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SOSYAL BİLİMLER ENSTİTÜSÜ
İŞLETME ANABİLİM DALI
ÜRETİM YÖNETİMİ VE PAZARLAMA (İNG) BİLİM DALI

**BRAND LOYALTY EFFECT ON CONSUMER BUYING
BEHAVIOR FOR MOBILE PHONES**

Yüksek Lisans Tezi

ASLIHAN ŞEN

İstanbul, 2006

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INTRODUCTION

Brand Loyalty is one of the core marketing concepts of the marketing discipline and has enjoyed practical and economic attention for over 75 years. (Fournier, 1998)

Given the growing role of affective factors in consumer behavior and particularly on brand loyalty, the deterioration of these factors can provide an additional explanation of the dissolution of the relationship between the brand and the consumer.

Loyalty has been traditionally understood to be reflected by repeat purchase behavior and/or the expression of a favorable attitude toward such behavior.

Increasing brand loyalty of consumers is the main objective of the marketing strategy of producers. Market share and brand loyalty are often closely related to each other. Brand loyalty may be higher for brands that have a larger market share. (Arcellay, Soggiuz and Leclercgy, 2003)

With more brands coming into the mobile phone market, willingness to experiment with new products, new pressures on mobile phone brands, and the environment is increasingly difficult. Strong brands help a company to maintain market share in the face of a changing this competitive environment and it has been shown that a strong market share is associated with above-average profits.

This study is intended to investigate brand choice and brand loyalty concepts in the Turkish mobile phone market by analyzing the current situation with respect to these concepts and to develop a descriptive model.

In the following section, the theoretical background of the study is discussed. Brand Loyalty definitions and approaches, brand knowledge, brand awareness, brand image, brand associations, brand identity and brand extension are presented. Additionally, the second section also covers consumer decision making processes by analyzing

consumers and consumer behavior. Moreover, company marketing, socio-cultural environment and consumers' psychological situation's effect on the decision making process are examined.

In the third section, a general perspective of a mobile phone market is presented for Turkey and the international market.

Section four offers a conceptual framework, research questions, hypotheses and variables.

The research methodology is given in the fifth section. Research design, data collection procedure and design, sampling procedure, characteristics of the respondents, factor and hypothesis analysis with difference, dependence and association tests are discussed as well.

The "Result and Discussion" section covers research findings and frequency analyses. The last part of this section focuses on brand loyalty in the Turkish mobile phone market.

The seventh section covers limitations and recommendations of this study.

And lastly brand loyalty effect on consumer buying behavior and brand decision is given in eighth section.

2. THEORETICAL BACKGROUND FOR THE STUDY

It is intended to constitute literature summary for the study in this part. Brand Loyalty, Consumer Behavior and Consumer Decision Making will be investigated. The background will be begun by presenting branding concept.

2.1 Branding Concept

Brands are now a central feature of consumer marketing, they are important in building long-term relationships with the consumer, irrespective of the type of market. Their importance is now also being recognized in other markets including service and industrial. Investing in a brand builds consumer confidence and loyalty and allows for brand stretching. It requires a consistent and long-term strategy. Only a few brands have emerged as truly global.

A brand is the consumer's anticipation for a unique and defined experience, or for a certain unique benefit obtainable solely through consuming/owning a specific product/service manufactured/offered by a specific company. Consumer anticipation is evoked and upheld by the marketer's consistent execution of a business concept providing the consumer with a unique benefit or with a unique/novel way to deliver a benefit. This concept is the brand strategy, its promise and its commitment to its target consumers. (Herman, 2003)

While marketers have long viewed brands as assets, the real asset is brand loyalty. A brand is not an asset. Brand loyalty is the asset. Without the loyalty of its customers, a brand is merely a trademark, an ownable, identifiable symbol with little value. With the loyalty of its customers, a brand is more than trademark. A trademark identifies a product, a service, and corporation. A brand identifies a promise. A strong brand is a trustworthy, relevant, distinctive promise. It is a trust mark of enormous value. Creating and increasing brand loyalty results in corresponding increase in the value of trust mark.

The success of a brand on the long term is not based on the number of consumers that buy it once, but on the number of consumers who become regular buyers of the brand. (Odin, Odin and Florance; 1999)

2.2. Brand Loyalty

Loyalty is something that consumers may exhibit to brands, services, stores, product categories, and activities (Uncles, Dowling and Hammond, 2003).

The discussion of loyalty or enduring preferences for products and services generally necessitates that consumers be able and willing to maintain interaction with the brand in some way, where it leads to repetitive purchasing in many cases. (Oliver, 1997)

Loyalty is defined as a deeply held commitment to repurchase a preferred product or service consistently in the future, although situational influences and marketing efforts having the potential to cause switching behavior.” (Oliver, 1997)

Brand Loyalty is also defined as deliberate prior tendency to purchase brand, often stemming from positive past experiences with its use. Brand loyalty is inferred from repeat purchase behavior. (Bhattacharya, 1997)

Brand Loyalty is the ultimate goal a company sets for a branded product. At consumer side, Brand loyalty is the consumer’s conscious or unconscious decision, expressed through intention or behavior to repurchase a brand continually. (Page wise, www.il.essortment.com, 2004)

Brand Loyalty signifies a measure of attachment that a customer has to a brand. (Aaker, 1991)

Wilkie goes on to suggest that ultimate customer loyalty is a function of perceived product superiority, personal fortitude, social bonding, and their synergetic effect. On the other hand, Brand loyalty is described as a favorable attitude, and consistent purchase, toward a particular brand. (Wilkie, 1994)

Unfortunately, loyalty is not a simple one-dimensional rather a very complex multidimensional concept (Ha, 1998).

Wilkie's (1994) definition of brand loyalty implies that consumers are loyal when both attitude and behavior are favorable; however, this does not clearly explain

the intensity of brand loyalty as it precludes the possibility that a consumer's attitude is unfavorable while one repurchases.

In expressing a need for a complete definition of brand loyalty encompassing all the attitudinal and behavioral dimensions, call for six necessary and collectively sufficient conditions: brand loyalty is a biased (nonrandom), behavioral response, expressed over time of some decision making unit with respect to one or more alternative brands of a set of such brands and is a function of evaluative decision making process. Another definition represents more complete definition of brand loyalty. This definition based on consumer's brand switching behavior. The first is hard core loyalty which is defined as the proportion of the product's purchases accounted for by its hard core customers or customers who almost exclusively repeat the product alternative, and the second is reinforcing loyalty, which is the proportion of the product's purchases accounted for by consumers who may switch among product alternatives, but predominantly repeat purchase this product alternative to significant extent. (Yim and Kannan, 1999)

Brand Loyalty occurs because consumers perceive that the brand offers the right product features, images or level of quality at the right price. This perception becomes the foundation for a new buying habit. Basically, consumers initially will make a trial purchase of a brand and after satisfaction, tend to form habits and continue purchasing the same brand because the product is safe and familiar. (Giddens, 2002)

Brand Loyalties have the following mindset:

- “I am committed to this brand.”
- “I am willing to pay a higher price for this brand over other brands.”
- “I will recommend this brand to others.”

There are three main reasons that explain the importance of brand loyalty:

1. Higher Sales volume: Reducing customer loss can dramatically improve business growth and brand loyalty, which leads to consistent and even greater sales since the some brand is purchased repeatedly.

2. Premium Pricing Ability: Studies show that as Brand Loyalty increases, consumers are less sensitive to price changes. Generally consumers are willing to pay more for their preferred brand because they perceive some unique value in the brand that offer alternatives do not provide.

3. Retain rather than seek: Brand loyalists are willing to search for their favorite brand and are less sensitive to competitive promotions. The result is lower costs for advertising, marketing and distribution. Specifically, it costs four to six times as much to attract a new customer as it does to retain an old one. (Giddens, 2002)

Loyalty activities and implications that lead to mostly non-economic benefits to companies include: improving long-term business performance; influencing product development; focusing the organization on the customer; ensuring repeat purchase; increasing customer retention; shortening purchase cycles; enhancing the ownership experience; managing customer relationships; opening sales channels; contributing to long-term planning; and dealing with competitive activities. Through these areas, the companies will be able to respond to customers' needs, differentiate products or services from the competitors, and build and retain long-term loyalty (Linton, 1993).

In addition, six economic benefits of retaining customers are proposed. These include savings on customer's acquisition or replacement costs, a guarantee of base profits, as existing customers are likely to have a minimum spend per period, growth in per-customer revenue as, over a period, and existing customers are likely to learn more, have more varied needs and spend more. Moreover, a reduction in relative operating costs as the firms can spread the cost over many more customers and over a longer period, free of charge referrals of new customers from existing customers, which would otherwise be costly in terms of commissions or introductory fees. Finally, price premiums as existing customers do not usually wait for promotions or price reductions before deciding to purchase, in particular with new models or versions of existing products (Reichheld, 1996).

2.2.1. Brand Loyalty Approaches

Marketing literature has been dominated by two different brand loyalty approaches. The first, an instrumental conditioning approach, views consistent purchasing of one brand over time as an indication of brand loyalty. Research that takes this approach uses probabilistic models of consumer learning to estimate the probability of the consumer to buy the same brand again, given a number of past purchases of that brand. This is a stochastic model rather than a deterministic model of consumer behavior since it neither does nor predict or specific course of action. Rather, the

prediction is always in probability terms. Deterministic models would predict a particular course of action based input variables such as consumer characteristics, brand attitudes and consumer needs. (Brown; 1953)

The second approach of brand loyalty is based on cognitive theories. Some researchers believe that behavior alone does not reflect brand loyalty. Loyalty implies commitment to a brand that may not be reflected by just measuring continuous behavior. If the stimulus and reward links are not strong, some attitudinal measure combined with a behavioral measure is required to identify true loyalty.

