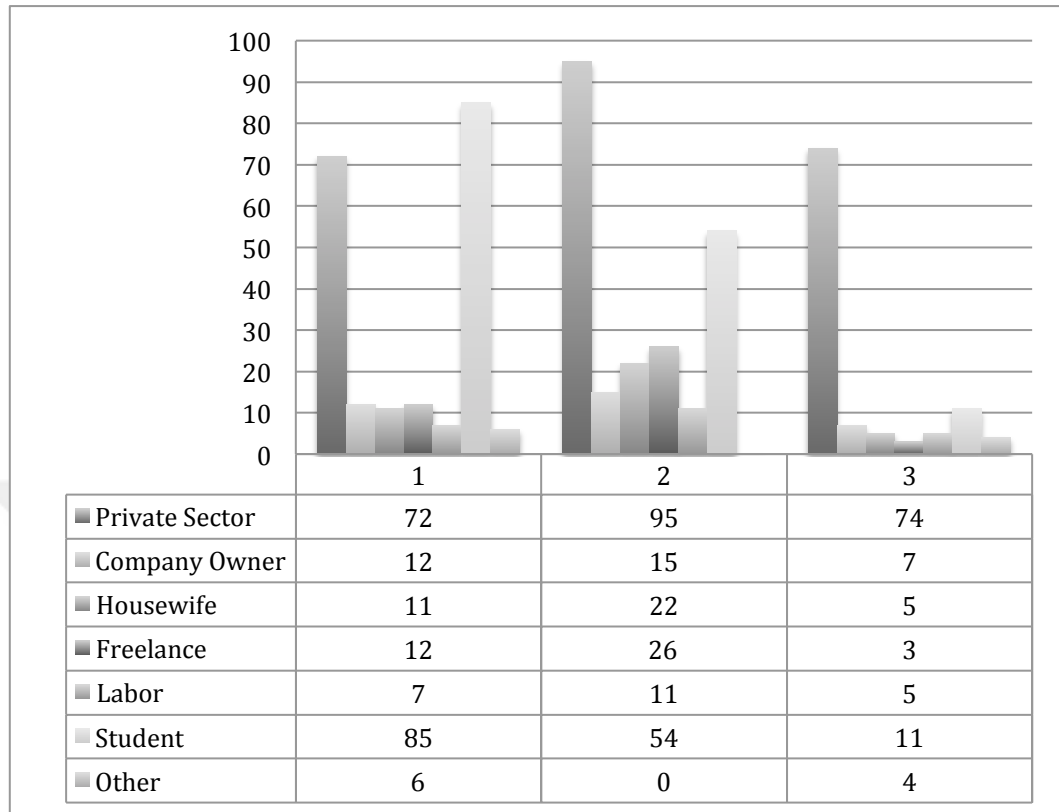
Figure 5.15: Experience Distribution Among Clusters



According to experience distribution among clusters it can be told that; cluster 1 has the most population with 0-5 years experience level. For clusters 2 and 3 most of the population have 6-10 or 11-15 years of experience.

Occupation distribution among clusters was analyzed by the researcher and distribution that is shown in Figure 5.16 is found.

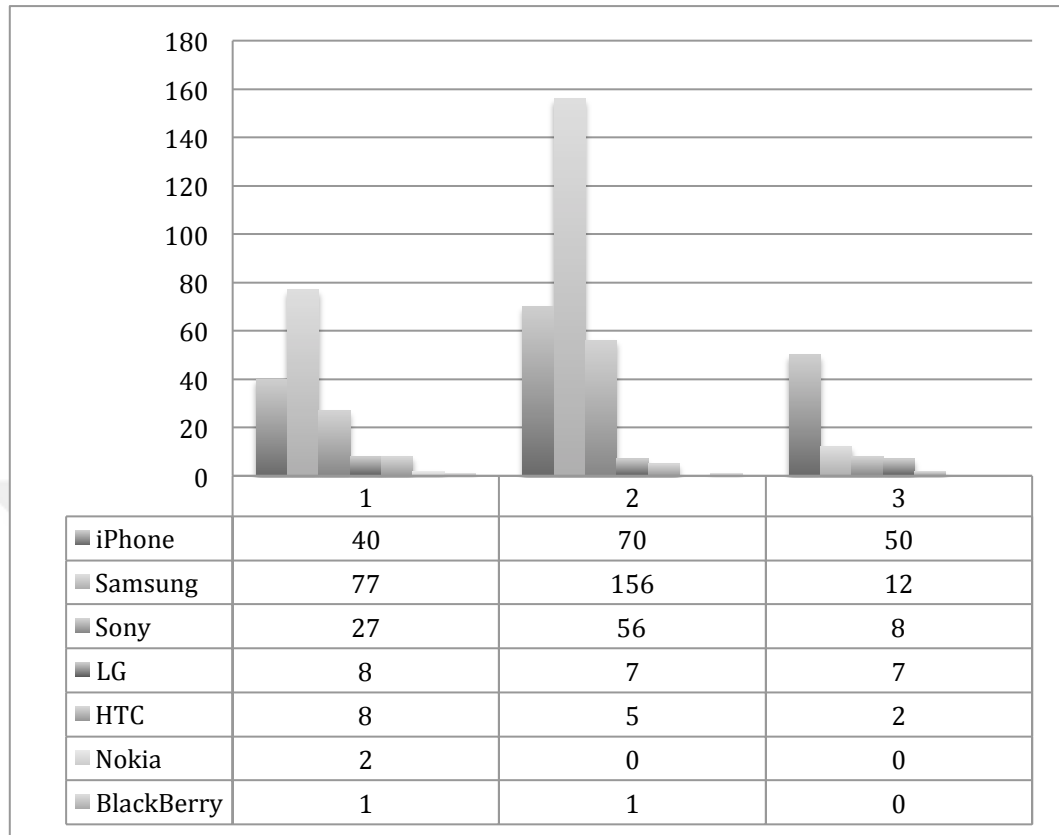
Figure 5.16: Occupation Distribution Among Clusters



According to occupation distribution among clusters it can be told that; cluster 1 has the most student population. For clusters 2 and 3 most of the population work in private sector which is in the second place for cluster 1.

The researcher analyzed mobile Phone Model distribution among clusters and distribution that is shown in Figure 5.17 is found.

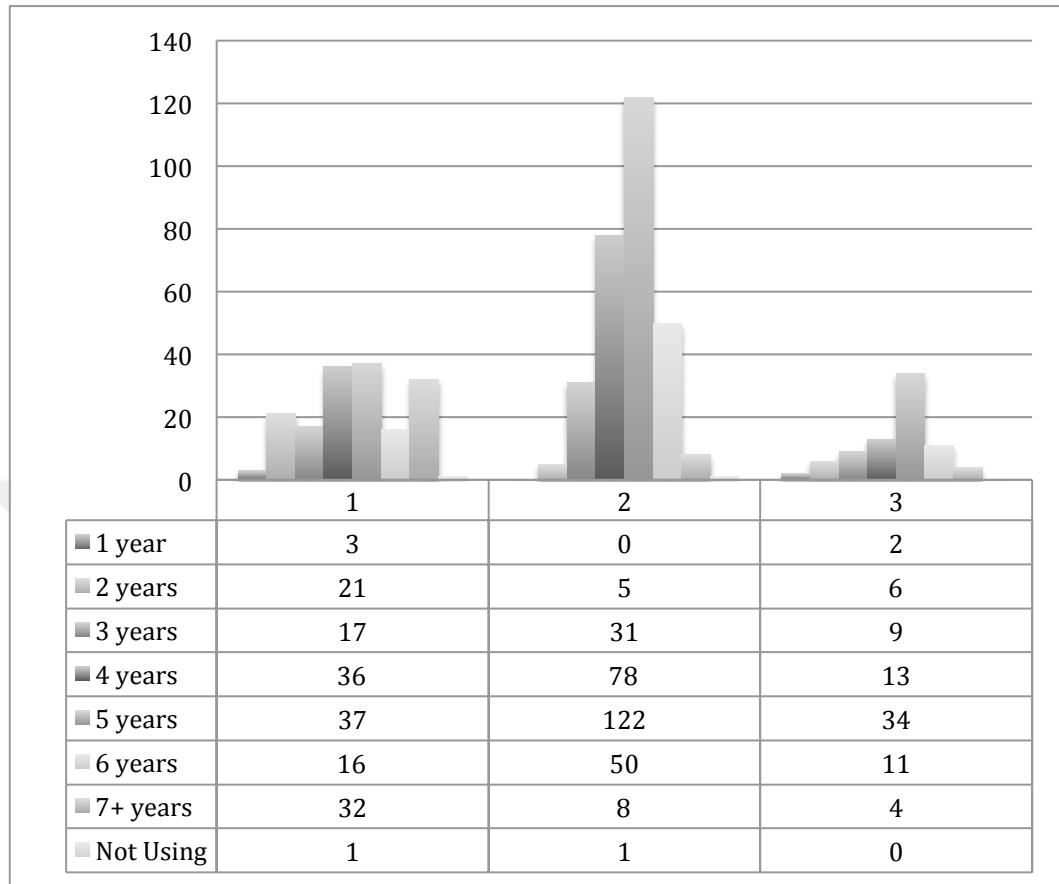
Figure 5.17: Mobile Phone Model Distribution Among Clusters



According to mobile phone model distribution among clusters it can be told that; at cluster 1 and 2 leading mobile phone model is Samsung where most popular model is iPhone for cluster 3.

Smartphone usage year distribution among clusters was analyzed by the researcher and distribution that is shown in Figure 5.18 is found.

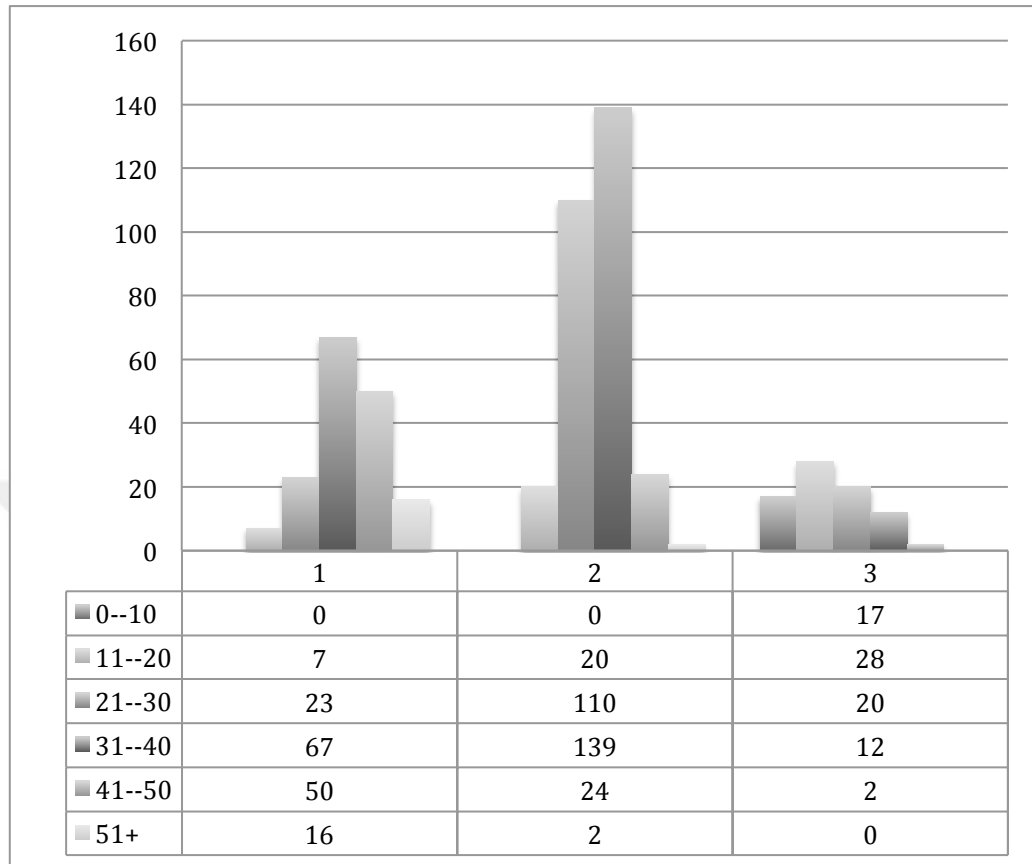
Figure 5.18: Smartphone Usage Year Distribution Among Clusters



According to smartphone usage year distribution among clusters it can be told that; for cluster 2 and 3 most of the population have been using smartphone since 5 years. At cluster 1 as well as 5 years users there are also important number of 4 and 7+ years users.

The researcher analyzed daily mobile phone usage distribution among clusters and distribution that is shown in Figure 5.19 is found.

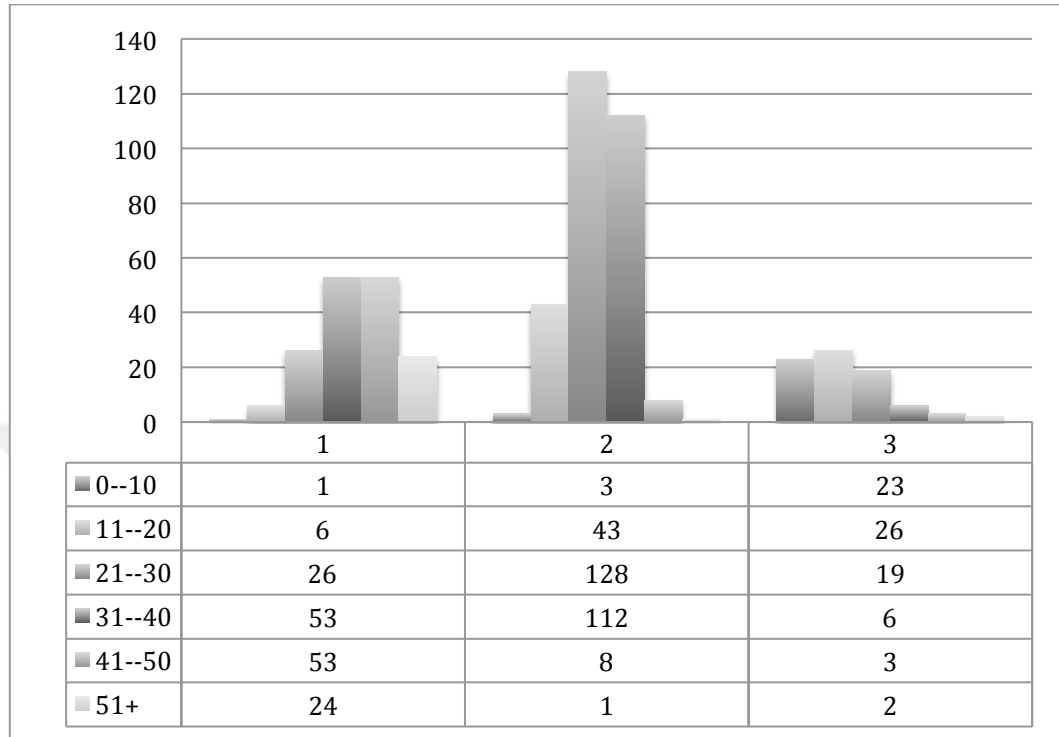
Figure 5.19: Daily Mobile Phone Usage Distribution Among Clusters



According to daily mobile phone usage distribution among clusters it can be told that; cluster 1 has the biggest population for users at 41-50 range. Cluster 3 has the biggest population for users at 0-10 and 11-20 ranges. At cluster 2 most of the population located in 21-30 and 31-40 ranges.

The researcher analyzed number of apps located in mobile phone distribution among clusters and distribution that is shown in Figure 5.20 is found.

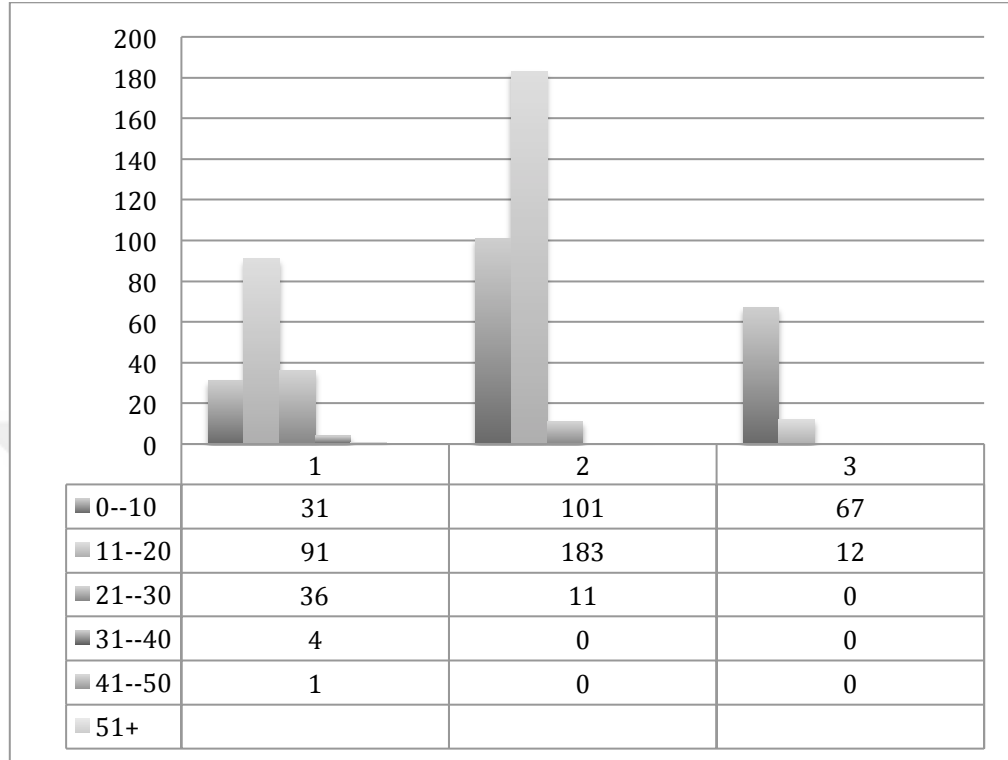
Figure 5.20: Number of Apps Located in Mobile phone Distribution Among Clusters



According to number of apps located in mobile phone distribution among clusters it can be told that; cluster 1 has the biggest population for users at 41-50 range. Cluster 3 has the biggest population for users at 0-10 range. At cluster 2 most of the population located in 21-30 and 31-40 ranges.

The researcher analyzed number of different apps used in a day distribution among clusters and distribution that is shown in Figure 5.21 is found.

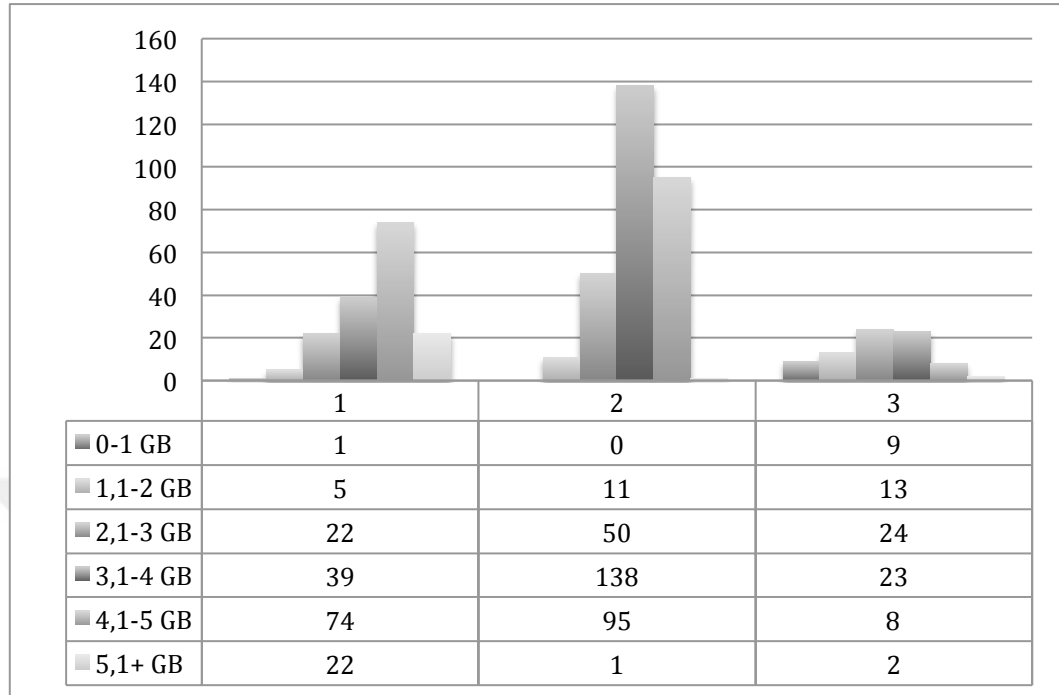
Figure 5.21: Number of Different Apps Used in a Day Distribution Among Clusters



According to number of different apps used in a day distribution among clusters it can be told that; cluster 1 has the biggest population for users at 21-30 range. Most of the population at Cluster 3 use different apps at 0-10 range. For cluster 1 and 2 most of the population located in 11-20 range

The researcher analyzed monthly data usage distribution among clusters and distribution that is shown in Figure 5.22 is found.

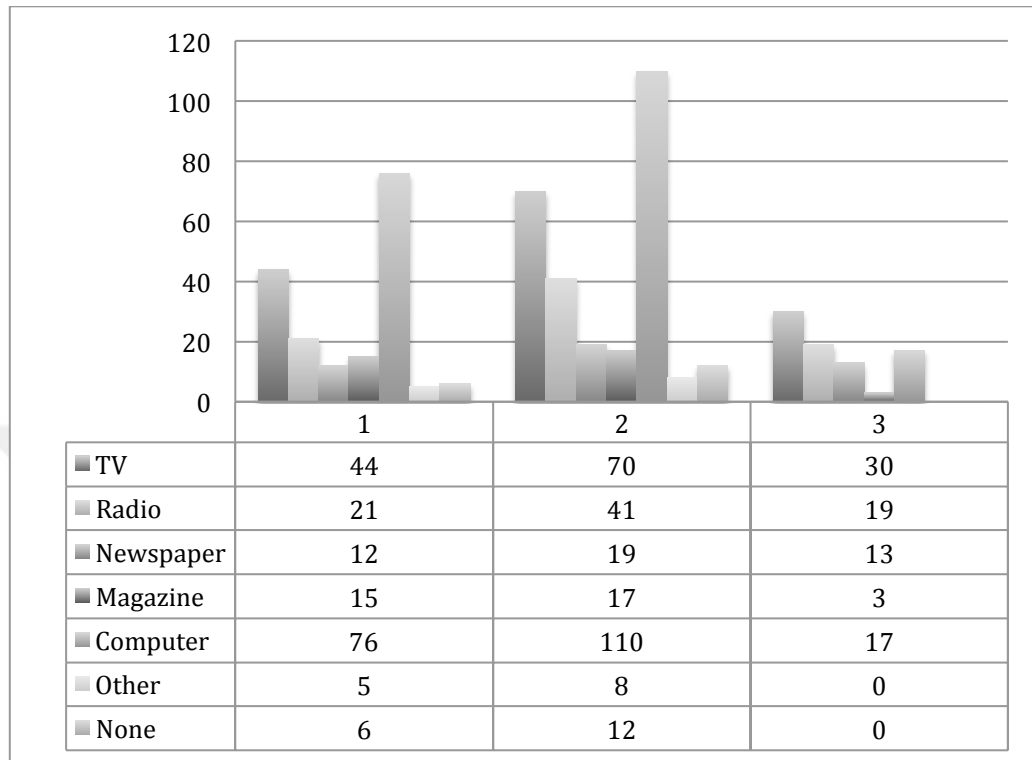
Figure 5.22: Monthly Data Usage Distribution Among Clusters



According to monthly data usage distribution among clusters it can be told that; cluster 1 has the biggest population for 5.1 gb+. For cluster 1 and 2 most of the population located in 3.1-4 and 4.1-5 GB ranges. For cluster 3 most of the population located in 3.1-4 and 2.1-3 GB ranges

Channels engaged at the same time while using mobile devices distribution among clusters was analyzed by the researcher and distribution that is shown in Figure 5.23 is found.

**Figure 5.23: Channels Engaged At The Same Time While Using Mobile Devices
Distribution Among Clusters**



According to channels engaged at the same time while using mobile devices distribution among clusters it can be told that; for cluster 1 and 2 most of the population used computer in the first place and watch TV in the second place. For cluster 3 TV and radio located in the first and second places.

When all the details regarding clusters are analyzed characteristics of the clusters can be summarized as stated in Table 5.11, Table 5.12 and Table 5.13

Table 5.11: Cluster 1 Characteristics

Cluster	Characteristics
Cluster 1	Highest level of Music, Messaging, Mobile Banking, Photo-Video, Maps, Number of App, Magazine, Call, Daily Phone, Social Media, TV, QR Code, Newspaper, Radio, Game, Different Apps, MMS, Mobile Data, IVR, SMS, Perceived Performance Risk, Perceived Time Risk, Perceived Social Risk, Infotainment, Ease of Use Most of the respondents are female, Most of the respondents have university education level Most of the respondents have 0-5 years of experience (Lowest level of the clusters) Most of the respondents are student Most of the respondents have Samsung mobile phone Most of the respondents use their mobile phone between 4-7 years (Highest level of the clusters) Most of the respondents use their mobile phone 41-50 times a day (Highest level of the clusters) Most of the respondents have 41-50 apps in their mobile phone (Highest level of the clusters) Most of the respondents use 11-20 different apps daily in their mobile phone Most of the respondents use 3,1-4 GB monthly mobile data Most of the respondents use their mobile phone while using computer

Table 5.12: Cluster 2 Characteristics

Cluster	Characteristics
Cluster 2	Medium level of Music, Messaging, Mobile Banking, Photo-Video, Maps, Number of App, Magazine, Call, Daily Phone, Social Media, TV, QR Code, Newspaper, Radio, Game, Different Apps, MMS, Mobile Data, IVR, SMS, Perceived Performance Risk, Perceived Time Risk, Perceived Social Risk, Infotainment, Ease of Use Most of the respondents are male Most of the respondents have university education level Most of the respondents have 6-10 or 11-15 years of experience Most of the population work in private sector Most of the respondents have Samsung mobile phone Most of the respondents use their mobile phone since 5 years Most of the respondents use their mobile phone 31-40 times a day Most of the respondents have 21-30 apps in their mobile phone Most of the respondents use 11-20 different apps daily in their mobile phone Most of the respondents use 3.1-4 GB monthly mobile data Most of the respondents use their mobile phone while using computer

Table 5.13: Cluster 3 Characteristics

Cluster	Characteristics
Cluster 3	Lowest level of Music, Messaging, Mobile Banking, Photo-Video, Maps, Number of App, Magazine, Call, Daily Phone, Social Media, TV, QR Code, Newspaper, Radio, Game, Different Apps, MMS, Mobile Data, IVR, SMS, Perceived Performance Risk, Perceived Time Risk, Perceived Social Risk, Infotainment, Ease of Use Most of the respondents are female Most of the respondents have university education level Most of the respondents have 6-10 or 11-15 years of experience Most of the population work in private sector Most of the respondents have iPhone mobile phone Most of the respondents use their mobile phone since 5 years Most of the respondents use their mobile phone 21-30 times a day (Lowest level of the clusters) Most of the respondents have 11-20 apps in their mobile phone (Lowest level of the clusters) Most of the respondents use 0-10 different apps daily in their mobile phone (Lowest level of the clusters) Most of the respondents use 2,1-3 GB monthly mobile data (Lowest level of the clusters) Most of the respondents use their mobile phone while watching TV

According to cluster 1 characteristics it can be told that; cluster 1 has the highest scores at most items for mobile usage. Because of this reason researcher gives this cluster '**mobilesumers**' name. Mobilesumers is a combination of mobile and consumer words. They used mobile devices and applications heavily. They live In a mobilized world.