The difference between attitude and behavior is that behavior is an outcome or reflection of the current or historical situation where attitudes give information about the future behavior.

2.2.1.1. The Behavioral Approach

Behavioral measures have defined loyalty by the sequence of purchases and proportion of purchases. Proportion of purchases are used rather than sequence as the behavioral measure of loyalty and identified consumers high national brand loyal-who loyal to one national brand-, national brand loyal-whose purchases are devoted to a national brand-, private label loyal-who loyal to a retail owned brand-, last purchase loyal-who purchase one brand on successive occasions, switch to another brand, purchase that brand several times and switch to another again. (Brown; 1953)

Behavioral loyalty is essential but not enough for resonance to occur. In order to create resonance, a strong personal attachment is needed where customers should go beyond having a positive attitude to viewing the brand as being something special in a broader context (Keller, 2003).

Keller (2003) proposes that creating greater loyalty requires deeper attitudinal attachment.

In order to capture reported brand usage and behavioral loyalty, consumers could be asked several questions directly or alternatively the percentage of their last purchases went to the particular brand and near future percentage intentions. These questions could be open ended, dichotomous or involve multiple choice, or rating scales, and the answers could be compared with actual measures of consumer behavior to assess whether consumers are accurate in their predictions (Keller, 2003).

Many limitations of a strictly behavioral approach are recognized. First of all measurement of loyalty on past behavior may be misleading. The purchase sequence would not indicate loyalty; but the consumer may be highly loyal to the brand under consideration. (Lawrence, 1969)

Also it may be inconvenient or expensive to obtain actual data and provides only limited diagnostics about the future. It may be difficult to distinguish between or among those who actually switched brands and the purchases of multiple brands by different members of a family, as well. (Aaker, 1991)

2.2.1.2 The Cognitive Approach

Due to limitations of strictly behavioral approach to brand loyalty, it is argued that loyalty should include both behaviors and attitudes. True loyal consumer must hold a favorable attitude toward the brand in addition to purchasing it repeatedly. The behavioral measure of brand loyalty based on repeat purchasing overstates the degree of loyalty. (Lawrence, 1969)

Attitude is shown as a function of expectations in the early purchase periods and as a function of expectancy disconfirmation with prior attitude and satisfaction later (Oliver, 1997).

On the other hand there have been studies of mental loyalty and thus the perceptions, attitudes and beliefs can determine the different forms of loyalty. Researchers have suggested classifying the different forms of loyalty, analyzing the relative attitude towards the focal brand and the reputation on purchase behavior towards the same brand. The Figure1 shows the alternative forms of loyalty. (Dick and Basu, 1994)

Relative attitude towards the focal brand	Positive	Sustainable loyalty	Latent loyalty
	Negative	Spurious loyalty	Unloyalty
		High	Low
		Repeat purchase of the focal brand	

Figure1: A taxonomy of loyalty based on mental and behavioral dimensions. (Dick and Basu, 1994)

This condition of loyalty is reached through four stages. In the first stage the customer is only cognitively loyal, in the sense of demonstrating direct or indirect knowledge about the brand and its benefits, and proceeds to the purchase on the basis of a belief in the superiority of the offer. It is only after repeated purchases that developed second form of loyalty: affective loyalty. This is a particular favorable attitude to the brand, which develops in the customer as a result of the repeated confirmations of his expectations, recorded during the stage of cognitive loyalty. It is only in the third stage; however, after the passage of time a repeated purchase the most intense levels of loyalty are reached. Loyalty becomes conative strongly intentional- and has a high involvement that is a motivating force. The most intense stage of loyalty as action loyalty which is sustained not just by strong motivations but one that results in actions undertaken by the “desire to overcome” every possible obstacle that might come in way of the decision to buy the brand to which the person is loyal. (Costabile, 2004)

2.2.1.3. Measuring Brand Loyalty

It can be measured according to loyalty types as: attitudinal and behavioral loyalty types or both.

Attitudinal attachment can be created by developing marketing programs and products or services that fully satisfy consumer needs (Keller, 2003). But, it is difficult to plan marketing programs to alter behavioral loyalty whereas behavioral loyalty is the visible outcome of attitudinal loyalty without a knowledge and comprehension of the attitude towards deed of purchasing the brand.

Attitudinal measures may include identification of the reasons underlying loyalty and greater protection against the effects of temporary conditions such as stock-outs or short-run competitive promotions. On the other hand, there may be limitations to the attitudinal measures of loyalty where there is a concern for the specificity of the attitude object, the possibility of demand effects resulting in the construction of a false attitude, and the possibility of attitude change (Obermiller, 2002).

Furthermore, Bennett and Rundle-Thiele (2002) suggest that recently the researchers proposed that attitudinal loyalty could be measured by capturing the individual's tendency to be loyal.

Holbrook and Chaudhuri (2001) suggests a model of brand loyalty that proposes that behavior loyalty tends to lead to greater market share, while attitudinal loyalty leads to higher relative brand pricing.

Many papers promoted one approach over another due to the lack of agreement for years, thus recently concept of loyalty to be considered should be dependent on both market types and situations. Therefore, It is suggested suggest using both behavioral and attitudinal loyalty measurements.

2.3. Brand Knowledge

Brand knowledge can be conceptualized in terms of a brand node in memory with

Brand associations, varying in strength, connected to it.

Keller (2003) proposes a model of brand knowledge, which is comprised of brand awareness (Brand recognition and recall achieved through marketing stimuli) and brand image. Brand image is detailed largely in the model since it has a complex nature. Thus brand image results from the favorability, strength, uniqueness and types of brand associations held by the customers. In the model, it is depicted by various types of brand associations: attributes (product-related and non-product related), benefits (functional, experimental and symbolic) and attitudes.

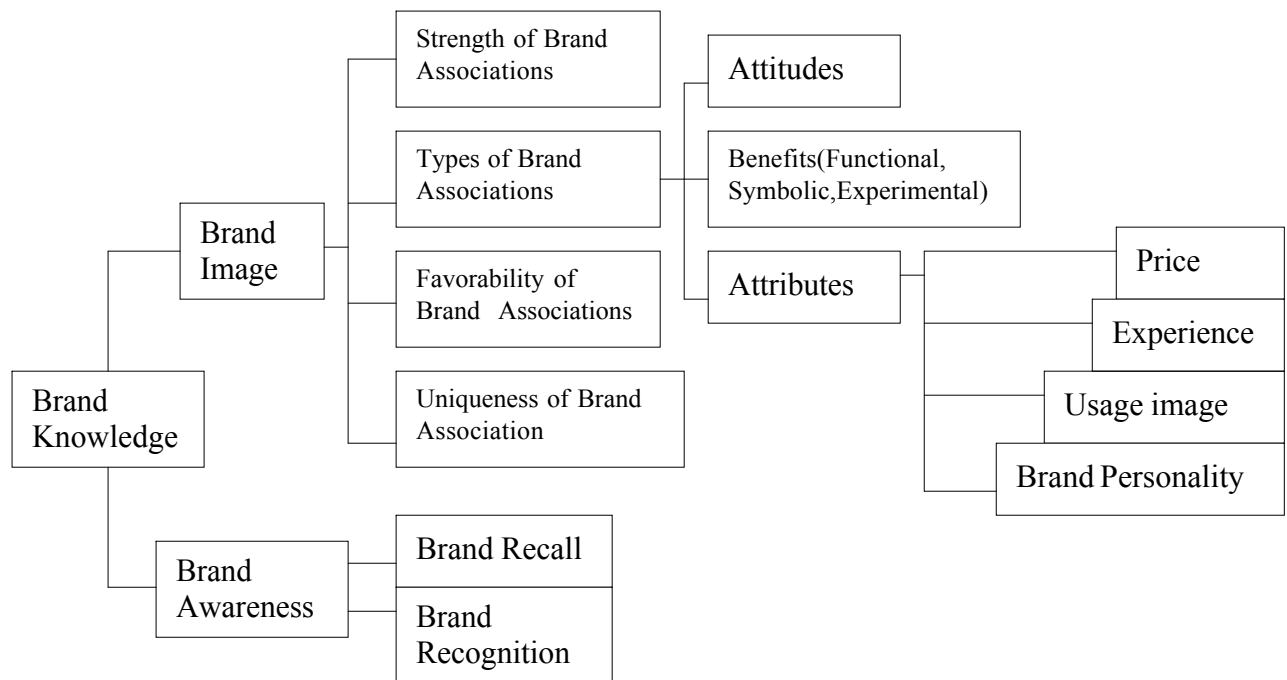


Figure 2: Summary of Brand Knowledge (Keller, 1993)

2.3.1. Brand Awareness

Brand awareness is defined as “buyer’s ability to identify (recognize or recall) the brand, within the category, in sufficient detail to make a purchase” and state that brand awareness makes the brand a candidate for purchase. (Rossier and Percy, 1997)

Brand awareness is also described as the ability of a potential buyer to recognize or recall that brand is a member of a certain product category (Aaker, 1991).