According to cluster 2 characteristics it can be told that; cluster 2 has the medium scores at most items for mobile usage. Because of this reason researcher gives this cluster '**mobile followers**' name. They tend to follow mobile trends and try to use mobile devices and applications as much as possible.

According to cluster 3 characteristics it can be told that; cluster 3 has the lowest scores at most items for mobile usage. Because of this reason researcher gives this cluster '**mobile laggards**' name. They are still at the adaptation stage for mobile world.

In the following section researcher will analyze whether there are differences in DMS and VALS of these three clusters.

5.5 ONE-WAY ANOVA ANALYSIS

To test if there were differences between VALS and DMS of three clusters one way ANOVA tests were performed. Regarding variance homogeneity Levene's statistic is calculated for the variances in ANOVA.

From all the elements of DMS only brand conscious and confused by overchoice elements found significantly different between clusters. Similarly, From all the elements of VALS only Thinkers element found significantly different between clusters. One way ANOVA test applied to Brand conscious, Confused by overchoice, Thinker elements. Result showed that all dimensions were significantly different in cluster groups (See Table 5.14 – 5.15 – 5.16).

Table 5.14: One-way ANOVA Test for Brand Conscious Item

	Age	N	Mean	F	p value
Brand Conscious	Mobilesumers	163	2.570	5.135	.006
	Mobile Followers	295	2.500		
	Mobile Laggards	79	2.280		
	Scheffe		Mean Difference	Std. Error	p value
	Mobilesumers	Mobile Followers	0.07	0.067	0.572
		Mobile Laggards	.297*	0.094	0.007
	Mobile Followers	Mobilesumers	-0.07	0.067	0.572
		Mobile Laggards	.226*	0.086	0.033
	Mobile Laggards	Mobilesumers	-.297*	0.094	0.007
		Mobile Followers	-.226*	0.086	0.033

ANOVA test for brand conscious item showed that mobilesumers give decisions more brand conscious than mobile followers and mobile laggards. In other words, mobilesumers are affected by popular brands more than mobile followers and mobile laggards while they are giving their decisions.

Table 5.15: One-way ANOVA Test for Confused by Overchoice Item

	Age	N	Mean	F	p value
Confused by Overchoice	Mobilesumers	163	2.680	6.291	0.002
	Mobile Followers	295	2.660		
	Mobile Laggards	79	2.330		
	Scheffe		Mean Difference	Std. Error	p value
	Mobilesumers	Mobile Followers	0.021	0.077	0.964
		Mobile Laggards	.354*	0.108	0.005
	Mobile Followers	Mobilesumers	-0.021	0.077	0.964
		Mobile Laggards	.333*	0.1	0.004
	Mobile Laggards	Mobilesumers	-.354*	0.108	0.005
		Mobile Followers	-.333*	0.1	0.004

ANOVA test for confused by overchoice item showed that while mobilesumers give their decisions they get confused by overchoice more than mobile followers and mobile laggards. In other words, mobilesumers are affected by having too many brands and

stores alternatives and they experience information overload in the market more than mobile followers and mobile laggards

Table 5.16: One-way ANOVA Test for Thinkers Item

	Age	N	Mean	F	p value
Thinker	Mobilesusers	163	2.780	3.191	0.042
	Mobile Followers	295	2.800		
	Mobile Laggards	79	3.030		
	Scheffe		Mean Difference	Std. Error	p value
	Mobilesusers	Mobile Followers	-0.017	0.075	0.975
		Mobile Laggards	-0.246	0.105	0.066
	Mobile Followers	Mobilesusers	0.017	0.075	0.975
		Mobile Laggards	-0.23	0.097	0.063
	Mobile Laggards	Mobilesusers	0.246	0.105	0.066
		Mobile Followers	0.23	0.097	0.063

ANOVA test for thinkers item showed that mobile laggards are more thinkers than mobile followers and mobilesusers. According to VALS (SBI, 2015) thinkers plan, research, and consider before they act, are not influenced by what's hot, use technology in functional ways, buy proven products. Mobile laggards have these characteristics more than mobile followers and mobilesusers.



6. DISCUSSION

This study aims to address various topics such as investigating the usage of mobile devices and services around Turkey and around the globe in order to detect whether the ‘mobile revolution’ has arrived, determining ‘mobile content consumer typologies’ according to their mobile content consumption and analyzing decision-making styles (DMS) and Value, Attitude and Lifestyles (VALS) of different mobile content consumers.

To this end, marketing literature, industry reports and consumer surveys, have been analyzed in order to detect whether the ‘mobile revolution’ has arrived. Furthermore, a research model has been theorized to determine mobile content consumer typologies, their DMS and VALS. In order to determine mobile content consumer typologies cluster analysis, to detect the differences in terms of DMS and VALS among clusters one-way ANOVA analysis conducted.

The discussion part of the study puts forward the findings of this study and aims to argue the key points found after data analysis.

6.1 MOBILE REVOLUTION

One of the objectives of this study was to investigate the usage of mobile devices and services around Turkey and around the globe in order to detect whether the ‘mobile revolution’ has arrived. To this end, several studies and reports from Turkey and global analyzed in order to reach this objective. The results of the analysis showed that mobile revolution has already arrived in terms of both consumer and marketers preferences.

In terms of consumer preferences globally, with 3.79 billion unique mobile users worldwide, mobile penetration reached 51% (We Are Social, 2016). Since internet penetration worldwide is %46, mobile penetration exceeds internet penetration. Moreover, mobile share of total internet traffic grow from %0.7 (at 2009) to %38.6 (at

2016) which shows a rapid growth in that area. Mobile share growth in internet usage also shows that people started to use their mobile phone as their personal computers. Global data also shows that mobile is taking over in terms of social media usage and video usage. For instance, from 2.31 billion social media users 1.97 billion users access social media platforms via their mobile phones. Moreover, in biggest social media network Facebook has 85% mobile users (We Are Social, 2016). In terms of video usage, at 2014 %55 of total mobile traffic came from mobile. Moreover %75 of total Facebook's video views comes from mobile daily (KPCB, 2015). Lastly, at 2014 smartphone penetration reached %40 globally shows that consumers started to prefer smartphones year by year (KPCB, 2015). In terms of consumer preferences in Turkey; according to ICTA (2016) as of 2016, there are 73.6 million mobile subscribers which means a %93.5 penetration rate in Turkey and in the fourth quarter (Q4) of 2015 number of 3G subscribers reached 64 million. Moreover, in 2014, smartphone penetration in Turkey reached %33 showing that consumers started to prefer smartphones year by year (KPCB, 2015). Similarly, in 2014 %39 of total traffic came from mobile in Turkey which means mobile might overtake internet usage in following years. In other words, we are facing a mobile revolution in terms of consumer preferences in Turkey and globally.

In terms of marketer preferences globally; according to IAB (2015) search advertising is leading in the first place and it is followed by mobile. Moreover mobile advertising is the only channel facing an increase each year. According to KPCB (2015), from 2013 to 2014 mobile advertising revenue globally increased %34, shows there is an increase in the interest of marketers to mobile advertising. In terms of marketer preferences in Turkey; according to IAB Turkey (2015) mobile advertising spending increase %18 from 2014 to 2015. Regarding mobile advertising it can be told that mobile display is increasing (%60) where SMS/MMS advertising is decreasing (-%15). All in a word, we are facing a mobile revolution in terms of marketer preferences in Turkey and globally.

6.2 MOBILE CONSUMER TYPOLOGIES

One of the objectives of this study was to detect mobile consumer typologies. To this end, constructs of mobile content consumer typologies are determined in accordance with literature consisting of three sub-domains, which are attitude toward mobile services, mobile assets ownership and mobile actions & usage. While determining these sub-domains for typology construction, Horrigan's research (2009) benchmarked. From these sub-domains constructs of attitude toward mobile services consisted of Perceived Risk (Bauer et al. 2005; Mitchell 1999), Ease of Use (Davis, 1989; Hung et al. 2003; Nysveen et al. 2005), Existing Knowledge (Bauer et al. 2005), Personal Attachment (Sultan et al. 2009; Skog 2002; Kasesniemi and Rautianinen 2002; Kim 2002; Rohm et al., 2012), Entertainment (Tsang et. al 2004), Informativeness (Tsang et. al, 2004), Credibility (Tsang et. al 2004). Regarding mobile assets ownership mobile phone model, smartphone usage year, daily mobile phone usage, number of apps located in mobile phone, number of different apps used in a day, monthly data usage, channels engaged at the same time while using mobile devices, mobile content consumption (music, messaging, mobile banking, photo-video, maps, number of app, magazine, call, daily phone, social media, TV, QR code, newspaper, radio, game, different apps, MMS, mobile data, IVR, SMS) are located in the study, which are derived from Horrigan's research. (2009).

Before proceeding with clusters analysis to determine mobile consumer typology, researcher also evaluated findings of both qualitative and quantitative parts of the study in terms of mobile asset ownership, mobile actions and mobile usage.

According to descriptive analytics of the study; ages of respondents vary between 16 and 44 with a mean of 25,72 and standard deviation of 4,962 where %50 of the respondents are male and %50 of them are female. When education distribution of the sample is analyzed; most of the respondents have university degree with %72, followed by post graduate (%14) and high school (%13). Moreover, in terms of experience most of the respondents have 11-15 years of experience with %42 followed by 6-10 years (%31) and 16-20 years (%13). When occupation distribution of the sample is analyzed;

most of the respondents are from private sector with %45 followed by students (%28) and freelancers (%8). Regarding income distribution; most of the respondents have 3001-5000 TL income with %43 followed by 5001-10000 TL (%28) and 1001-3000 (%18)

According to the mobile assets, mobile actions and mobile usage of the respondents; when mobile phone model distribution of the sample is analyzed; most of the respondents have Samsung with %46 followed by iPhone (%30) and Sony (%17). That shows the majority of the respondents prefer Samsung or iPhone devices in terms of smartphone models. Moreover, in terms of smartphone usage duration, most of the respondents use smartphone for 5 years with %36 followed by 4 years (%24) and 6 years (%14). When number of times using mobile phone in a day is the issue most of the respondents use mobile phone 31-40 times a day with %41 followed by 21-30 times a day (%29) and 41-50 times a day (%14). According to respondents' smartphone usage duration and daily mobile phone usage, it can be told that; they can be classified as experienced users.

Regarding number of apps located in mobile phone distribution, most of the respondents have 21-30 and 31-40 apps with %32 followed by 11-20 apps (%14). Moreover, when daily different apps usage distribution of the sample is analyzed; most of the respondents have use 11-20 apps daily with %53 followed by 0-10 apps (%37) and 21-30 (%9). These results show that although people download lots of applications to their mobile devices they use small number of applications daily. For this reason mobile engagement is becoming more and more important among marketers.

Lastly when monthly mobile data usage distribution of the sample is analyzed; most of respondents use 3,1-4 GB data monthly with %37 followed by 4,1-5 GB (%33) and 2,1-3 GB (%18). Data usage amount show that participants use internet via their mobile devices heavily in other words, mobile devices are becoming an important part of their daily lives.

In order to detect screen to screen tendency of mobile users, channels engaged at the same time while using mobile devices distribution is analyzed; and it was found out that most of the respondents use computer at the same time with mobile device with %38

followed by TV (%27) and Radio (%15). According to this result, it can be told that; when constructing an integrated marketing campaign mobile medium should be evaluated as an important part of whole communication channel.

In terms of most popular mobile contents among mobile consumers respondents were asked to vote their favorite contents. Messaging, calling and video-photo apps are the most popular contents consumed by the respondents with 4,06, 3,94 and 3,88 means respectively followed by social media, maps and newspaper with 3.7, 3.44 and 3.22 means respectively. On the other hand, QR, MMS and IVR are the least popular contents among respondents with 1.24, 0.93 and 0.68 means respectively. On the other hand; according in-depth interviews and focus groups most favorite apps are; Whatsapp, Instagram, Facebook, any mobile banking app, any newspaper app. All of these results show that among mobile content types respondents mostly prefer messaging apps, social media apps and newspaper apps. On the other hand, most of them don't know and/or use QR, MMS and IVR.

While determining mobile consumer typology both qualitative and quantitative researches conducted by the researcher. In qualitative part after in-depth interviews and focus groups, 'existing knowledge' antecedent of attitude toward mobile services is excluded from the study because it was found irrelevant by most of the participants in qualitative study.

Quantitative part of determining mobile consumer typology consisted of three parts, EFA, CFA and two-step cluster analysis. After EFA, personal attachment, credibility and attitude elements are deleted. Perceived risk dimension is divided into 3 dimensions as the literature suggested (Robert and Mason, 1995). Moreover, Informativeness and Entertainment dimensions combined in a single element. This element is named as 'infotainment' by the researcher. The results of the CFA of the factors showed that the measurement model had good fit.

In cluster analysis part, researcher found out 3 significant clusters in terms of mobile typology. Since one of the hypothesis of the study was, mobile users have different clusters in terms of attitude toward mobile content, mobile assets ownership, mobile actions and mobile usage, the findings of the study support this hypothesis.

Results of cluster analysis showed that most effective items for clusters are, music usage, messaging usage, mobile banking usage, photo-video usage, maps usage. On the other hand, least effective items for clusters are, perceived time risk, perceived performance risk, infotainment, perceived social risk, and ease of use.

First cluster has following characteristics: highest level of music, messaging, mobile banking, photo-video, maps, number of app, magazine, call, daily phone, social media, TV, QR code, newspaper, radio, game, different apps, MMS, mobile data, IVR, and SMS consumption; highest level of perceived performance risk, perceived time risk, perceived social risk, infotainment, and ease of use. Most of the respondents are women with university education level and 0-5 years of experience, which is lowest level among clusters. In terms of occupation, most of the respondents are student. Most of the respondents have Samsung mobile phone; moreover, most of the respondents use their mobile phone between 4-7 years, which is highest level among clusters. In terms of mobile phone usage, most of the respondents use their mobile phone 41-50 times a day, which is highest level among clusters. Similarly, most of the respondents have 41-50 apps in their mobile phone, which is also highest level among clusters. Furthermore, most of the respondents use 11-20 different apps daily in their mobile phone and use 3,1-4 GB monthly mobile data. Lastly, most of the respondents use their mobile phone while using computer. According to cluster one's characteristics it can be told that, cluster 1 has the highest scores at most items for mobile usage. Because of this reason, 'mobilesumers' name is given to cluster 1 by the researcher, which is combination of mobile and consumer. This name is given because they use mobile devices and applications heavily and live in a mobilized world.

Second cluster has following characteristics: medium level of music, messaging, mobile banking, photo-video, maps, number of app, magazine, call, daily phone, social media, TV, QR code, newspaper, radio, game, different apps, MMS, mobile data, IVR, and SMS consumption; medium level of perceived performance risk, perceived time risk, perceived social risk, infotainment, and ease of use. Most of the respondents are men with university education level and 6-10 or 11-15 years of experience. In terms of occupation, most of the respondents are from private sector. Most of the respondents have Samsung mobile phone; moreover, most of the respondents use their mobile phone

for 5 years. In terms of mobile phone usage, most of the respondents use their mobile phone 31-40 times a day. Similarly, most of the respondents have 21-30 apps in their mobile phone. Furthermore, most of the respondents use 11-20 different apps daily in their mobile phone and use 3,1-4 GB monthly mobile data. Lastly, most of the respondents use their mobile phone while using computer. According to cluster 2 characteristics, it can be told that; cluster 2 has the medium scores at most items for mobile usage. Because of this reason 'mobile followers' name is given to cluster 1 by the researcher. This name is given because they tend to follow mobile trends and try to use mobile devices and applications as much as possible.

Third cluster has following characteristics: lowest level of music, messaging, mobile banking, photo-video, maps, number of app, magazine, call, daily phone, social media, TV, QR code, newspaper, radio, game, different apps, MMS, mobile data, IVR, and SMS consumption; lowest level of perceived performance risk, perceived time risk, perceived social risk, infotainment, and ease of use. Most of the respondents are women with university education level and 6-15 years of experience. In terms of occupation, most of the respondents are from private sector. Most of the respondents have iPhones, moreover, most of the respondents use their mobile phone for 5 years. In terms of mobile phone usage, most of the respondents use their mobile phone 21-30 times a day, which is lowest level among clusters. Similarly, most of the respondents have 11-20 apps in their mobile phone, which is also lowest level among clusters. Furthermore, most of the respondents use 0-10 different apps daily in their mobile phone, which is lowest level among clusters, and use 2,1-3 GB monthly mobile data, which is also lowest level among clusters. Lastly, most of the respondents use their mobile phone while watching TV. According to cluster 3's characteristics it can be told that; cluster 3 has the lowest scores at most items for mobile usage. Because of this reason 'mobile laggards' name is given to cluster 3 by the researcher. This name is given because they are still at the adaptation stage for mobile world.

When the results of typology study is compared with the literature, it can be told that, Ortega Egea et al. (2007) conducted a study regarding European Internet user types and found out 5 types; Laggards (infrequent use of Internet services), confused and adverse (high variability, but generally low usage of Internet), advanced users (frequent use of

internet), followers (use the Internet quite frequently but not on a daily basis) and non-internet users. Ortega Egea et al.'s study (2007) was addressed internet users and comparing to mobile typology found out in this study, it also has heavy users (advanced users), medium users (followers) and light users (laggards and confused/adverse).

In addition to Ortega Egea et al.'s study (2007), in 2009, Horrigan conducted a research on typology of consumers according to their internet and mobile usage (Horrigan, 2009) and clustered consumers into 10 groups which are digital collaborators (use information gadgets to collaborate with others and share their creativity with the world), ambivalent networkers (heavily use mobile devices to connect with others and entertain themselves), media movers (use online access to seek out information nuggets), roving nodes (use their mobile devices to connect with others and share information with them), mobile newbies (lack robust access to the internet, but they like their cell phones), desktop veterans (dedicated to wireline access to digital information), drifting surfers (are light users and say they could do without modern gadgets and services), information encumbered (feel overwhelmed by information), the tech indifferent (are unenthusiastic about the internet and cell phone), off the network (are neither cell phone users nor internet users). Comparing to the findings in this study, Horrigan's study (2009) found out many more clusters containing heavy, medium and light users. It can be told that mobilesusers are more close to the digital collaborators and ambivalent networkers. Moreover, mobile followers are more close to media movers and roving nodes. Lastly, mobile laggards are more close to mobile newbies.

6.3 DECISION MAKING STYLES OF MOBILE CONSUMER CLUSTERS

One of the objectives of this study was to detect whether different mobile consumer types have different DMS. To this end, dimensions of DMS are constructed in accordance with literature review conducted by the researcher regarding DMS. Among different DMS approaches (Consumer typology approach, Darden and Ashton, 1974, Moschis 1976; psychographics /lifestyle approach, Lastovicka, 1982, Wells, 1975; consumer characteristics approach, Sproles, 1985; Sproles and Kendall, 1986, Sproles and Sproles, 1990) consumer characteristics approach has been most powerful and explanatory one. Because of that reason in order to investigate decision-making styles

of mobile content consumer typologies Sproles and Kendall's (1986) consumer styles inventory (CSI) approached is added to the study. In their study Sproles and Kendall (1986) provided a quantitative instrument for decision-making styles consisting of following constructs: perfectionism or high-quality consciousness; brandconsciousness; novelty-fashion consciousness; recreational, hedonistic shopping consciousness; price and value for money shopping consciousness; impulsiveness; confusion over choice of brands, stores and consumer information; habitual, brand loyal orientation towards consumption.

Researcher conducted one-way ANOVA test to detect whether different mobile consumer types have different DMS. From all the elements of DMS only brand conscious and confused by overchoice elements found significantly different between clusters. Since one of the hypothesis of the study was; different mobile content consumer clusters have different DMS, the findings of the study support this hypothesis partially. In terms of brand conscious and confused by overchoice elements, mobile content consumer clusters have different DMS.

ANOVA test results for brand conscious item put forward that mobilesusers (cluster 1) give decisions more brand conscious than mobile followers (cluster 2) and mobile laggards (cluster 3). Since Sproles and Kendall (1986) defined brandconsciousness as decision style of consumers concerned with getting well-known brands, it can be told that, mobilesusers are affected by popular brands more than mobile followers and mobile laggards while they are giving their decisions. Similarly, ANOVA test results for confused by overchoice item put forward that while mobilesusers give their decisions they get confused by overchoice more than mobile followers and mobile laggards. Since Sproles and Kendall (1986) defined confused by overchoice as decision style of consumers who feel they have too many options to choose from and who likely experience information overload in the market, it can be told that; mobilesusers are affected by having too many options and they experience information overload in the market more than mobile followers and mobile laggards.

6.4 VALS OF MOBILE CONSUMER CLUSTERS

One of the objectives of this study was to detect whether different mobile consumer types have different VALS. To this end, dimensions of VALS are constructed in accordance with literature review conducted by the researcher regarding VALS. In the literature several studies used Mitchell's (1983) VALS approach in order to analyze target audience such as online game players (Shieh & Cheng, 2007; Whang & Chang, 2004); and online consumers (Ahmad et al., 2014). For this reason, in this study; the researcher used VALS that was developed by Arnold Mitchell in 1978.

Researcher conducted one-way ANOVA test to detect whether different mobile consumer types have different VALS. From all the elements of VALS only 'Thinkers' elements found significantly different between clusters. Since one of the hypothesis of the study was; different mobile content consumer clusters have different VALS, the findings of the study support this hypothesis partially.

ANOVA test results for thinkers item put forward that mobile laggards (cluster 3) are more thinkers than mobile followers (cluster 2) and mobilesumers (cluster 1). According to VALS characteristics shaped by SBI (2015), it can be told that; thinkers plan, research, and consider before they act, are not influenced by what's hot, use technology in functional ways and buy proven products. According to ANOVA test results, Mobile laggards have these characteristics more than mobile

7. CONCLUSION

This study is addressed to close the gap in literature, regarding mobile consumer typology since there is a lack in the literature about this subject and most of the typology studies were conducted for internet users (Rohm and Swaminathan, 2004; Barnes et al., 2007; Donthu and Garcia, 1999; Bressolles and Durrieu, 2008; Ortega Egea et al., 2007) Furthermore, study seeks to put forward of characteristics of different mobile consumer types, their decision making styles and values, attitudes and lifestyles in accordance with literature

The following sections of the study concentrate on the theoretical and managerial implications, as well as limitations of the study and suggested future research areas.

7.1 THEORETICAL CONTRIBUTIONS OF THE STUDY

This research aims to extend existing knowledge on mobile consumer typology and DMS and VALS of different mobile consumer types. To this end, several theoretical implications will be discussed.

First research question of this study inquired about mobile consumer typology and in order to determine it constructs are built in accordance with literature consisting of three sub-domains, which are attitude toward mobile services, mobile assets ownership and mobile actions & usage. Since there is a lack in the literature about mobile consumer typology, mobile consumer typology analysis part conducted by the researcher in order to contribute the literature by providing a typology researched addressing mobile users.

In the literature several studies addressed internet users (Rohm and Swaminathan, 2004; Barnes et al., 2007; Donthu and Garcia, 1999; Bressolles and Durrieu, 2008; Ortega Egea et al., 2007) and found out clusters of internet users and none of them dealt with mobile users specifically. To fill this gap, researcher put forward a cluster analysis part and found out 3 significant clusters in terms of mobile typology.

In accordance to cluster analysis findings, first research question which was ‘Are there different types (clusters) of mobile content consumers? If yes what is the typology of

mobile content consumers?’ was answered by the researcher as there are 3 significant clusters in terms of mobile typology. These clusters are; ‘mobilesumers’ who have highest scores in cluster analysis at most items for mobile usage, ‘mobile followers’ who have medium scores in cluster analysis at most items for mobile usage, ‘mobile laggards’ who have lowest scores in cluster analysis at most items for mobile usage. In terms of characteristics, researcher asserted that; ‘mobilesumers’ they use mobile devices and applications heavily and live in a mobilized world, ‘mobile followers’ follow mobile trends and try to use mobile devices and applications as much as possible, ‘mobile laggards’ are still at the adaptation stage for mobile world. Findings of this part of the study contribute to both online and mobile typology literature. When findings are compared with literature, in terms of online consumer typology, Ortega Egea et al. (2007) found out five different types of consumers, which are laggards (occasional and infrequent use of internet services), confused and adverse (generally low usage of internet), advanced users, followers (use the internet quite frequently but not on a daily basis), and non-internet users. Findings of this study contains different mobile consumer types in terms of their mobile content consumption level and similarly to Ortega Egea et al.’s (2007) ‘advanced users’ this study found ‘mobilesumers’ which are advanced users in mobile content consumption. Moreover, similarly to Ortega Egea et al.’s (2007) ‘followers’ category, this study found ‘mobile followers’ category, which contains mobile users who use mobile content frequently but not as much as mobilesumers. Lastly, similarly to Ortega Egea et al.’s (2007) ‘laggards’ category, this study found ‘mobile laggards’ category, which contains mobile users who use mobile content infrequently. When findings are compared with literature, in terms of mobile consumer typology, Horrigan (2009), found out ten different types of mobile/online consumers, which are digital collaborators, ambivalent networkers, media movers, roving nodes, mobile newbies, desktop veterans, drifting surfers, information encumbered, the tech indifferent, off the network. Comparing to the findings in this study, Horrigan’s study (2009) it can be told that mobilesumers are more close to the digital collaborators and ambivalent networkers. Furthermore, mobile followers are more close to media movers and roving nodes. Lastly, mobile laggards are more close to mobile newbies.

Second research question of this study inquired about whether different mobile consumer types have different DMS. Since there is a lack in the literature about DMS of different mobile consumer types, researcher aimed to contribute the literature by providing results addressing DMS of different mobile consumer types.

In the literature, several studies addressed DMS of consumers (Darden and Ashton, 1974, Moschis 1976; Lastovicka, 1982; Wells, 1975; Sproles, 1985; Sproles and Kendall 1986; Sproles and Sproles, 1990) and found DMS of consumers and none of them dealt with mobile users specifically. To fill this gap, researcher analyzed whether different mobile consumer types have different DMS and found out that from all the elements of DMS only brand conscious and confused by overchoice elements were found significantly different between clusters.