Brand awareness refers to the strength of a brand’s existence in the mind of consumer. (Aaker, 1996)

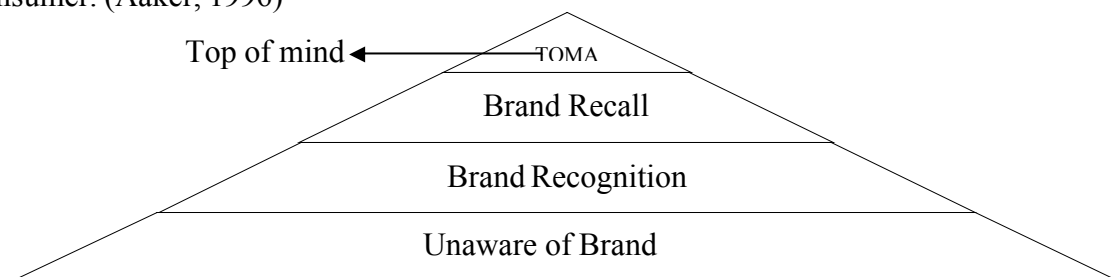


Figure 3: Brand Awareness Pyramid (Aaker, 1991)

An unknown brand to a consumer can not occupy a position in consumer’s mind; therefore, the first step in conquering a strong position for a brand is to build brand awareness. (Walker, Boyd and Larreche, 1999)

Awareness involves a scale ranging from feeling uncertainty to believing that the product to be the only one in the category. Awareness can be divided into three different levels as brand recall, brand recognition and top-of mind. (Aaker, 1991)

Brand recall is what comes to mind when asking a consumer to name the brand in a product class. (Aaker, 1996) Brand recall relates to consumer's ability to retrieve the brand from memory when given the product category, the needs fulfilled by the category or purchase or usage situation as a cue, so it requires consumers to generate the brand from memory when given a relevant cue. (Keller, 1998)

In other words, brand recognition requires that consumers can correctly discriminate the brand as having been previously seen or heard.

Top of mind awareness is achieved by the first brand named in an aided recall. (Aaker, 1991) It measures whether the brand is the first to come to mind.

In general, the more a consumer "experiences" the brand by seeing it, hearing it, or thinking about it, the more likely it is that the brand becomes strongly registered in memory. Thus, anything that causes consumers to experience a brand name, symbol, logo, character, packaging, or slogan can potentially increase familiarity and awareness of that brand element—through advertising and promotion, sponsorship and event marketing, publicity and public relations, and outdoor advertising. Although brand repetition increases brand recognition, improving brand recall requires links in memory to the appropriate product category or other situational purchase or consumption cues. (Keller, 1998)

It is generally easier to recognize a brand than it is to recall it from memory and the relative importance to brand recall and recognition will depend on the extent to which consumers make product-related decisions with the brand present or not. (Keller, 2003)

Considering the fact that the consumers are subject to many marketing messages, it is crucial to establish recall and recognition. First of all, extensive sales base is usually a massive asset. Then, finding different means of sending messages and attention catchers are important in building brand awareness. (Aaker, 1996)

In terms of former consideration, brand awareness is related to the strength of the resulting brand node or trace in memory, as reflected by consumers' ability to identify the brand under different conditions. (Keller, 1998)

Brand awareness can be characterized according to depth and breadth. The depth of brand awareness concerns the likelihood that a brand element will come to mind and the ease with which it does so. For example, a brand that can be easily recalled has a deeper level of brand awareness than one that only can be recognized. The breadth of brand awareness concerns the range of purchase and usage situations where the brand-element comes to mind. The breadth of brand awareness depends to a large extent on the organization of brand and product knowledge in memory. (Keller, 2003)

Strategically, understanding the product hierarchy has important implications for how to improve brand awareness, as well as how to properly position the brand. In other words, it is important that the brand not only be "top-of-mind" and have sufficient "mind share" but it must also do so at the right times and places. (Keller, 1998)

2.3.1.1. Consequences of Brand Loyalty

Brand awareness plays an important role in consumer decision making for three main reasons. Firstly, raising brand awareness increases the likelihood that the brand will be a member of the consideration set the handful of brands that receives serious consideration for purchases. (Keller, 1998)

The second advantage is that brand awareness can affect choices among brands in the consideration set, even if there are essentially no other associations to those brands. For example, consumers have been shown to adopt a decision rule in some cases to buy only more familiar, well-established brands. (Keller, 1998)

Finally, the third way that brand awareness affects consumer decision making is by influencing the formation and strength of brand associations that make up the brand image. A necessary condition for the creation of a brand image is that a brand node has been established in memory, and the nature of that brand node should affect how easily different kinds of information can become attached to the brand in memory as brand associations. (Keller, 1998)

2.3.2. Brand Image

Brand image long has been recognized as an important concept in marketing and brand loyalty, as well.

Brand image can be defined as perceptions about a brand as reflected by the brand associations held in consumer memory. (Keller, 2003)

In other words brand image is defined as a cluster of attributes and associations that consumers connect to the brand name. Brand images are formed from wide variety of sources which is a major source of brand communication for service brands-“one consequence of this is that corporate culture can indirectly play an important role in image development. (Biel, 1991)

Brand image can be reinforced by brand communications such as packaging, advertising, promotion, customer service, word of mouth and other aspects of the brand experience. Brand images are usually evoked by asking consumers the first words/images that come to their mind when a certain brand is mentioned-sometimes called “top of mind”- When responses are highly variable, non-forthcoming, or refer to non-image attributes such as cost, it is an indicator of a weak brand image. (AMR, 2005)

The image surrounding a company’s brand is the principal source of its competitive advantage and is therefore a valuable strategic asset. Unfortunately many companies are not adapting at disseminating a strong, clear message that not only distinguishes their brand from the competitors’, but distinguishes it in a memorable and positive manner. The challenge for all brands is to avoid the pitfalls of portraying a muddled or negative image, instead, create a broad brand vision or identity that recognizes a brand as something greater than a set of attributes that can be imitated or surpassed. In fact, a company should view its brand to be not just a product or service, but as an overall brand image that defines company’s philosophies. (www.il.essortment.com-pagewise,2002)

The term “brand image” gained popularity as evidence began to grow that the feelings and images associated with brand were powerful purchase influencers, through brand recognition, recall and brand identity. It is based on the proposition that consumers buy not only product such as power, wealth sophistication and most importantly identification and association with other users of the brand.

The image of a brand is established in the long run and once placed positively in the mind of consumers; it may become a long-term competitive advantage.

2.3.3. Brand Associations

Brand associations come in many different forms. One way to distinguish among brand associations is by their level of abstraction, that is, by how much information is summarized or subsumed in the association.

2.3.3.1. Types of Brand Associations

Along these lines, brand associations can be classified into three major categories of increasing scope: attributes, benefits, and attitudes (Keller, 1993):

a) Attributes:

Attributes are those descriptive features that characterize a product or service, such as what a consumer thinks the product or service are or have and what is involved with its purchase or consumption. (Keller, 1993)

It will be distinguished attributes according to how directly they relate to product or service performance:

Product-Related Attributes refer to a product's physical composition or a service's requirements and are what determine the nature and level of product performance. (Keller, 1998) Product-related attributes can be further distinguished according to essential ingredients and optional features, either necessary for a product to work, or allowing for customization and more versatile, personalized usage. Product-related attributes vary by product or service category (Keller, 1993)

Non-Product-Related Attributes may affect the purchase or consumption process but do not directly affect the product performance. Non-product-related attributes arise from the marketing mix and how the product is marketed. All kinds of associations can become linked to the brand that do not directly relate to product performance, for example, the color of the product or look of its package, the company or person that makes the product and the country in which it is made, the type of store in which it is sold, the events for which the brand is a sponsor and the people who endorse the brand, and so on.

Here, it is highlighted five other types of non-product-related attributes: (Keller, 1998)

1. *Price* represents a necessary step in the purchase process but typically does not directly relate to the product performance or service function.

2. *User and usage image attributes* can be formed directly from a consumer's own experiences and contact with brand users or indirectly through the depiction of the target market and usage situation as communicated in brand advertising or by some other source of information. (Keller, 1998)

They may be based on descriptive demographic factors-gender, age, race, income-psychographic factors-attitudes toward career, possessions, social issues, or political institutions- and also may be based on based on the time of day, week, or year, the location-inside or outside the home-, or the type of activity-formal or informal-.

3. *Feelings and experiences* give products meaning and increase product use satisfaction while also potentially enhancing product perceptions. The feelings associated with a brand and the emotions they evoke can become so strongly associated that they are accessible during product consumption or use. (Keller, 1998)

4. *Brand personality* reflects how people feel about a brand rather than what they think the brand is or does. A brand with the right personality can result in a consumer feeling that the brand is relevant and "my kind of product." A consumer may be more willing to invest in a relationship or even develop a "friendship" with the brand as a result. (Keller, 1998) Brand Personality will be deeply explained in next sections.

b) Benefits

The second main type of associations benefits are the personal value and meaning that consumers attach to the product or service attributes—what consumers think the product or service can do for them and what it represents more broadly. (Keller, 1993) Benefits can be further distinguished into three categories according to the underlying motivations to which they relate: functional benefits, symbolic benefits, and experiential benefits. (Keller, 1998)

Functional benefits are the more intrinsic advantages of product or service consumption and usually correspond to product-related attributes. These benefits are often

linked to fairly basic motivations such as physiological and safety needs and involve a desire to satisfy problem removal or avoidance. (Keller,1993)

Symbolic benefits are the more extrinsic advantages of product or service consumption and usually correspond to non-product-related attributes, especially user imagery. They relate to underlying needs for social approval or personal expression and outer-directed self-esteem.