In accordance to the findings, second research question which was ‘Do different clusters of mobile content consumers have different DMS? If yes what type of DMS different type of mobile content consumers have?’ was answered by the researcher as in terms of brand conscious and confused by overchoice elements, mobile content consumer clusters have different DMS. Moreover, mobilesusers give decisions more brand conscious than mobile followers and mobile laggards and while mobilesusers give their decisions they get confused by overchoice more than mobile followers and mobile laggards. In terms of characteristics, researcher asserted that, mobilesusers are affected by popular brands more than mobile followers and mobile laggards while they are giving their decisions and they are affected by having too many options and they experience information overload in the market more than mobile followers and mobile laggards.

Third research question of this study inquired about whether different mobile consumer types have different VALS. Since there is a lack in the literature about VALS of different mobile consumer types, researcher aimed to contribute the literature by providing results addressing VALS of different mobile consumer types.

In the literature several studies addressed VALS of consumers (Shieh and Cheng, 2007; Whang & Chang, 2004; Ahmad et al., 2014; Mitchell’s, 1983) and found out VALS of consumers and none of them dealt with mobile users specifically. To fill this gap,

researcher assessed to detect whether different mobile consumer types have different VALS and found out that from all the elements of VALS only thinkers element was found significantly different between clusters.

In accordance to the findings, third research question which was ‘Do different clusters of mobile content consumers have different VALS? If yes what type of VALS different type of mobile content consumers have?’ was answered by the researcher as in terms of thinker element, mobile content consumer clusters have different VALS. Moreover, mobile laggards are more thinkers than mobile followers and mobilesusers. In terms of characteristics, researcher asserted that, thinkers plan, research, and consider before they act and are not influenced by what's hot, use technology in functional ways, buy proven products. According to the results, Mobile laggards have these characteristics more than mobilesusers and mobile followers

In addition to research questions, findings of the study also contributes to segmentation literature in terms of enhancing bases of segmentation and benefits of segmentation. According to segmentation literature (Dickens and Chappell, 1977; Frank, 1989, Joy et al., 1991; Chisnall, 1992; Harrison, 2000) bases of segmentation can be analyzed in 5 major categories as: geographic, demographic, socio economic, geodemographic and psychographic. Since mobile devices are becoming an essential part of today's consumers' daily lives integrating mobile content consumption in bases of segmentation will enhance segmentation theory. This study put forward an approach to determine mobile consumer typology, which might be used to enhance segmentation process in the literature. In this study's approach constructs of mobile content consumer typologies are determined in accordance with literature consisting of three sub-domains, which are attitude toward mobile services, mobile assets ownership and mobile actions & usage. From these sub-domains constructs of attitude toward mobile services consisted of perceived risk, ease of use, existing, personal attachment, entertainment, informativeness, and credibility. Regarding mobile assets ownership mobile phone model, smartphone usage year, daily mobile phone usage, number of apps located in mobile phone, number of different apps used in a day, monthly data usage, channels engaged at the same time while using mobile devices, mobile content consumption (music, messaging, mobile banking, photo-video, maps, number of app, magazine, call,

daily phone, social media, TV, QR code, newspaper, radio, game, different apps, MMS, mobile data, IVR, SMS) are used in order to determine clusters. This approach can enhance current segmentation literature by being used as a part of segmentation process. Moreover, when benefits of the segmentation is the issue, using mobile usage variables might also enhance segmentation benefits. For instance according to Harrison (2000) segmentation enables to perform an efficient match with the company resources and market requirements, and enables cutting the costs. Taking into account mobile usage in terms of segmentation might enhance this benefit since mobile provides costless and direct way for brands to link with their customers. Moreover, segmentation provides an opportunity to meet the customer requirements, and leads an increase in customer satisfaction and an improvement in customer retention. Similarly, adding mobile usage to bases of segmentation will also enhance benefits of segmentation in terms of customer satisfaction and retention since mobile is an essential medium while serving to customers in terms of engagement efforts such as push notifications and tailored messages.

All in a word, this study contributes to the consumer typology literature by providing a consumer typology in mobile specific behavior and usage. Moreover, study contributes to DMS and VALS literatures by providing findings in terms of DMS and VALS of different mobile consumer types. Finally, study contributes to the segmentation literature in terms of enhancing bases of segmentation and benefits of segmentation. Since mobile becomes an important part of today's consumers taking into account mobile usage as a base of segmentation will contribute to segmentation literature.

7.2 MANAGERIAL CONTRIBUTIONS OF THE STUDY

In addition to theoretical contributions presented in the previous section, the aim of that section is to offer some practical suggestions to marketers in their marketing efforts. Findings of the study aims to contribute by giving insights to marketers regarding how to develop appropriate segmentation strategies in order to cluster consumers according to their mobile content consumption and how to target different type of mobile content consumers according to their DMS and VALS.

First of all, as stated, within the study data collected from consumer surveys and

industry reports shows that mobile revolution has arrived and marketers should be ready for it. For instance, there are 3.79 billion unique mobile users worldwide, mobile penetration reached 51% (We Are Social, 2016), according to ICTA (2016) as of 2016 there are 73.6 million mobile subscribers which means a %93.5 penetration rate in Turkey, that means marketers in Turkey or anywhere in the world should take into account mobile users while running their marketing campaigns. Marketeers' assets (mobile sites, mobile optimized emailing, mobile apps, etc.) should be ready while they are constructing integrated marketing campaigns.

Moreover, mobile share of total internet traffic grow from %0.7 (at 2009) to %38.6 (at 2016) which shows a rapid grow in that area. In addition, according to ICTA (2016), in the fourth quarter (Q4) of 2015 number of 3G subscribers reached 64 million in Turkey. These data show that people started to use their mobile phone as their personal computers so marketers should not forget mobile users while constructing their marketing strategy.

Mobile marketing should be a critical issue for social media marketers and video marketers because global data shows that mobile usage is taking over in terms of social media usage and video usage. For instance, from 2.31 billion social media users 1.97 billion users access social media platforms via their mobile phones. Moreover, in biggest social media network, Facebook has 85% mobile users (We Are Social, 2016). In terms of video usage, At 2014 %55 of total mobile traffic came from mobile. Moreover %75 of total Facebook's video views comes from mobile daily (KPCB, 2015).

In terms of mobile device type at 2014 smartphone penetration reached %40 globally and %33 in Turkey (KPCB, 2015). That means marketers in Turkey and at global scale should construct their marketing campaigns by taking into account of both smartphone and feature phone users.

According to the mobile assets, mobile actions and mobile usage of the respondents, some key insights are detected that can be used by marketers while constructing their marketing campaigns such as; Samsung and iPhone are most popular mobile phone brands; most of the respondents are already using smartphone for 4-5 years (in other

words they are not new users), most of the respondents use mobile phone 31-40 times a day (in other words they are using heavily), most of the respondents have 21-30 apps in their phones, most of the respondents use 11-20 apps daily (although there are lots of apps located in the phone, people are not using all of them everyday), most of the respondents use 3,1-4 GB data monthly which shows significant amount of data is consumed by mobile users.

In order to detect screen to screen tendency of mobile users, channels engaged at the same time while using mobile devices distribution is analyzed; and it was found out that most of the respondents use computer at the same time with mobile device with %38 followed by TV (%27) and Radio (%15). In accordance with this finding, marketers should take mobile into account while they are constructing their integrated marketing campaigns such as linking TV ads with mobile search advertisements.

In terms of most popular mobile contents among mobile consumers, respondents were asked to vote their favorite contents. Messaging, calling and video-photo apps are the most popular contents consumed by the respondents followed by social media, maps and newspaper with. On the other hand, QR, MMS and IVR are the least popular contents among respondents. In addition; according in-depth interviews and focus groups most favorite apps are; Whatsapp, Instagram, Facebook, any mobile banking app, any newspaper app. Marketers should take these contents into account while constructing their marketing strategy.

One of the most crucial managerial implication of this study is providing an alternative segmentation process to the brands by taking into account mobile behaviors of these brands' consumers. This study put forward an approach while determining mobile content consumer typology consisting of three sub-domains, which are attitude toward mobile services, mobile assets ownership and mobile actions & usage. As stated in the previous section this approach also be used by the marketers in order develop appropriate segmentation strategies in order to cluster their consumers according to their mobile content consumption. This process might be used solely or can be enhanced with existing segmentation approaches of the brands.

Once marketers segment their customers according to their mobile usage, then they can construct different strategies for different segments. For instance, for heavy mobile users (i.e. mobilesumers in this study) marketers can use automated mobile campaigns since heavy users spend lots of time with their mobile devices. While constructing automated mobile campaigns marketers can catch their customers according to their activity or inactivity. In terms of constructing campaigns according to mobile users' activity marketers can send marketing messages to their users when they open the application, add an item to their shopping basket, etc. On the other hand, in terms of constructing campaigns according to mobile users' inactivity marketers can send marketing messages to their users when they don't open the application, don't buy anything, etc. for a certain time period.

Furthermore, for medium mobile users (i.e. mobile followers in this study) marketers can integrate online and offline campaigns and provide their customers omni channel experiences. Since mobile followers use mobile devices as well as other online and offline mediums marketers can construct a hybrid mobile marketing strategy for this type of consumers. In other words, integrating online and offline channels and providing an omni-channel experience to consumers is crucial for marketers because consumers are taking decisions by touching brands in different channels, and marketers should create a consistent experience for consumers across every touch point. Marketers can collect and integrate data collected from every different channel and convey marketing messages consistently whether consumers are in a store, visiting a website, using mobile apps, reading email, or engaging with social media.

Moreover, for light mobile users (i.e. mobile laggards in this study) marketers can construct a strategy to switch these laggards into mobile followers or mobilesumers. In order to achieve this goal, marketers should detect the barriers to mobile adoption and overcome this. For instance, if the barrier is lack of confidence in consumers' ability to use mobile applications, then marketers should provide user-friendly experience when serving through mobile devices.

In terms of DMS of different mobile consumers, this study found out that, mobilesusers (cluster 1) give decisions more brand conscious than mobile followers (cluster 2) and mobile laggards (cluster 3). It can be told that; mobilesusers are affected by popular brands more than mobile followers and mobile laggards while they are giving their decisions. In accordance with this finding, if marketers have these kind of mobilesusers in their consumer base, they should go for 'brand building' and 'brand awareness' strategies in order to win when these types of consumers give decisions.

Similarly, according to the findings, it can be told that, when mobilesusers give their decisions they get confused by overchoice more than mobile followers and mobile laggards. In other words, mobilesusers are affected by having too many options and they experience information overload in the market more than mobile followers and mobile laggards. In accordance with this finding, if marketers have these kind of mobilesusers in their consumer base, marketers should try to convince these types of consumers by providing them best customer experience since these consumers have already several options in the market and they already get confused.

Lastly, study put forward that mobile laggards (cluster 3) are more thinkers than mobile followers (cluster 2) and mobilesusers (cluster 1); mobile laggards plan, research, and consider before they act, are not influenced by what's hot, use technology in functional ways, buy proven products. In accordance with this finding, if marketers have these kind of mobile laggards in their consumer base, marketers should try to convince these types of consumers by providing them trust and details about the product since these consumers plan, research, and consider before they act.

7.3 LIMITATIONS OF THE STUDY AND SUGGESTED FUTURE RESEARCH AREAS

In this section several limitations of the study and suggested future research areas will be presented.

Like all of the studies accessing to the complete sampling frame was also not possible for this study also. In order to cover all demographics in Turkey one sports portal, one women lifestyle portal and one modest content portal were chosen to collect data.

Second limitation of this study is that nearly all of the respondents have smartphones. Collecting data from people who use feature phones would contribute to validity and generalizability of the findings.

Another limitation of the study is, since literature is lack of studies in terms of mobile typology, constructs for determining mobile content consumer typology are derived from online consumer typology and attitude toward mobile marketing literature.

Furthermore, cross-sectional survey design embraced by researcher can be evaluated as a limitation since literature suggests cross-sectional survey design jeopardizes the generalizability of the results (Malhotra 2010).

Moreover, study aims to cluster mobile users according to their mobile content consumption but as it was detected within in-depth interviews and focus groups, most of the participants couldn't understand 'mobile content' issue and labeled mobile content as mobile application. Since mobile content concept has more elements than mobile application that issue can be evaluated as a limitation.

In order to overcome such limitations, future studies should be to obtain more generalizable results. To reach that goal feature phone users should be targeted as well as smartphone users.

In terms of future research areas, using mobile content consumer typology methodology to enhance segmentation can be evaluated as a valuable research area. Moreover, cross cultural differences between mobile consumer typology, their VALS and DMS can be an interesting research area in order to detect differences between mobile users, their VALS and DMS in different countries. Lastly, comparing differences between mobile and online consumer typologies can also be an interesting research area.

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APPENDIX



Appendix A: Annual And Quarterly Digital Marketing Revenue Growth Between 2003-2015

	Revenue (millions)	Quarter/ Quarter Growth	Growth
Q1 2003	\$1.632	3%	7%
Q2 2003	\$1.660	2%	14%
Q3 2003	\$1.793	8%	24%
Q4 2003	\$2.182	22%	38%
Total 2003	\$7.267		21%
Q1 2004	\$2.230	2%	37%
Q2 2004	\$2.369	6%	43%
Q3 2004	\$2.333	-2%	30%
Q4 2004	\$2.694	15%	24%
Total 2004	\$9.626		33%
Q1 2005	\$2.802	4%	25%
Q2 2005	\$2.985	7%	26%
Q3 2005	\$3.147	5%	35%
Q4 2005	\$3.608	15%	34%
Total 2005	\$12.542		30%
Q1 2006	\$3.848	7%	37%
Q2 2006	\$4.061	6%	36%
Q3 2006	\$4.186	3%	33%
Q4 2006	\$4.784	14%	33%
Total 2006	\$16.879		35%
Q1 2007	\$4.899	2%	27%
Q2 2007	\$5.094	4%	25%
Q3 2007	\$5.267	3%	26%
Q4 2007	\$5.946	13%	24%
Total 2007	\$21.206		26%

Source: IAB/PwC Internet Ad Revenue Report, HY2015

	Revenue (millions)	Quarter/ Quarter Growth	Growth
Q1 2008	\$5.765	-3%	18%
Q2 2008	\$5.745	0%	13%
Q3 2008	\$5.838	2%	11%
Q4 2008	\$6.100	4%	2%
Total 2008	\$23.448		11%
Q1 2009	\$5.468	-10%	-5%
Q2 2009	\$5.432	-1%	-5%
Q3 2009	\$5.500	1%	-6%
Q4 2009	\$6.261	14%	3%
Total 2009	\$22.661		-3%
Q1 2010	\$5.942	-5%	9%
Q2 2010	\$6.185	4%	14%
Q3 2010	\$6.465	5%	18%
Q4 2010	\$7.449	15%	19%
Total 2010	\$26.041		15%
Q1 2011	\$7.264	-2%	22%
Q2 2011	\$7.678	6%	24%
Q3 2011	\$7.824	2%	21%
Q4 2011	\$8.970	15%	20%
Total 2011	\$31.735		22%
Q1 2012	\$8.307	-7%	14%
Q2 2012	\$8.722	5%	14%
Q3 2012	\$9.236	6%	18%
Q4 2012	\$10.307	12%	15%
Total 2012	\$36.570		15%

Source: IAB/PwC Internet Ad Revenue Report, HY2015

	Revenue (millions)	Quarter/ Quarter Growth	Growth
Q1 2013	\$9.806	-5%	18%
Q2 2013	\$10.260	5%	18%
Q3 2013	\$10.609	3%	15%
Q4 2013	\$12.106	14%	17%
Total 2013	\$42.781		17%
Q1 2014	\$11.414	-6%	16%
Q2 2014	\$11.678	2%	14%
Q3 2014	\$12.207	5%	15%
Q4 2014	\$14.152	16%	17%
Total 2014	\$49.451		16%
Q1 2015	\$13.179	-7%	16%
Q2 2015	14.302	9%	23%

Source: IAB/PwC Internet Ad Revenue Report, HY2015

Appendix B: In-depth interview question sheet

Date:

Place:

Length of session:

Mobile Assets and Mobile Usage Questions

- What is your mobile phone's brand and operating system (if it has)
- How many times do you use your mobile phone everyday
- If you are a smartphone user;
 - How many years you have been using?
 - How many apps your phone has
 - How many apps do you use every day?
 - Can you tell the names of 5 apps you use everyday
- Which mobile content you consume the most? Why you consume these content?
- Which mobile content entertains you the most?
- Which days and hours your mobile content consumption increases? Why?

Attitude Toward Mobile Content Questions

- What does 'mobile content' mean? Can you give an example?
- Overall, do you find mobile content useful? What benefits does mobile content provide to you?

- Do you think consuming content from mobile devices is risky? If yes, what type of risks do you mean?
- How does customizable (personalized) mobile content affect your attitude toward mobile content consumption? Can you give an example?
- How does easy to use (consume) mobile content affect your attitude toward mobile content consumption? Can you give an example?
- How does existing knowledge regarding mobile content affect your attitude toward mobile content consumption? Can you give an example?
- How does informativeness of mobile content affect your attitude toward mobile content consumption? Can you give an example?
- How does mobile content with entertainment features affect your attitude toward mobile content consumption? Can you give an example?
- How does credibility of mobile content affect your attitude toward mobile content consumption? Can you give an example?
- Is there any other issue that affects your attitude toward mobile content consumption?

Decision Making Styles Questions

- What does Perfectionist/high quality-conscious decision making mean? Do you give decisions like that? Can you share a moment that you gave this type of decision?
- What does Brand consciousness/price equals quality decision making mean? Do you give decisions like that? Can you share a moment that you gave this type of decision?
- What does Novelty and fashion conscious decision making mean? Do you give decisions like that? Can you share a moment that you gave this type of decision?

- What does Recreational and shopping conscious decision-making mean? Do you give decisions like that? Can you share a moment that you gave this type of decision?
- What does Price conscious/value for the money decision-making mean? Do you give decisions like that? Can you share a moment that you gave this type of decision?
- What does Impulsiveness/careless decision-making mean? Do you give decisions like that? Can you share a moment that you gave this type of decision?
- What does Confused by overchoice decision-making mean? Do you give decisions like that? Can you share a moment that you gave this type of decision?
- What does Habitual/brand loyal decision-making mean? Do you give decisions like that? Can you share a moment that you gave this type of decision?

Values and Lifestyles Questions

From the following classes, which one(s) best describe you? How?

- Innovator
- Experiencer
- Achiever
- Thinker
- Believer
- Striver
- Maker
- Survivor

Thank you for your contribution.

Appendix C: Original Scale Items And Construct Definitions

Construct – Definition - Source	Item	Original Scale Items	Items at Our Study
CONSUMER DECISION MAKING STYLES Brand conscious, “price equals quality” -- Definition: Decision style of consumers concerned with getting the most expensive, well-known brands. -- Sources Lysonski, Steven, Srini Durvasula, and Yiorgos Zotos. "Consumer decision-making styles: a multi-country investigation." <i>European journal of Marketing</i> 30.12 (1996): 10-21. Wesley, Scarlett, Melody LeHew, and Arch G. Woodside. "Consumer decision-making styles and mall shopping behavior: Building theory using exploratory data analysis and the comparative method." <i>Journal of Business Research</i> 59.5 (2006): 535-548.	BC1	The well-known national brands are best for me	Tanınmış ulusal markalar benim için en iyi olan markalardır.
	BC2	The more expensive brands are usually my choice	Daha pahalı markalar genelde benim seçimimdir
	BC3	The higher the price of the product, the better its quality	Bir ürünün fiyatı ne kadar yüksekse kalitesi o kadar daha iyidir.
	BC4	Nice department and speciality stores offer me the best products	Güzel görümlü alışveriş merkezleri ve mağazalar bana en iyi ürünleri sunarlar.
	BC5	I prefer buying the best-selling brands	En çok satan markaları tercih ederim.
	BC6	The most advertised brands are usually very good choices	Genellikle reklamı en çok yapılan markalar en iyi olanlardır.
CONSUMER DECISION MAKING STYLES Confused by overchoice -- Definition: Decision style of consumers who feel they have too many brands and stores to choose from and who likely experience information overload in the market -- Sources Lysonski, Steven, Srini Durvasula, and Yiorgos Zotos. "Consumer decision-making styles: a multi-country investigation." <i>European journal of Marketing</i> 30.12 (1996): 10-21. Wesley, Scarlett, Melody LeHew, and Arch G.	CBO1	There are so many brands to choose from that often I feel confused	Seçim yapılabilecek o kadar çok fazla marka var ki genellikle kafamın karıştığını hissederim
	CBO2	Sometimes it is hard to choose which stores to shop	Bazen hangi mağazalardan alışveriş yapacağıma karar vermem zor olur.
	CBO3	The more I learn about products, the harder it seems to choose the best	Ürünler hakkında ne kadar çok şey öğrenirsem en iyisini seçmek o kadar zor olur.

Woodside. "Consumer decision-making styles and mall shopping behavior: Building theory using exploratory data analysis and the comparative method." <i>Journal of Business Research</i> 59.5 (2006): 535-548.	CBO4	All the information I get on different products confuses me	Farklı ürünler hakkında edindiğim bilgiler kafamı karıştırır.
CONSUMER DECISION MAKING STYLES Novelty fashion conscious -- Definition: Decision style of consumers who like new and innovative products and who gain excitement from seeking out new things -- Sources Lyonski, Steven, Srini Durvasula, and Yiorgos Zotos. "Consumer decision-making styles: a multi-country investigation." <i>European journal of Marketing</i> 30.12 (1996): 10-21. Wesley, Scarlett, Melody LeHew, and Arch G. Woodside. "Consumer decision-making styles and mall shopping behavior: Building theory using exploratory data analysis and the comparative method." <i>Journal of Business Research</i> 59.5 (2006): 535-548.	NFC1	I usually have one or more outfits of the very newest style	Çoğu zaman bir veya bir kaç tane en yeni stil kıyafete sahibimdir
	NFC2	I keep my wardrobe up to date with the changing fashions	Gardrobumu değişen modaaya ayak uyduracak şekilde tutarım
	NFC3	Fashionable, attractive styling is very important to me	Dikkat çekici, modaaya uygun bir stilimin olması benim için çok önemlidir.
	NFC4	It is fun to buy something new and exciting	Yeni ve heyecan verici şeyler satın almak eğlencelidir.
CONSUMER DECISION MAKING STYLES Habitual, brand-loyal -- Definition: Decision style of consumers who shop at the same stores and tend to buy the same brands each time -- Sources Lyonski, Steven, Srini Durvasula, and Yiorgos Zotos. "Consumer decision-making styles: a multi-country investigation." <i>European journal of Marketing</i> 30.12 (1996): 10-21. Wesley, Scarlett, Melody LeHew, and Arch G. Woodside. "Consumer decision-making styles	BL1	I have favourite brands I buy over and over	Sürekli satın alım yaptığım favorim olan markalarım vardır.
	BL2	Once I find a product or brand I like, I stick with it	Sevdiğim bir marka veya ürün bulunca sürekli onu alırım.
	BL3	I go to the same store	Her alışverişimde

and mall shopping behavior: Building theory using exploratory data analysis and the comparative method." <i>Journal of Business Research</i> 59.5 (2006): 535-548.		each time I shop.	aynı mağazaya giderim
CONSUMER DECISION MAKING STYLES Perfectionist, high quality conscious -- Definition: Decision style of consumers who systematically search for the best quality products possible. -- Sources Lyonski, Steven, Srini Durvasula, and Yiorgos Zotos. "Consumer decision-making styles: a multi-country investigation." <i>European journal of Marketing</i> 30.12 (1996): 10-21. Wesley, Scarlett, Melody LeHew, and Arch G. Woodside. "Consumer decision-making styles and mall shopping behavior: Building theory using exploratory data analysis and the comparative method." <i>Journal of Business Research</i> 59.5 (2006): 535-548.	HQC1	Getting very good quality is very important to me	Kaliteli ürün almak benim için çok önemlidir.
	HQC2	When it comes to purchasing products, I try to get the very best or perfect choice	Ürün satın almaya gelince en iyi ya da en mükemmel ürünü almaya çalışırım
	HQC3	I make special effort to choose the very best quality products	En iyi kalitede ürün bulmak için özel çaba gösteririm.
	HQC4	I really do not give my purchases much thought or care	Satın alımlarıma çok düşünmem ve dikkat harcamam
	HQC5	My standards and expectations for products I buy are very high	Satın aldığım ürünler için standartlarım ve beklentilerim oldukça yüksektir.
	HQC6	A product does not have to be perfect, or the best, to satisfy me	Satın aldığım ürünün beni tatmin etmesi için en iyisi ya da en mükemmeli olması gerekmez
	HQC7	In general, I usually try to buy the best overall quality	Genellikle en kaliteli ürünü almaya çalışırım
CONSUMER DECISION MAKING STYLES Price conscious/value for the money -- Definition: Decision style of consumers who are concerned with getting lower prices -- Sources	PC1	I take time to shop carefully for the best buys	En iyi satın alımlar için zaman harcarım
	PC2	I look carefully to	Paramın karşılığında

Lysonski, Steven, Srin Durvasula, and Yiorgos Zotos. "Consumer decision-making styles: a multi-country investigation." <i>European journal of Marketing</i> 30.12 (1996): 10-21. Wesley, Scarlett, Melody LeHew, and Arch G. Woodside. "Consumer decision-making styles and mall shopping behavior: Building theory using exploratory data analysis and the comparative method." <i>Journal of Business Research</i> 59.5 (2006): 535-548.		find the best value for the money	en iyi seçeneği bulmak için dikkatlice araştırma yaparım
	PC3	I carefully watch how much I spend	Ne kadar para harcadığıma dikkat ederim
CONSUMER DECISION MAKING STYLES Impulsive, careless -- Definition: Decision style of consumers who tend to buy spontaneously and who are unconcerned about how much money they spend -- Sources Lysonski, Steven, Srin Durvasula, and Yiorgos Zotos. "Consumer decision-making styles: a multi-country investigation." <i>European journal of Marketing</i> 30.12 (1996): 10-21. Wesley, Scarlett, Melody LeHew, and Arch G. Woodside. "Consumer decision-making styles and mall shopping behavior: Building theory using exploratory data analysis and the comparative method." <i>Journal of Business Research</i> 59.5 (2006): 535-548	IMP1	I should plan my shopping more carefully than I do	Alışverişlerimi yaptığımdan daha dikkatli planlamalıyım
	IMP2	I am impulsive when purchasing	Alışveriş yaparken düşünmeden hareket ederim
	IMP3	Often I make careless purchases I later wish I had not	Sonradan keşke yapmasaydım dediğim dikkatsiz satın alımları sıkça yaparım..
	IMP4	I take the time to shop carefully for the best buys –	En iyi satın alımlar için zaman ayırıp dikkatlice alışveriş yaparım
	IMP5	I carefully watch how much I spend	Ne kadar harcadığıma dikkat ederim
CONSUMER DECISION MAKING STYLES Recreational, hedonistic -- Definition: Decision style of consumers who take pleasure in shopping and who shop just for	HED1	Shopping is not a pleasant activity for me	Alışveriş yapmak benim için zevkli bir aktivite değildir
	HED2	Going shopping is	Alışverişe gitmek

the fun of it -- Sources Lysonski, Steven, Srin Durvasula, and Yiorgos Zotos. "Consumer decision-making styles: a multi-country investigation." <i>European journal of Marketing</i> 30.12 (1996): 10-21. Wesley, Scarlett, Melody LeHew, and Arch G. Woodside. "Consumer decision-making styles and mall shopping behavior: Building theory using exploratory data analysis and the comparative method." <i>Journal of Business Research</i> 59.5 (2006): 535-548		one of the enjoyable activities of my life	hayatımdaki en keyifli aktivitelerden bir tanesidir.
	HED3	Shopping in many stores wastes my time	Bir çok mağazadan alışveriş yapmak zamanımı harcar
	HED4	I enjoy shopping just for the fun of it	Alışveriş yapmaktan eğlenceli olduğu için keyif alıyorum
	HED5	I make shopping trips fast	Alışverişe gidip gelmem kısa sürer
VALS Innovators -- Definition: Innovators are successful, sophisticated, take-charge people with high self-esteem. -- Sources Chan, Joey Ka-Ching, and Louis Leung. "Lifestyles, reliance on traditional news media and online news adoption." <i>New Media & Society</i> 7.3 (2005): 357-382. Mitchell, A. (1983). <i>The nine American lifestyles</i> . New York: Macmillan Publishing Co., Inc	INV1	I like to lead others	Diğer insanlara önderlik yapmayı severim.
	INV2	I like being in charge of a group	Bir gruptan sorumlu olmayı severim.
	INV3	I must admit that I like to show off	Gösteriştten hoşlandığımı itiraf etmeliyim
VALS Experiencers -- Definition: Experiencers appreciate the unconventional. They are active and impulsive, seeking stimulation from the new, offbeat, and risky -- Sources Chan, Joey Ka-Ching, and Louis Leung.		I like outrageous people and things.	Sıradışı insanlar ve nesnelerden hoşlanırım.
	EXP1	I often crave excitement.	Çoğu zaman heyecan ararım.
	EXP2	I like doing things that are new and different	Yeni ve farklı şeyleri yapmayı severim.