Experiential benefits relate to what it feels like to use the product or service and can correspond to both product-related attributes as well as non-product-related attributes such as usage imagery. These benefits satisfy experiential needs such as sensory pleasure (sight, taste, sound, smell, or feel), variety, and cognitive stimulation. (Keller, 1998)

c) Attitudes:

The most abstract and highest-level type of brand associations is attitudes. Brand attitudes are defined in terms of consumers' overall evaluations of a brand and often rely on the strength and favorability of the attributes and benefits of the brand provides. (Keller, 2003)

Brand attitudes are important because they often form the basis for actions and behavior that consumers take with the brand. Attitudes will be told detailed in next chapters.

2.4. Brand Identity

A strong brand must have a rich, clear identity- a set of brand associations that the strategist aspires to create or maintain. Because it is used to drive all brand-building efforts, it should also have depth and richness. Moreover when realized, it should either help establish a relationship between the brand and the customer, by generating a value proposition that offers functional, emotional, or self-expressive benefits, or it should provide credibility for endorsed brands. (Aaker and Erich, 2000)

Brand Identity elements are categorized as follow:

- a) Product scope, product attributes, quality/value, uses, users, and country of origin organize around the brand as product
- b) Organization attributes and local versus global initiatives around the brand as organization

- c) Personality and customer/brand relationship, around the brand as person
- d) Visual images and metaphors and brand heritage organize around the brand as symbol

The brand identity structure also includes a core identity that creates a focus for the customer and the organization an extended identity and a brand essence. Brand identity has three goals:

- Reducing ambiguity by adding interpretation and detail, thus, making it easier to define decisions and programs that will strengthen the brand.
- Enhancing the ability of decision makers to assess the capacity of the brand's identity to resonate with customers and concepts that help to develop on-target, effective brand- building efforts. (Aaker and Erich, 2000)

Identity elaboration involves auditing identity- supporting programs- strategic imperatives that link brand identity to business strategy-, identifying role models- External role modes and Internal role models as stories, programs, events or a person.-, developing visual metaphors-, prioritizing-it is needed because, brand identity is multidimensional portrayal of brand identity. Although identity and the brand essence play key roles, it is also helpful to compare the brand's image to its identity and to assess the company's ability to leverage each dimension. (Aaker and Erich, 2000)

2.5 Brand Extension

It is the application of a brand, beyond its initial range of products or outside of its category. This becomes possible when the brand image and attributes have contributed to a perception with the consumer where the brand and not the product decision driver.

Brand extensions, the use of an existing brand name for new-product introductions, are very popular branding strategy. Brand extension strategies are seen as beneficial because of marketing efficiencies such as reduced new-product introduction costs and increased by the transfer of the parent brand awareness and associations to the new product. (Sattler, Völkner, Zatoukal, 2002)

The success of a brand extension is largely determined by how customers evaluate the extension. (Klink and Smith, 2001) In order to improve success rates of

brand extensions ex ante it is important to measure the significance and relative importance of factors affecting consumer evaluations of brand extensions.

2.6. Consumer Decision Making

Brand Loyalty has been defined as a repeat purchase, preference, and commitment. Moreover it has demonstrated that brand loyalty does not result only in a specific purchase pattern. It can also bring about positive word of mouth communication which is not necessarily tied with the purchase of the brand to which consumer feels loyal. (Gounaris, 2003)

One of the objectives of this research is to make empirical evidence that demonstrates that whether the purchase decision and systematic purchase of a single brand is the result of increased levels of loyalty to this brand.

Here takes a broader perspective and examines consumer decision making in the context of all types of consumption process, ranging from the consumption of new products to the use of old and established products. It also considers consumers' decisions not as the end point, but rather as the beginning point of a consumption process.

In daily life, people make numerous decisions, generally without stopping to think about how it is done and what is involved in the particular decision making process itself.

A decision can be described as selection of an option from two or more alternative choices. If there is almost always a choice, then there is almost always an opportunity for consumers to make decisions. (Schiffman and Kanuk, 2000)

Consumer decision making situations require different level of information search. If all buying decisions were routine, consumer tend to be monotonous and would provide little pleasure or novelty. If purchase decisions receive extensive effort, consumer decision making would be an exhausting process that left little time for anything.

It can be distinguished three specific levels of consumer decision making according to effort ranging from very high to very low as extensive problem solving,

limited problem solving and Routinized Response Behavior that will be explained in information search level of consumer decision process (Schiffman and Kanuk, 2000):

2.6.1. Models of Consumers

There are four general views or perspective as how/why consumers behave as they do: an economic view, a passive view, cognitive view and an emotional view.

An economic view: According to this model consumer has often been characterized as making rational decisions. A consumer would have to following points to behave rationally.

- be aware of all available product alternatives,
- be capable of correctly ranking each alternative in terms of its advantages and disadvantages.
- be able to identify the one best alternative.

Generally the consumer is unwilling to connect in extensive decision-making activities and they will settle for, instead, a satisfactory decision, one that is good enough.

A Passive view: A consumer who has this view is subscribed to by the hard-driving super salespeople of old, who were trained to regard the consumer as an object to be manipulated. Because of having some fails this simple-minded view should be rejected as unrealistic. (Schiffman and Kanuk, 2000)

A Cognitive View: The consumer is portrayed as a thinking problem solver by this model. Consumers frequently are pictured as either receptive to or actively searching for products and services that fulfill their needs and enrich their lives. This model also viewed consumers as information processors who are leaded to the formation of preferences and ultimately to purchase intention. Besides this cognitive view recognizes the consumer is unlikely to even attempt to obtain all available information about every choice.

An Emotional View: Marketers frequently prefer to think of consumers in terms of either economic or passive models. In reality, consumers are likely to associate deep feelings or emotions, such as joy, fear, love, hope, fantasy, sexuality and even a little “magic”, with certain purchases or possessions. When a consumer makes what is basically an emotional purchase decision, less emphasis is placed on the search for repurchase information. Instead, more emphasis is placed on current mood and feelings.

Consumers' mood is also important to decision making. Mood can be defined as a "feeling state" of mind. (Schiffman and Kanuk, 2000)

2.6.2 Types of consumer behaviors

Consumer behavior can be defined as the process and activities people engage in when searching for, selecting, purchasing, using, evaluating and disposing of products so as to satisfy their needs and desires. For many products and services purchase decisions are the results of a long, detailed process that may include an extensive information search, brand comparisons and evaluations and other activities. Other purchase decisions are more incidental and may result from little more than seeing a product prominently displayed at discount price in a store. Think how many times you have made impulse purchases in stores. (Kotler and Armstrong, 2001)

Marketing success in influencing purchase behavior depends in large part on how well they understand consumer behavior. Marketers need to know the specific needs of customers to satisfy and how they translate into purchase criteria They need to understand how consumers gather information regarding various alternatives and use this information to select among competing brands. They need to understand how customers make purchase decision. (Schewe, 2003)

-Where do they prefer to buy?

-How are they influenced by marketing mix at the point of purchase?

-How the consumer decision process and reasons for purchase vary among the different types of customers?

There are three types of consumer behavior which will be explained below:

a) Consumer Materialism

Materialism is a trait of people who feel their possessions are essential to their identity. Materialistic people value acquiring and showing off possessions, they are self-centered and selfish, they seek lifestyles full of possessions, and their many possessions do not give them greater happiness.

b) Fixated Consumption Behavior

Like materialism, fixated consumption behavior is in the realm of normal and socially acceptable behavior. They don't keep special products or objects as a secret,

and they are willing to display them in public. Fixated consumers' characteristics are like the following:

- A deep (possibly: "passionate") interest in a particular object or product category.
- A willingness to go to considerable lengths to secure additional examples of the object or product category of interest.
- The dedication of a considerable amount of time and money to searching out the object or product. Many collectors or hobbyists fall into this category.

c) Compulsive Consumption Behavior

Compulsive consumption is seen as an abnormal behavior. Consumers who are compulsive have an addiction; in some respects, they are out of control, and their actions may have damaging consequences to them and those around them. Alcohols, drug addiction, gambling habit are examples of compulsive consumption. The urge to buy something, relaxing by shopping are examples of this.

2.6.3 Consumer Decision Making Model

In this part a model of consumer decision making is viewed that reflects the cognitive consumer and to some degree the emotional consumer. This model is prepared to tie together many of ideas on consumer decision making and consumption behavior. It is designed to synthesize and coordinate relevant concepts into a significant whole. It has three major components as: input, process, output which can be seen at the following figure:

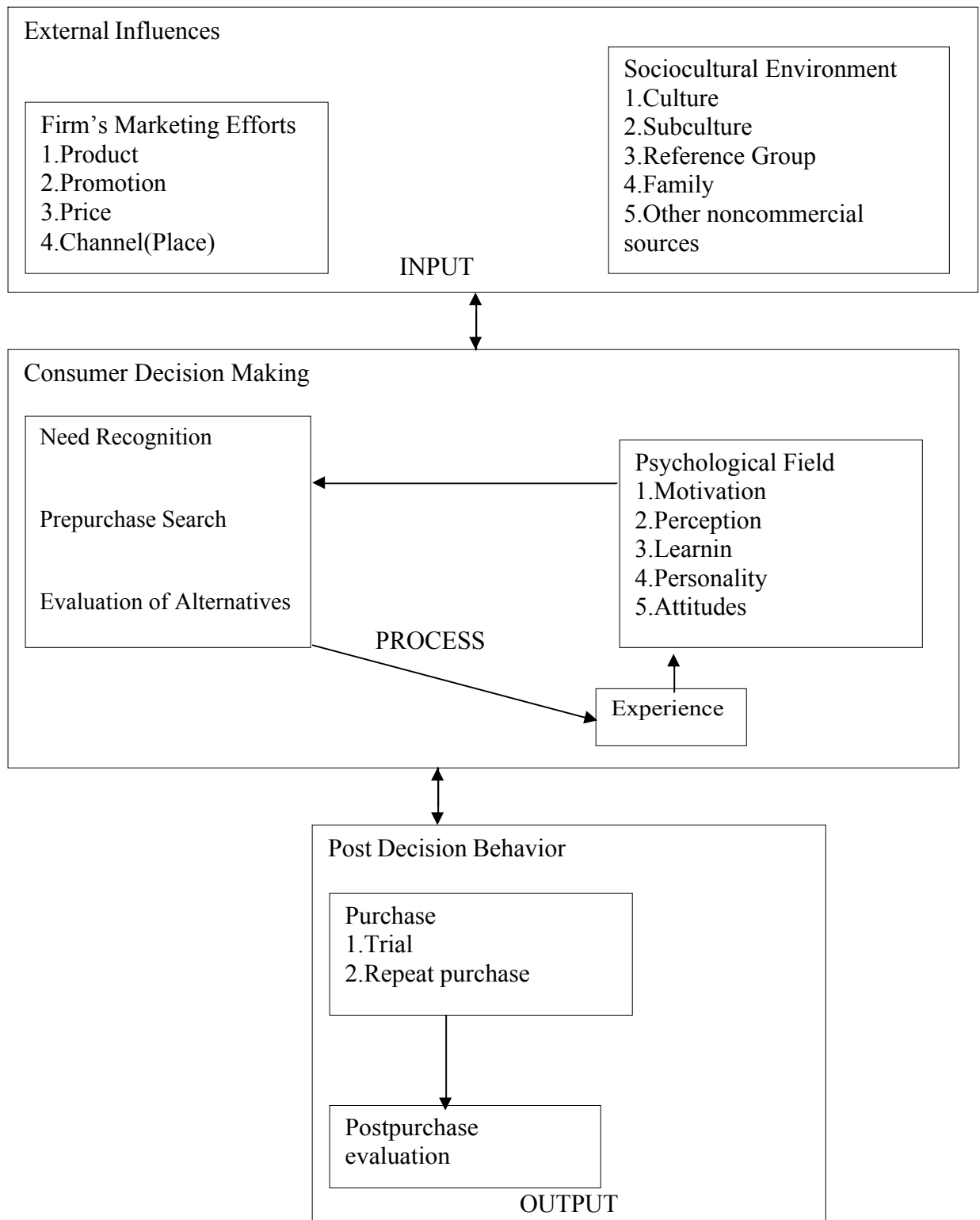


Figure 4: A Simple Model of Consumer Decision Making (Schiffman and Kanuk, 2000)

2.6.3.1. INPUT

This component draws external impacts that serve as sources of information about a particular product and influence a consumer's product-related values, attitudes and behavior. The top among these input factors are the marketing mix activities of organizations that attempt to communicate the benefits of their products and services to potential consumers and the non-marketing socio-cultural influences, which, when internalized, affect the consumer's purchase decision.

2.6.3.1.1. Marketing Inputs

Marketing efforts of a company are a direct attempt to reach, inform and persuade consumers to buy and use its products. Marketing inputs consist of:

- the product itself –including its package, size, guarantee-,
- Promotion that include mass-media advertising, direct marketing, personal selling etc.
- Pricing strategy
- Place strategy-selection of distribution channels to move the product from the manufacturer to the consumer. (Schiffman and Kanuk, 2000)

Consumers form an overall evaluation of the brand by considering a large number of variables that may include all of the elements of marketing mix. (Keller, 2003)

The effect of marketing mix only shows up in the brands' market shares but rarely causes big additional differences in brand loyalty. That is: similar sized brands enjoy much the same loyalty levels: loyalty does not differ between brands in truly brand specific ways. (Bhattacharya, 1997)

Although the judicious choice of brand elements can make some contribution to customer based brand equity, the primary input comes from the marketing activities related to the brand. Strong, favorable and unique brand associations can be created by marketing programs in a variety of well-established ways. (Keller, 1998)

a) Product Strategy: The product is the primary influence of what consumers experience with the brand, what they hear about a brand from others and what the company can tell customers about the brand in its communications. Designing and delivering a product that fully satisfies consumer needs and wants is a prerequisite for successful marketing, regardless of whether the product is a tangible good, service or organization. To create brand loyalty, consumer's experience with the product must at least meet, if not actually surpass their expectations. (Keller, 1998)

In the design manufacturing and servicing of products, it is important that favorable brand associations are created by convincing consumers that the brand possesses relevant attributes and benefits that satisfy their needs and wants such that they form a positive overall brand attitude. As suggested above, these may be more functional in nature or more symbolic in nature and not directly related to the product-such as with user or usage imagery. Perceived quality is a particularly important brand association that often drives consumer decisions. Because of the importance of consumers' actual product experiences in building brand equity, "after marketing" activities have taken on increased importance. (Keller, 1998)

Perceived Quality: It has been defined as customer's perception of the overall quality or superiority of a product or service relative to relevant alternatives and with respect to its intended purpose. (Aaker, 1991) Achieving a satisfactory level of perceived quality has become more difficult as continual product improvements over the years have led to heightened consumer expectations of product quality. (Keller, 2003)

Consumer beliefs along performance, product features, reliability, conformance quality, durability, serviceability, and style and design dimensions often underlie perceptions of the quality of the product. These dimensions can influence attitudes and behavior to the brand.

Perceived Value: Consumers often combine quality perceptions with cost perceptions to arrive at an assessment of the value of a product. In considering consumer value perceptions, it is important to realize that costs are not just restricted to the actual monetary price but may reflect opportunity costs of time, energy and any psychological involvement in the decision that consumers might have. (Kotler, 1994)

Companies need to take a broad view of value creation. "Value chain" is a strategic tool for identifying ways to create more customer value. The value chain identifies five

primary value-creating activities (inbound logistics, operations, and outbound logistics, marketing and sales, and service) and four support activities (firm infrastructure, human resources management, technology and development and procurement). (Keller, 1998) Companies can achieve competitive advantages by improving performance and reducing costs in any or all of these value-creating activities.

b) Price Strategy: Price is the one of the revenue generating element of the marketing mix and price premiums are one of the most important benefits of creating brand awareness and strong, favorable and unique brand associations. (Keller, 1998)

The price policy for the brand often creates strong associations in consumers' mind to the relevant price tier for the brand in the category as well as to its corresponding price volatility or variance. Consumers will also often have associations to perceived value that will be an important factor in their decisions. Consequently, to manage pricing decisions effectively, the marketer must be able to understand both economic and psychological responses to various prices and price changes. Perceived price fairness has been identified as one psychological factor that exerts an important influence on a consumer's reaction to price. (Huang and Lin, 2005)

Many marketers have adopted value-based pricing strategies attempting to sell the right product at the right price to better meet consumer expectations. Factors related to the costs of making and selling products and the relative prices of competitive products are important determinants of the optimal pricing strategy. Two very different pricing strategies often employed in introducing a new product are penetration pricing and skimming pricing. With penetration pricing, margins are minimized in an attempt to capture and defend market share. The idea is that low prices lead to increased sales volume and market share that, in turn, leads to lower costs and greater profits over time. With skimming pricing, on the other hand, margins are maximized in an attempt to extract as much profit as possible. Such a strategy is seen as appropriate if it can be assumed that consumers see price as a signal of quality and if there is a lack of strong competitors. (Keller, 1998)

Penetration and skimming prices represent two extreme pricing strategies. A pricing strategy that typically results in prices in between these two value pricing. Value pricing is a strategy that attempts to properly blend product quality, product cost and product

price considerations to set prices in a way to fully satisfy the needs and wants of consumers and the profit objectives of the firm.(Lehmann and Winer,1994)

The keys for success in adopting a value-base pricing approach, an effective value pricing strategy should strike the proper balance among product design and delivery, Product costs and Product prices. In other words, the right kind of product has to be made in a right way and sold at the right price. Everyday low pricing is a complementary pricing approach to determine the nature of price discounts and promotions over time to maintain consistently low, value-based prices on major items on a day-to-day basis. (Keller, 1998)

A potentially powerful way to assist consumers in making dynamic shopping decisions is to disclose price information to them before they shop, for example by posting prices on the Internet. This paper addresses the differential impact of disclosing either only current, or both current and future prices, on consumer shopping decisions in multi-period tasks involving multiple product purchases. In the context of an Internet-based experiment, we find that consumer expenditure deviates more strongly from that of a normative model when both current and future prices are disclosed than if only current prices are disclosed. We investigate the behavioral effects underlying this finding by estimating a model that allows for variations in consumer discounting, strength of store price format preferences, as well as choice consistency between different price disclosure conditions. (Dallaert, Golonuvov and Prabhu, 2005)

c) Promotion Strategy: The role of marketing communications is to contribute to brand loyalty by establishing the brand in memory and linking strong, favorable, and unique associations to it. A number of different marketing communication options exist such as alternative consumers communications options include media advertising-TV, radio, magazines, newspapers-,direct response advertising, outdoor advertising-cinema, billboards, posters-, point of purchase advertising, trade promotions, consumer promotions, sponsorship or event marketing and publicity or public relations.(Kotler and Armstrong, 2001)

The growth of nontraditional media, promotions, and other marketing activity makes sense from the perspective of loyalty. Many of these alternatives can provide a cost-effective way to affect brand knowledge and thus, ultimately, sales.