"Lifestyles, reliance on traditional news media and online news adoption." <i>New Media & Society</i> 7.3 (2005): 357-382. Mitchell, A. (1983). The nine American lifestyles. New York: Macmillan Publishing Co., Inc VALS Achievers -- Definition: Achievers have goal-oriented lifestyles that center on family and career. They avoid situations that encourage a high degree of stimulation or change. -- Sources Chan, Joey Ka-Ching, and Louis Leung. "Lifestyles, reliance on traditional news media and online news adoption." <i>New Media & Society</i> 7.3 (2005): 357-382. Mitchell, A. (1983). The nine American lifestyles. New York: Macmillan Publishing Co., Inc	EXP3	I like the challenge of doing something I have never done before.	Daha önce YAPMADIĞIM şeyleri deneme konusunda kendime meydan okumayı severim
	EXP4	I like trying new things.	Yeni şeyler denemeyi severim.
	EXP5	I like a lot of variety in my life.	Hayatımda çok fazla çeşitliliğin yer almasından hoşlanırım
	EXP6	I like to learn about thing even if they may never be of any use to me	Hiçbir zaman ise yaramayacak olsa bile birşeyler öğrenmek isterim.
	ACH1	I consider myself an intellectual.	Kendimi aydın biri sayarım
	ACH2	I like to learn about art, culture, and history.	Sanat, kültür ve tarih hakkında bir şeyler öğrenmeyi seviyorum.
	ACH3	I would like to spend a year or more in a foreign country	Bir yıl ya da daha fazla zamanımı yabancı bir ülkede geçirmek isterim.
	ACH4	I have more ability than most people.	Birçok insandan daha fazla yeteneğe sahibim.

VALS Thinkers -- Definition: Thinkers are mature, satisfied, comfortable, and reflective. They tend to be well educated and actively seek out information in the decision-making process. -- Sources Chan, Joey Ka-Ching, and Louis Leung. "Lifestyles, reliance on traditional news media and online news adoption." <i>New Media & Society</i> 7.3 (2005): 357-382. Mitchell, A. (1983). The nine American lifestyles. New York: Macmillan Publishing Co., Inc	THN1	I am very interested in how mechanical things, such as engines, work.	Motor gibi mekanik parçaların nasıl çalıştığı ile çok ilgilenirim
	THN2	I would like to understand more about how the universe works.	Evrenin işleyişi hakkında daha fazla şey öğrenmek isterim.
	THN3	I am often interested in theories.	Genel olarak teorilerle ilgilenirim.
	THN4	I like to look through hardware or automotive stores.	Bilgisayar, donanım, teçhizat ve otomobil gibi ürünleri satan mağazaları gezmeyi severim.
VALS Believers -- Definition: Believers are strongly traditional and respect rules and authority. Because they are fundamentally conservative, they are slow to change and technology averse -- Sources Chan, Joey Ka-Ching, and Louis Leung. "Lifestyles, reliance on traditional news media and online news adoption." <i>New Media & Society</i> 7.3 (2005): 357-382. Mitchell, A. (1983). The nine American lifestyles. New York: Macmillan Publishing Co., Inc	BEL1	Just as the Bible says, the world literally was created in six days.	Kutsal kitaplarda anlatıldığı gibi dünya gerçekten 6 günde yaratıldı.
	BEL2	There is too much sex on television today.	Günümüzde televizyonlarda cinsellik çok fazla on plana çıkarılmaya başlandı.
	BEL3	The government should encourage moral education in schools.	Hükümet okullardaki ahlaki eğitimi desteklemeli.
	BEL4	A woman's life is fulfilled only if she can provide a happy home for her family.	Bir kadın, ancak ailesine mutlu bir yuva ortamı sağlarsa hayatı anlamlı olur.

VALS Strivers -- Definition: Strivers are trendy and fun loving. They have little discretionary income and tend to have narrow interests. -- Sources Chan, Joey Ka-Ching, and Louis Leung. "Lifestyles, reliance on traditional news media and online news adoption." <i>New Media & Society</i> 7.3 (2005): 357-382. Mitchell, A. (1983). The nine American lifestyles. New York: Macmillan Publishing Co., Inc	STR1	I like to dress in the latest fashions	En son moda ya uygun giyinmeyi severim.
	STR2	I follow the latest trends and fashions	En son moda yı ve yenilikleri takip ederim.
	STR3	I want to be considered fashionable	Moda yı takip eden biri olarak tanınmak isterim.
	STR4	I dress more fashionably than most people	Birçok insana göre moda ya daha uygun giyinirim.
VALS Makers -- Definition: Makers value practicality and self-sufficiency. They choose hands-on constructive activities and spend leisure time with family and close friends. -- Sources Chan, Joey Ka-Ching, and Louis Leung. "Lifestyles, reliance on traditional news media and online news adoption." <i>New Media & Society</i> 7.3 (2005): 357-382. Mitchell, A. (1983). The nine American lifestyles. New York: Macmillan Publishing Co., Inc	MAK 1	I like to make things with my hands.	Ellerimi kullanarak objeler üretmekten hoşlanırım
	MAK 2	I like to make things I can use everyday.	Gündelik hayatta kullanabileceğim objeler yapmayı çok severim.
	MAK 3	I would rather make something than buy it.	Satın almaktansa, bir şeyi kendim yapmayı tercih ederim.
	MAK 4	I like making things of wood, metal or other such material	Tahta, metal veya benzeri materyallerden bir şeyler yapmayı severim.

VALS Survivors -- Definition: Survivors lead narrowly focused lives. Because they have the fewest resources, they do not exhibit a primary motivation and often feel powerless. -- Sources Chan, Joey Ka-Ching, and Louis Leung. "Lifestyles, reliance on traditional news media and online news adoption." <i>New Media & Society</i> 7.3 (2005): 357-382. Mitchell, A. (1983). The nine American lifestyles. New York: Macmillan Publishing Co., Inc	SUR1	I am really interested only in a few things.	Gerçekten ilgi duyduğum sadece bir kaç şey vardır
	SUR2	I must admit that my interests are somewhat narrow and limited.	Kabul etmeliyim ki, ilgi alanlarım dar ve sınırlıdır
	SUR3	I like my life to be pretty much the same from week to week.	Haftadan haftaya hayatımın aşağı yukarı aynı olmasını seviyorum
Ease of Use -- Definition: The degree to which a person believes that using a particular system would be free of effort -- Sources Nysveen, Herbjørn, Per E. Pedersen, and Helge Thorbjørnsen. "Intentions to use mobile services : Antecedents and cross-service comparisons." <i>Journal of the academy of marketing science</i> 33.3 (2005): 330-346.	EOU1	Learning to use "service" is easy to me	Mobil uygulamaları kullanmayı öğrenmek kolaydır.
	EOU2	It is easy to make "service" do what I want it to	Mobil uygulamalara istediğim şeyleri yaptırmak kolaydır
	EOU3	My interaction with "service" is clear and understandable	Mobil Uygulamalar belirgin ve anlaşılırdır.
Personal Attachment -- Definition: The extent to which consumers seek to personalize their mobile phones with unique content. -- Sources Sultan, Fareena, Andrew J. Rohm, and Tao	PA1	I like to customize my cellphone with interesting screen graphics or wallpaper.	Mobil Uygulamaları kişiselleştirmeyi severim.
	PA2	The way my cellphone looks and is designed is important to me.	Mobil uygulamaların bana göre kişiselleştirilmiş olması önemlidir

Tony Gao. "Factors influencing consumer acceptance of mobile marketing: a two-country study of youth markets." <i>Journal of Interactive Marketing</i> 23.4 (2009): 308-320.			
Entertainment -- Definition: A high degree of pleasure during interaction with mobile advertisement -- Sources Tsang, Melody M., Shu-Chun Ho, and Ting-Peng Liang. "Consumer attitudes toward mobile advertising: An empirical study." <i>International Journal of Electronic Commerce</i> 8.3 (2004): 65-78.	ENT1	I feel that receiving mobile advertisements is enjoyable and entertaining.	Mobil uygulamaları kullanmak zevklidir ve eğlencelidir
	ENT2	I feel that receiving mobile advertisements is pleasant.	Mobil uygulamaları kullanmak hoşuma gider
Informativeness -- Definition: Providing or disclosing information through mobile advertisement -- Sources Tsang, Melody M., Shu-Chun Ho, and Ting-Peng Liang. "Consumer attitudes toward mobile advertising: An empirical study." <i>International Journal of Electronic Commerce</i> 8.3 (2004): 65-78.	INF1	I feel that mobile advertising is a good source for timely information	Mobil Uygulamalar bana gerekli olan güncel bilgiyi sağlar
	INF2	Mobile advertisements provide the information I need.	Mobil Uygulamalar bana ihtiyaç duyduğum bilgiyi sağlar
Credibility -- Definition: The quality of being convincing or believable through mobile advertisement -- Sources Tsang, Melody M., Shu-Chun Ho, and Ting-Peng Liang. "Consumer attitudes toward mobile advertising: An empirical study." <i>International Journal of Electronic Commerce</i> 8.3 (2004): 65-78	CRE1	I use mobile advertising as a reference for purchasing.	Mobil uygulamaları satın alma kararında bana bir referans noktası oluşturması için kullanırım
	CRE2	I trust mobile advertisements.	Mobil uygulamalara güvenirim.

Attitude -- Definition: An expression of favor or disfavor toward mobile advertising -- Sources Bauer, Hans H., et al. "Driving consumer acceptance of mobile marketing: a theoretical framework and empirical study." <i>Journal of electronic commerce research</i> 6.3 (2005): 181-192.	ATT1	I find receiving advertising messages via the mobile phone positive.	Mobil uygulamaları kullanmayı olumlu bulurum
	ATT2	I appreciate receiving advertising messages via the mobile phone	Mobil uygulamalara değer veririm
Perceived risk -- Definition: Uncertainty and unfavorable consequences associated with consumers' expectation. -- Sources Stone, Robert N., and J. Barry Mason. "Attitude and risk: Exploring the relationship." <i>Psychology & Marketing</i> 12.2 (1995): 135-153.	PR1	As I consider the purchase of a personal computer within the next twelve months for home use, I worry about whether the product will really perform as well as it is supposed to.	Yeni bir mobil uygulama satın alırken istediğim performansı alacağımdan endişe ederim
	PR2	If I were to purchase a personal computer within the next twelve months for home use, I become concerned that the computer will not provide the level of benefits that I would be expecting.	Yeni bir mobil uygulama satın alırken beklediğim faydaları sağlayacağından emin olmak isterim
	PR3	The thought of purchasing a personal computer within the next twelve months for home use causes me to be concerned for how really dependable and reliable the product will be.	Yeni bir mobil uygulama satın alırken emniyetli ve güvenilir olduğundan emin olmak isterim

	PR4	If I bought a personal computer within the next twelve months for use at home, I think I would be held in higher esteem by my associates at work.	Yeni bir mobil uygulama kullandığımda yakın çevremden takdir görememek beni endişelendirir
	PR5	The thought of buying a personal computer within the next twelve months for use at home causes me concern because some friends would think I was just being showy.	Yeni bir mobil uygulama aldığımda çevremın gösteriş yaptığım gerekçesiyle eleştirmesinden endişe ederim
	PR6	My purchase of a personal computer within the next twelve months for use at home would cause me to be thought of as being foolish by some people whose opinion I value.	Yeni bir mobil uygulama nedeniyle yakın çevrem tarafından alay konusu olmaktan endişe ederim
	PR7	My purchasing a personal computer within the next twelve months for use at home makes me concerned that I would have to spend too much time learning how to use the computer.	Yeni bir mobil uygulama aldığımda kullanmayı öğrenmemin uzun zaman almasından endişelenirim
	PR8	The demands on my schedule are such that purchasing a personal computer within the next	Yeni bir mobil uygulama satın alma aşamasında zaman harcamaktan endişe ederim

		twelve months for use at home concerns me because it could create even more time pressures on me that I don't need	
	PR9	My purchasing a personal computer within the next twelve months for use at home could lead to an inefficient use of my time from playing computer	Yeni mobil uygulamanın gereksiz oyalayarak zaman harcamama neden olmasından endişe ederim

Appendix D: Questionnaire

ANKET: MOBİL İÇERİK TÜKETİCİ TİPOLOJİLERİ VE KARAR VERME ŞEKİLLERİ

Bu anket Doktora tezi çalışması kapsamında günlük hayatımızın bir parçası haline gelen mobil cihazlar vasıtasıyla tüketilen mobil içerikler ile ilgili sizin değerli görüşlerinizi almak için hazırlanmıştır.

Ankette bulunan sorulara vereceğiniz cevaplar tarafımızca saklı tutulacak ve tamamen bilimsel amaçlı olarak kullanılacaktır.

Anket sonuçlarının sağlıklı olabilmesi için soruları samimi ve doğru olarak yanıtlamanız gerekmektedir.

İlgi ve yardımlarınız için şimdiden teşekkür ederiz.

Z. Eren Kocyigit (www.erenkocyigit.com)

BİRİNCİ BÖLÜM

Lütfen bu soruları kendi düşünceleriniz doğrultusunda;

1-Kesinlikle Katılmıyorum, 2-Katılmıyorum, 3-Fikrim Yok, 4-Katılıyorum, 5-Kesinlikle Katılıyorum, seçeneklerinden birini tik (X) koyarak cevaplandırınız.

SORU NO	SORULAR	Kesinlikle Katılmıyorum	Katılmıyorum	Kararsızım	Katılıyorum	Kesinlikle Katılıyorum
1.	Tanınmış ulusal markalar benim için en iyi olan markalardır.					
2.	Daha pahalı markalar genelde benim seçimimdir					
3.	Bir ürünün fiyatı ne kadar yüksekse kalitesi o kadar daha iyidir.					

4.	Güzel görünümlü alışveriş merkezleri ve mağazalar bana en iyi ürünleri satarlar.					
5.	En çok satan markaları tercih ederim.					
6.	Genellikle reklamı en çok yapılan markalar en iyi olanlardır.					
7.	Seçim yapılabilecek o kadar çok fazla marka var ki genellikle kafamın karıştığını hissederim					
8.	Bazen hangi mağazalardan alışveriş yapacağıma karar vermem zor olur.					
9.	Ürünler hakkında ne kadar çok şey öğrenirsem en iyisini seçmek o kadar zor olur.					
10.	Farklı ürünler hakkında edindiğim bilgiler kafamı karıştırır.					
11.	Çoğu zaman bir veya bir kaç tane en yeni stil kıyafete sahibimdir					
12.	Gardırobumu değişen moda ayak uyduracak şekilde tutarım					
13.	Dikkat çekici, moda uygun bir stilimin olması benim için çok önemlidir.					
14.	Yeni ve heyecan verici şeyler satın almak eğlencelidir.					
15.	Sürekli satın alım yaptığım favorim olan markalarım vardır.					
16.	Sevdiğim bir marka veya ürün bulunca sürekli onu alırım.					
17.	Her alışverişimde aynı mağazaya giderim					
18.	Kaliteli ürün almak benim için çok önemlidir.					
19.	Ürün satın almaya gelince en iyi ya da					

	en mükemmel ürünü almaya çalışırım					
20.	En iyi kalitede ürün bulmak için özel çaba gösteririm.					
21.	Satın alımlarıma çok düşünmem ve dikkat harcamam					
22.	Satın aldığım ürünler için standartlarım ve beklentilerim oldukça yüksektir.					
23.	Satın aldığım ürünün beni tatmin etmesi için en iyisi ya da en mükemmeli olması gerekmez					
24.	Genellikle en kaliteli ürünü almaya çalışırım					
25.	En iyi satın alımlar için zaman harcarım					
26.	Paramın karşılığında en iyi seçeneği bulmak için dikkatlice araştırma yaparım					
27.	Ne kadar para harcadığıma dikkat ederim					
28.	Alışverişlerimi yaptığımdan daha dikkatli planlamalıyım					
29.	Alışveriş yaparken düşünmeden hareket ederim					
30.	Sonradan keşke yapmasaydım dediğim dikkatsiz satın alımları sıkça yaparım..					
31.	En iyi satın alımlar için zaman ayırıp dikkatlice alışveriş yaparım					
32.	Ne kadar harcadığıma dikkat ederim					
33.	Alışveriş yapmak benim için zevkli bir aktivite değildir					
34.	Alışverişe gitmek hayatımdaki en keyifli aktivitelerden bir tanesidir.					
35.	Bir çok mağazadan alışveriş yapmak					

	zamanımı harcar					
36.	Alışveriş yapmaktan eğlenceli olduğu için keyif alıyorum					
37.	Alışverişe gidip gelmem kısa sürer					
38.	Diğer insanlara önderlik yapmayı severim.					
39.	Bir gruptan sorumlu olmayı severim.					
40.	Gösteriştten hoşlandığımı itiraf etmeliyim					
41.	Sıra dışı insanlar ve nesnelerden hoşlanırım.					
42.	Çoğu zaman heyecan ararım.					
43.	Yeni ve farklı şeyleri yapmayı severim.					
44.	Daha önce yapmadığım şeyleri deneme konusunda kendime meydan okumayı severim					
45.	Yeni şeyler denemeyi severim.					
46.	Hayatımda çok fazla çeşitliliğin yer almasından hoşlanırım					
47.	Hiçbir zaman ise yaramayacak olsa bile bir şeyler öğrenmek isterim.					
48.	Kendimi aydın biri sayarım					
49.	Sanat, kültür ve tarih hakkında bir şeyler öğrenmeyi seviyorum.					
50.	Bir yıl ya da daha fazla zamanımı yabancı bir ülkede geçirmek isterim.					
51.	Birçok insandan daha fazla yeteneğe sahibim.					
52.	Motor gibi mekanik parçaların nasıl çalıştığı ile çok ilgilenirim					
53.	Evrenin işleyişi hakkında daha fazla şey öğrenmek isterim.					

54.	Genel olarak teorilerle ilgilenirim.					
55.	Bilgisayar, donanım, teçhizat ve otomobil gibi ürünleri satan mağazaları gezmeyi severim.					
56.	Kutsal kitaplarda anlatıldığı gibi dünya gerçekten 6 günde yaratıldı.					
57.	Günümüzde televizyonlarda cinsellik çok fazla on plana çıkarılmaya başlandı.					
58.	Hükümet okullardaki ahlaki eğitimi desteklemeli.					
59.	Bir kadın, ancak ailesine mutlu bir yuva ortamı sağlarsa hayatı anlamlı olur.					
60.	En son modaaya uygun giyinmeyi severim.					
61.	En son modayı ve yenilikleri takip ederim.					
62.	Modayı takip eden biri olarak tanınmak isterim.					
63.	Birçok insana göre modaaya daha uygun giyinirim					
64.	Ellerimi kullanarak objeler üretmekten hoşlanırım					
65.	Gündelik hayatta kullanabileceğim objeler yapmayı çok severim.					
66.	Satın almaktansa, bir şeyi kendim yapmayı tercih ederim.					
67.	Tahta, metal veya benzeri materyallerden bir şeyler yapmayı severim.					
68.	Gerçekten ilgi duyduğum sadece bir kaç şey vardır					
69.	Kabul etmeliyim ki, ilgi alanlarım dar					

	ve sınırlıdır					
70.	Haftadan haftaya hayatımın aşağı yukarı aynı olmasını seviyorum					

Anketin bu bölümünden sonrasındaki sorularda yer alan ‘mobil içerik’ konseptine mobil cihazlar vasıtasıyla erişilebilen tüm içerikler dahildir. Mobil içeriklere örnek olarak mobil cihazlar vasıtasıyla erişilebilen gazete, tv, radyo, oyun, sosyal medya, harita, dergi, kitap, promosyon, haber portalı, spor portalı, mobil uygulama gibi içerikleri verebiliriz.

İKİNCİ BÖLÜM

Lütfen bu soruları kendi düşünceleriniz doğrultusunda;

1-Kesinlikle Katılmıyorum, 2-Katılmıyorum, 3-Fikrim Yok, 4-Katılıyorum, 5-Kesinlikle Katılıyorum, seçeneklerinden birini tik (X) koyarak cevaplandırınız.

SORU NO	SORULAR	Kesinlikle Katılmıyorum	Katılmıyorum	Kararsızım	Katılıyorum	Kesinlikle Katılıyorum
71.	Mobil uygulamaları kullanmayı öğrenmek kolaydır.					
72.	Mobil uygulamalara istediğim şeyleri yaptırmak kolaydır					
73.	Mobil Uygulamalar belirgin ve anlaşılırdır.					
74.	Mobil Uygulamaları kişiselleştirmeyi severim.					

75.	Mobil uygulamaların bana göre kişiselleştirilmiş olması önemlidir					
76.	Mobil uygulamaları kullanmak zevklidir ve eğlencelidir					
77.	Mobil uygulamaları kullanmak hoşuma gider					
78.	Mobil Uygulamalar bana gerekli olan güncel bilgiyi sağlar					
79.	Mobil Uygulamalar bana ihtiyaç duyduğum bilgiyi sağlar					
80.	Mobil uygulamaları satın alma kararında bana bir referans noktası oluşturması için kullanırım					
81.	Mobil uygulamalara güvenirim.					
82.	Mobil uygulamaları kullanmayı olumlu bulurum					
83.	Mobil uygulamalara değer veririm					
84.	Yeni bir mobil uygulama satın alırken istediğim performansı alacağımdan endişe ederim					
85.	Yeni bir mobil uygulama satın alırken beklediğim faydaları sağlayacağından emin olmak isterim					
86.	Yeni bir mobil uygulama satın alırken emniyetli ve güvenilir olduğundan emin olmak isterim					

87.	Yeni bir mobil uygulama kullandığımda yakın çevremden takdir görememek beni endişelendirir					
88.	Yeni bir mobil uygulama aldığımda çevremın gösteriş yaptığım gerekçesiyle eleştirmesinden endişe ederim					
89.	Yeni bir mobil uygulama nedeniyle yakın çevrem tarafından alay konusu olmaktan endişe ederim					
90.	Yeni bir mobil uygulama aldığımda kullanmayı öğrenmemin uzun zaman almasından endişelenirim					
91.	Yeni bir mobil uygulama satın alma aşamasında zaman harcamaktan endişe ederim					
92.	Yeni mobil uygulamanın gereksiz oyalayarak zaman harcamama neden olmasından endişe ederim					

Cinsiyet	Bayan ()	Erkek ()
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Eğitim Durumu	İlköğretim ()	Orta Öğretim ()	Lise ()	Üniversite ()	Lisansüstü ()
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Yaşınız	
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Mesleki Deneyim	0–5 Yıl ()	6–10 Yıl ()	7–15 Yıl ()	16–20 Yıl ()	21 Yıl Üzeri ()
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Meslek	Özel Sektör ()	Firma Sahibi ()	Ev Hanımı ()	Serbest Meslek ()	Memur – İşçi ()	Öğrenci ()	Diğer ()
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Gelir	0-1000 TL ()	1001-3000 TL ()	3001-5000 TL ()	5001-10000 TL ()	10001 TL üzeri ()
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Hangi Telefon Modelini Kullanıyorsunuz?	iPhone ()	Samsung ()	Sony ()	LG ()	HTC ()	Nokia ()	BlackBerry ()	Diğer ()
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Akıllı Telefon Kullanıyorsanız Kaç Yıldır Kullanıyorsunuz?	1 ()	2 ()	3 ()	4 ()	5 ()	6 ()	7+ ()	Kullanmıyorum ()
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Günde Kaç Kez Mobil Cihazınızı Kullanıyorsunuz	0-10 ()	11-20 ()	21-30 ()	31-40 ()	41-50 ()	51+ ()
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Telefonunuzda Kaç Adet Uygulama Yüklü	0-10 ()	11-20 ()	21-30 ()	31-40 ()	41-50 ()	51+ ()
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Günde Kaç Farklı Mobil Uygulama Kullanıyorsunuz	0-10 ()	11-20 ()	21-30 ()	31-40 ()	41-50 ()	51+ ()
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Aylık Mobil'den İnternet Tüketiminiz Ne Kadar	0-1 GB ()	1,1-2 GB ()	2,1-3 GB ()	3,1-4 GB ()	4,1-5 GB ()	5,1+ GB ()
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Mobilden İçerik Tüketirken Aynı Anda En Fazla Hangi Mecra ile Etkileşimde Bulunabiliyorsunuz	TV ()	Radyo ()	Gazete ()	Dergi ()	Bilgisayar ()	Diğer ()	Hiçbiri ()
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Mobil Cihazınızdan Aşağıda Yer Alan Araçları/Uygulamaları/İçerikleri Ne Kadar Sıklıkla Kullanıyorsunuz? 0 (hiç kullanmıyorum) – 5 (çok sık kullanıyorum) arasında kullanım sıklığınızı belirten bir puan veriniz.

Arama	
SMS	
Oyun	
Sosyal Medya	
Mobil Ödeme	
MMS	
IVR (Sesli Yanıt Sistemi)	
Müzik - Albüm	
Fotoğraf - Video	
Harita	

QR Kod	
Mobil Bankacılık	
Mesajlaşma Uygulamaları (örnek: Whatsapp)	
TV	
Radyo	
Gazete	
Dergi	