Different communication options have different strengths and can have accomplished different objectives. For instance Sales promotions and direct response offers can be relatively more effective at closing sales activity for the brand and stimulating actual purchase. PR and sponsorship are effective means of building brand awareness and also brand recognition. Advertising is particularly well-suited for translating attributes to benefits and linking non-product, image attributes for the brand. (Keller, 1998) In addition, advertising is required to introduce a new brand on the market. The welfare consequences of advertising depends on the specific of the new product, but less advertising is needed if the product is welfare improving. (Brekke, 2002)

Regardless of which options are chosen, the entire marketing program should be coordinated to create a consistent and cohesive brand image such that brand associations share content and meaning. The strength of brand associations from communication effect depends on how the brand elements are integrated in the various marketing communications. Stronger brand associations to communication effects may be created by linking marketing communications to the brand. From example identifiable visual scenes, characters, symbols and verbal phrases or slogans can serve as cues or reminders to communication effects created by a TV ad and placed in or on product packages or places of business, coupons or other promotions, yellow pages ads, print ads or other TV ads. (Belch and Belch, 2002)

So, marketers must consider all available options to create brand knowledge structures and must coordinate all options in their marketing programs to create congruent and strong brand associations. Integrating and matching communication options in this fashion should lead to a consistent and cohesive brand image. (Keller, 1998)

d) Channel strategy:Marketing channels are defined as sets of interdependent organizations involved in the process of making a product or service available for use or consumption. Channel strategy involves the design and management of intermediaries such as wholesalers, distributor, brokers and retailers.

Channels can be broadly classified into direct and indirect forms. Direct channels involve selling through personal contacts from the company to prospective customers by mail, phone, e-mail, in-person visits and so on. Indirect channels involve selling

through third-party intermediaries such as agents or broker representatives, wholesalers or distributors, retailer or dealers. (Keller, 1998)

The decision about pros and cons of selling various channels depends on the relative profitability of the different options, some more specific guidelines. Instead of using only single type of channel, hybrid channel design with multiple channel types is likely used. As both direct and indirect channels are often used, it is worthwhile to consider their brand image implications of the two major channel design types, as follows:

1. Indirect channels: Although indirect channels can consist of number of different types of intermediaries, it is concentrated on retailers. Retailers tend to have the most visible and direct contact with customers and they have biggest opportunity to, impact brand loyalty. The interplay between the store image and the brand images of the products they sell are the important ones.

2. Direct Channels: Manufacturers may choose to sell directly to consumers because of the reasons that mentioned before. To gain control over the selling process and build stronger relationship with customers, some manufacturers are introducing their own retail outlets, as well as selling their product directly to consumers through various means. Although there are many forms of these channels, most extensive form is company owned stores. Besides going to own stores, some marketers are attempting to create their own shops within major department stores. Another channel option is to sell to consumers via phone, mail or electronic means. These vehicles help sell products while by increasing awareness of product associations and benefits can contribute to brand loyalty. (Keller, 1998)

In summary, channels are the means by which firms distribute their products to consumers. Channel strategy to build brand loyalty involves designing and managing direct and indirect channels to build brand awareness and improve the strength, favorability and uniqueness of brand associations.

2.6.3.1.2. Socio-cultural Effects

Socio-cultural effects that exert a major influence on the consumer consist of a wide range of noncommercial influences-noncommercial sources of information- such as an editorial in the newspaper, the comments of a friend, usage by a family member, an article in consumer reports or the views of experienced consumers participating in a

special discussion group on the internet. The influences of social class, culture, and subculture, although less tangible, are important input factors that are internalized and affect how consumers evaluate and adopt or reject products. (Kotler, 2001)

The unwritten codes of conduct communicated by culture subtly indicate which consumption behavior should be considered “right” or “wrong” at the particular point in time. The cumulative impact of company’s marketing efforts; the influence of family, and neighbors and society’s existing code of behavior are all inputs that are likely to affect what consumers purchase and how they use what they buy. (Keller, 1998)

Because these influences may be directed to the individual or active sought be the individual, at two headed arrow is used to link to input and process segments of the model. (Kotler, 2001)

Socio-cultural effects are viewed as follows:

- Culture
- Subculture
- Social Class
- Reference Groups
- Family

A) Culture

The definition of culture is "That complex whole which includes knowledge, belief, art, morals, custom, and any other capabilities and habits acquired by man person as a member of society. (Perner, 2003)

The important objective of the analysis is to understand cultural meanings from the point of view of the consumers who create them. Behaviors, aspects of social and physical environment and marketing strategies have cultural meanings. Marketers need to understand the cultural meanings of their product or brand in order to satisfy their consumer. (Belch and Belch, 2002)

a) Measuring the Content of Culture

There are three techniques that help marketers to analyze and measure cultural content by identifying important meanings shared by people. However they are insufficient to show how consumers perceive products to be related to those meanings.

Content Analysis focuses on the content of verbal, written and pictorial communications that are produced by the social group. They can be helpful defining the cultural and social changes that occur in a specific society. Also they can be used for to compare the advertising claims of competitors within a specific industry. (Schiffman and Kanuk, 2000)

Ethnographic Fieldwork involves detailed observation of consumers' behaviors during their ordinary daily lives. Fieldworks have to be in natural environment, they can be performed sometimes without subject's knowledge and they focus mainly on behaviors. These procedures require highly skilled researchers. In addition to fieldwork methods, dept interviews and focus-group sessions are used. Using combination of these methods researcher can find out the emotional responses, cognitions that influence consumption of a specific product or brand. (Schiffman and Kanuk,2000)

Measures of Values: Value instruments are used to ask people how they feel about basic personal and social concepts. These methods include direct measurement of the dominant cultural values in a society like regular surveys with a large representative group of a society. (Olson and Peter, 1990)

b) The core Values of Turkish culture

There are many aspects of Turkish Culture; however here it will be discussed only two basic factors.

Family: The most important social unit in Turkey is family. Individuals are highly dependent on relatives, friends and other community groups. It is rare for a person to live alone. www.communicaid.com

Religion: Consumers' beliefs, social activities, and attitudes are influenced by the Islamic culture in Turkey. Special occasions such as Ramadan and The feast of Sacrifice have a great impact on consumption behavior of foods and consumption intensions of the society.

c) Cross-Cultural Influences on Consumer Behavior

Companies, who have international marketing activities, need to understand cultural meaning differences to develop effective strategies in the global market that is

formed by many different countries and cultures. The main problem is not whether to sell a brand in other countries but rather how to do it. (Schiffman and Kanuk, 2000)

By understanding the differences in psychological, social, and cultural characteristics of the foreign consumers, marketers will have the possibility to provide the successful marketing strategies to the market they aim to enter. Marketers should focus on some basic cross-cultural factors when developing international strategies. Such as differences in consumption culture, similar cross-cultural changes, materialism, and applying cross-cultural research according to differences in language, meaning, market segmentation, consumption patterns, perceived benefits of products and services, economic and social conditions, family structures and marketing research conditions. (Kotler, 2001)

B) Subculture

Subcultures are distinctive groups of people in a society that share common cultural meanings for effective and cognitive responses (emotional reactions, beliefs, values and goals), behaviors (customs, scripts and rituals, behavioral norms) and environmental factors (living conditions, geographic location, important objects). (Olson and Peter, 1990)

Shortly, subculture can be defined as a distinct cultural group that exists as an identifiable segment within a larger, more complex society. (Schiffman and Kanuk, 2000)

Society is composed of different sub-cultural groups. Every subculture within itself, have unique shared beliefs, values, customs. Different subcultures also share these common values of the society. The schema below shows the relationship between culture of the society and the subculture.

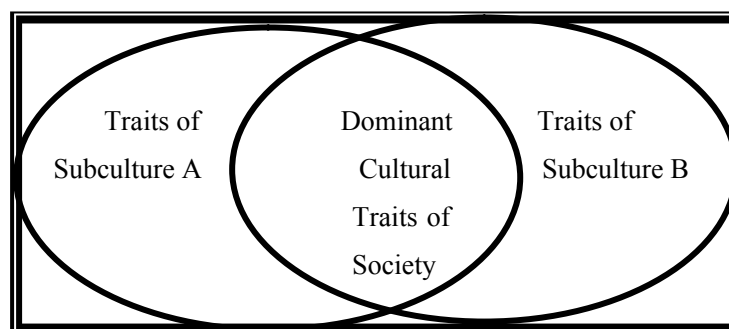


Figure 5: Relationship between Culture of the Society and the Subculture

Analyzing Subcultures

Subculture analysis begins with defining the general demographic characteristics of a group and according to this definition, segmentation of a group until creating more precisely sizable subcultures.

Marketers seek to identify the typical characteristics, meanings and behavioral tendencies shared by people in that group. (Olson and Peter, 1990)

Marketers have to observe and concentrate on subcultures, have to know about their specifications for success in marketing environment. Because within the society, subcultures are not stable, they are changing with the changing conditions of environment. There are some important subculture types:

Consumers belong to many different sub-cultural segments. Thus, it should not be focused on only a single subculture and its members and it's necessary to understand multiple sub-cultural membership interactions for influencing target consumers.

a) Age Subcultures: All major age groups of the population can be considered as separate subcultures. This consideration is right since all age groups have distinctive values, beliefs, behaviors and lifestyles. Marketers focus on the customer's psychological age (felt age-cognitive age) rather than their actual age or chronological age. Because people's behaviors, affect, cognitions, habits, preferences and needs will be related with how old they feel.

b) Ethnic and National Subcultures: Today's global world combines different people, different cultures and different lifestyles. And under these circumstances, different ethnic groups and nations can live together at the same place together within the same society.

In this case, people have values, beliefs, habits, traditions, religions coming from their ethnic or national origins inside of the society where they are citizens. Those differences shape the consumption habits in decision making process.

c) Religion Subcultures: Consumer purchase decisions are influenced by religious beliefs that differs according to family life, family roles. (Bilgin, 2001)

d) Geographic and Regional Subcultures: Geographic and regional consumption patterns change due to the regional variations. Regional or geographic differences reflect different values, beliefs, tastes and preferences.

e) Gender Subcultures: Some traits and personality patterns are assumed as masculine and some traits and personality patterns are assumed as feminine. Considered two genders are effective components of consumer decision making process. (Palan, 2001)

f) Income as Subculture: People from different income levels tend to have different values, behaviors and lifestyles. However, income is used to further segment a subculture defined on some other characteristics (age, ethnic group, religion). (Peter and Olson, 1990)

C) Social Class

Social class can be defined as an open group of individuals with similar social rank, similar attitudes, values, language patterns, and possessions.

Social class is a somewhat nebulous subject that involves stratifying people into groups with various amounts of prestige, power, and privilege. (Perner, 2003)

Social class is hierarchical. This means that one social class will be equal to other, superior to other or inferior to other social class. This is an important key factor in marketing because consumer purchase decisions are affected by this hierarchy. People prefer to buy the products that are designed for their social class or the superior social class to them and they avoid of buying lower-class products.

Identification of social class is not related with a single character such as income or family history. It is combination of many different personal and social attributes. But level of education and occupation/income are two factors which influence social class identification most strongly. Other additional factors are social skills, family, cultural level, physical appearance, status aspiration etc. Values, beliefs and behaviors are shaped by the social class and relative standing within a class. On daily basis, people are always interacting with people in their social classes. Individual learns the values and behaviors from member of the same social class.

The Measurement of Social-Class

Although there is no general agreement how to measure the social class concept, some approaches exist. Approaches for measuring social class are in two bases: (Bilgin, 2001)

a) Based on the Dimensions:

- **Education** -Level of income and occupation
-Status
-Enables upward social mobility
- **Occupation** -Mean of lifestyle, income
- **Income** -Related with education and occupation
-Does not mean the high standard of life

b) Based on the Methods:

- **Subjective Measures:** This approach is based on the participants' self image and self perception. Individuals estimate their own social-class positions.
- **Reputation Measures:** People are asked about other people in this method. This method will be useful in understanding the specific class structures, not be useful in understanding the consumption behaviors better.
- **Objective Measures:** Selected demographic and socio-economic variables are measured by this method. Through questionnaires, quantitative data of income, occupation and education are collected about the respondent.

Social class differences are appeared in clothing habits, accessorizes, communication habits, home decorations, leisure activities and also in saving - spending habits and credit card usage. (Schiffman and Kanuk, 2000)

D) Reference Group

A group consists of two or more people who interact with each other to accomplish a goal. A reference group involves one or more people whom someone uses a basis for comparison or point of reference in forming affective and cognitive responses and performing behaviors. Reference groups may be tangible or intangible. People's reference groups may be from the same and other social classes, subcultures and even cultures.

Types of reference groups:

- 1- Formal/Informal: Formal reference groups have a clearly specified structure. Informal groups do not.
- 2- Primary/Secondary: Primary reference groups involve direct, face to face interactions, secondary groups do not.
- 3- Membership: People become formal members of membership reference groups.
- 4- Aspiration: People aspire to join or emulate aspirant reference groups.
- 5- Dissocialize: People seek to avoid or reject dissociate reference groups.

The distinctions given below with types of reference groups can be useful, but most consumer research has focused on two primary, informal groups as family and peers.

Reference groups are cultural groups in that members share certain common cultural meanings. Marketers try to determine the content of the shared meanings of various reference groups, their common values, beliefs and behavioral norms and select certain reference groups to associate with or promote their products.

People basically identify and affiliate with reference groups three reasons:

- To gain useful knowledge
- To obtain rewards or avoid punishments
- To acquire meanings for constructing, modifying, or maintaining their self concepts.

These goals reflect three types of reference group influence:

1- **Informational Reference Group Influence:** Transmits useful information to consumers about themselves, other people, or aspects of the physical environment such as products, services and stores.

Information can be transmitted from reference groups to consumers in three ways;

- Consumers may intentionally seek informational influence to reduce the perceived risk of making a decision or to help them learn how to perform certain behaviors.
- Information may be accidentally transmitted. Someone may overhear reference group members talking about a product.

- Information may be transmitted to the customer when reference group members initiate the process.

2- Utilitarian Reference Group Influence: Occurs when the reference group controls important rewards and punishments. Consumers usually will comply with the desires of a reference group; if

- they believe the group can control the rewards and the punishments,
- the behavior is visible and known to the group, they are obtained,
- They are motivated to obtain rewards or avoid punishments.

3- Value Expressing Reference Group Influence: Can affect people's self concepts. Cultural units, reference groups both contain and create cultural meanings, such as beliefs, values, goals, lifestyle.

Reference groups do not influence all product and brand purchases to the same degree. Reference group influence on product and brand decisions is thought to vary on at least two dimensions. The first dimension concerns the degree to which the product or the brand is a necessity- a product owned by everyone- or a luxury- Owned only by consumers in particular -groups. The second dimension is the degree to which the object in question is conspicuous or known by other people.

E) Family

Marketers are interested in families and households. The distinction between a family and a household is important. If the housing unit has people living in it, they constitute a household. Households are categorized into types based on the relationship of the residents to the householder. Marketers are concerned with two main types of the households; families and non-families;

- **Non-family households:** Include unrelated people living together, such as college roommates or unmarried couples of the opposite or same sex.
- **Family households:** In contrast a family has at least two people; the householder and someone who is related to the householder by blood, marriage or adoption. There are two types of families;

Nuclear family; includes one or more parents and one or more children, living together in a household.

Extended family; is a nuclear family plus other relatives, usually grandparents, living in one household.

To fully understand family decision making (how family members interact and influence one another when making purchase choices of the household marketers need to identify which family members take on which roles.

Influencers provide information to other family members about a product or service (usually children are influencers in families)

- **Gatekeepers** control the flow of the information into the family. (mothers or fathers usually take this role)
- **Deciders** have the power to determine whether to purchase a product or service (father or mother, it depends on the characteristics of the product.)
- **Buyers** actually purchase the product or service
- **Users** consume or use the product or service
- **Disposers** dispose of a product or discontinue use of a service

From the perspective of the Wheel of Consumer Analyses, each family member and his or her roles and behaviors are part of the social environment for the other family members. Thus, studying family decision making requires that marketers study the social interactions among family members and resulting patterns of reciprocal influence. Children, both young kids and teenagers can have major influences on families' budget allocation decisions and purchase choices.

Many cultural and social changes have occurred in recent years that have influenced the structure of the families. However, these changes differ for different cultures and nations. Female employment, marriage and divorce, childbirth and child rearing practices are highly interrelated with American families and some of them with Turkish families as well.

The typical role of women was a homemaker in America 50 years ago and in Turkey may be until 1970's. This situation is changing rapidly in Turkey, and has already changed in America. Today more than half of women are in the labor force in America.

Although the situation in Turkey is not very similar with USA, the trend is similar. According to AC Nielsen's reports, in Turkey 60% of shoppers are women. 68% influences the shopping decision. (www.acnielsen.com.tr)

Another research is made by TGI and reports that in last 3 months (January 2005), in furniture, home textile, woman clothing, children clothing and men clothing areas, the percentage of woman is higher except men clothing segment.(MediacatOcak,2005)

2.6.3.2. PROCESS

The process component of the model is concerned with how consumers make decisions. It must consider the influence of the psychological concept to understand this process. The psychological field represents the internal influences (motivation, perception, learning, personality and attitude) that affect consumer's decision-making processes (what they need or want, their awareness of various product choices, their information -gathering activities and their evaluation of alternatives) (Schiffman and Kanuk, 2000)

The consumer decision making process isn't a single act. This is complete true for the extensive decision process if a consumer faces a highly involving new purchase. To understand the buying decision process, it is common to use "stage models" that subdivide the decision process in different stages. Stage models are mostly relevant to complex decision making, that is to say, buying expensive, and high-involvement products. (Belch and Belch, 2002)

Here are three stages for process part, the other two are another stages of decision making process and also levels of output part: need recognition; Information (pre-purchase) search ; Evaluation of alternatives. (Schiffman and Kanuk 2000)

This model implies that consumers pass through all five stages in buying a product. This may be the case in high-involving purchases. In low-involvement purchases, consumers may skip or reverse some of these stages.

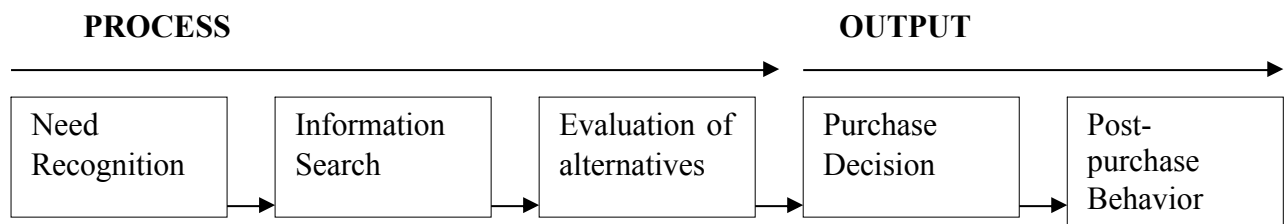


Figure 6: Five-Stage Model of the buying Process (Belch and Belch, 2002)

This model shows the full range of considerations that arise when a consumer face a highly involving of a new purchase.

1. First stage: Need recognition

The buying process starts when the buyer recognizes a problem or need. The buyer senses a difference between her or his actual state and a desired state. The need can be triggered by internal or external stimuli. (Schiffman and Kanuk, 2000)

- In the first case, one of the person's physical or psychological needs (hunger, shelter, communication) rises to a threshold level and becomes a drive.

- In the second case, a need is aroused by an external stimulus. A person passes from a bakery and smells fresh baked rolls.

2. Second stage: Information search

Pre-purchase search begins when a consumer perceives a need that might be satisfied by the purchase and consumption of a product. The recollection of past experiences might provide with s adequate information to make the present choice. On the other hand, when the consumer has had no prior experience, engaging in an extensive search of the outside environment for information on which to base a choice may have to be. Consumer usually searches memory before seeking external searches. The greater the relevant past experience, the less external information the consumer is likely to need to reach decision. Many consumer decisions are based on a combination of past experience (internal-personal sources) and marketing and non-commercial information (external sources)

An aroused consumer will be inclined to search for more information's. What sources of information's are used to help arrive at a decision? Consumer information's sources fall into four groups:

- Personal sources: Family, friends and neighbors
- Commercial sources: Advertising, salespersons, displays
- Public sources: Mass-media, consumer-rating organizations
- Experiential sources: Handling, examining, using the product.

It is also important to point out that the internet has had a great impact on pre-purchase search. Rather than visiting a store to find out about a product, web sites provide consumers with much of the information they need about the products and services they are considering.

Normally, the amount of consumer search activity increases as the consumer moves, from situations of limited problem solving to extensive problem solving.

3. Third stage: Evaluation of alternatives

In the evaluation stage, the consumer forms preferences among the brands/products in the choice set. Consumer tends to use two types of information: a list of brands from which they plan to make their selection (the evoked set) and the criteria they will use to evaluate each brand. Making selection from a sample of all possible brands is as human characteristic that helps simplify the decision making process. The evoked set -consideration set- refers to the specific brands a consumer considers in making a purchase within a particular product category. Regardless of the total number of brands in a product category, a consumer's evoked set tends to be quite small on average. The evoke set consists of the small number of brands the consumer is familiar with, remember, and finds acceptable. The criteria used for evaluating brands that constitute their evoked sets usually are expressed in terms of important product attributes. The consumer sees each product as a bundle of attributes with varying capacities of satisfying this need. (Schiffman and Kanuk 2000)

There are a lot of models describing the consumer's evaluation procedure. These models see the consumer as forming product judgment largely on a conscious a

rational basis. All these models built different systems to evaluate the attributes of the different brands (alternatives). In the reality, the evaluation process is more or less complex. It depends of the weight of the decision and of the personality of the consumer.

2.6.3.2.1. Psychological field

Motivation, Perception, Learning, Personality and Attitudes will be explained in this section:

2.6.3.2.1.1. Motivation

Motivation can be described as the driving force within individuals that impels them to action. This driving force is produced by a state of tension, which exists as the result of an unfulfilled need. Individuals strive both consciously and subconsciously to reduce this tension through behavior that they anticipate will fulfill their needs and thus relieve them of the stress feeling. (Schiffman and Kanuk, 2004)

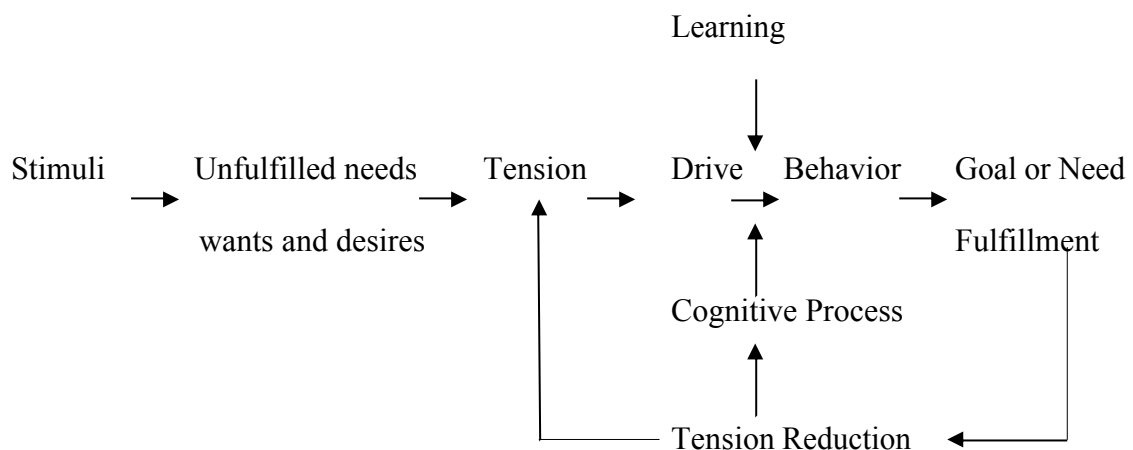


Figure 7: Model of Motivation Process (Schiffman and Kanuk, 2004)

It portrays motivation as a state of need-induced tension that “drives” the individual to engage in behavior that he or she believes will satisfy the need and thus reduce the tension.

The specific goals that consumers wish to achieve, and the sources of action they take in order to attain these goals, are selected on the basis of their thinking process and previous learning. (Schiffman and Kanuk, 2004)

Consumers behave rationally when they carefully consider all alternatives and choose those that give them the greatest utility. Emotional motives imply the selection of goals according to personal or subjective criteria.

A) Need

Every individual has need; some are innate, others are required.

Innate Needs: Innate needs are physiological; they include the needs for food, water, air, clothing and shelter. Because they are needed to sustain biological life, the biogenic needs are considered primary needs.

Acquired Needs: They are learned while consumer responding culture or environment. These may include needs for self-esteem, prestige, affection, power and learning. Because acquired needs are generally psychological, they are considered the secondary needs or motives. They result from the individual's subjective psychological state and from relationships with others. (Schiffman and Kanuk, 2004)

B) Goals

Goals are the sought after results of motivated behavior. All behaviors are goal oriented.

Generic Goals: the general classes or categories of goals that consumer see as a way to fulfill their needs.

Product-Specific Goals: Product-specific goals- the specifically branded products and services select as their goals.

There are many different and appropriate goals, for any given need. The goals are selected by individuals depend on their personal experiences, physical capacity, prevailing cultural norms and values, and the goals accessibility in the physical and social environment.

Finally the goal object has to be both socially acceptable and physically accessible.

Motivation is highly dynamic construct that is constantly changing in reaction to life experiences. Needs and goals are constantly growing and changing in response to

individuals physical condition, environment, interaction with the others and experiences. As individuals attain their goals, they improve new ones. If they do not attain their goals, they continue to strive for old goals, or they develop substitute goals. Goal selection is often a function of success and failure. This effect of success and failure on goal selection has strategy implications for marketers. Goals should be reasonable attainable. Advertisements should not promise them more than the product will deliver. Products and services are often evaluated by the size and direction of the gap between consumer expectations and objective performance. Thus, even a good product will not be purchased if it fails to live up to expectations.

The set of needs an individual experiences at a particular time are often activated by specific cues in the environment. Without the cues, the needs might remain dormant.

Need is a variable of central importance to those whose intent to influence consumer behavior. If needs can be measured and understood, it is possible to position marketing efforts more effectively in the control of consumer goals.

Several methodological approaches to measurement are possible, including, scaled activity, interest, and opinion (AIO) questions; motivation research methods, focus groups; qualitative research and ethnography.

A central motive is to enhance one's self. Striving toward self-esteem has a direct influence on values, goals and objectives. Therefore, it is probable that advertising appeals congruent with self image will be more effective in terms of brand attitude and purchase intentions.

C) Self-Concept

This vein of consumer research acknowledges that self-concept now is viewed in much broader manner as having multiple dimensions. Figure 8 illustrates these dimensions and the behavioral outcomes that have been identified:

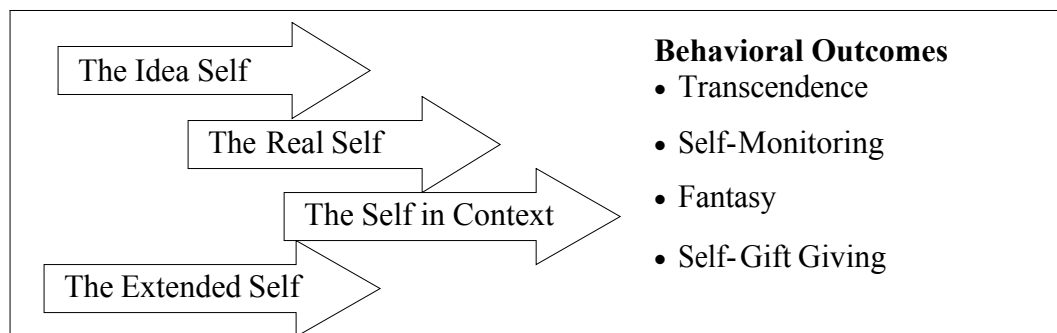


Figure 8: Expanded View of Self-Concept (Assael, 1998)

- Ideal self (the self I aspire to be)
- Real self (the way I think I actually am)
- Self in context (the way i see myself in different social settings)
- Extended self (self as incorporated into objects and artifacts that assume importance)

Some General Motivation Theories

1. Maslow's *Hierarchy of Needs* : A widely accepted theory of human motivation based on the notion of universal hierarch of human needs, theory identifies five basic levels of human needs, which rank in order of importance from lower-level needs to higher-level needs. When that need is “fairly well” satisfied, a new (higher) need emerges that the individual is motivated to fulfill. When this need is satisfied, a new (still higher) emerges, and so on. (Weilbocher, 2001)

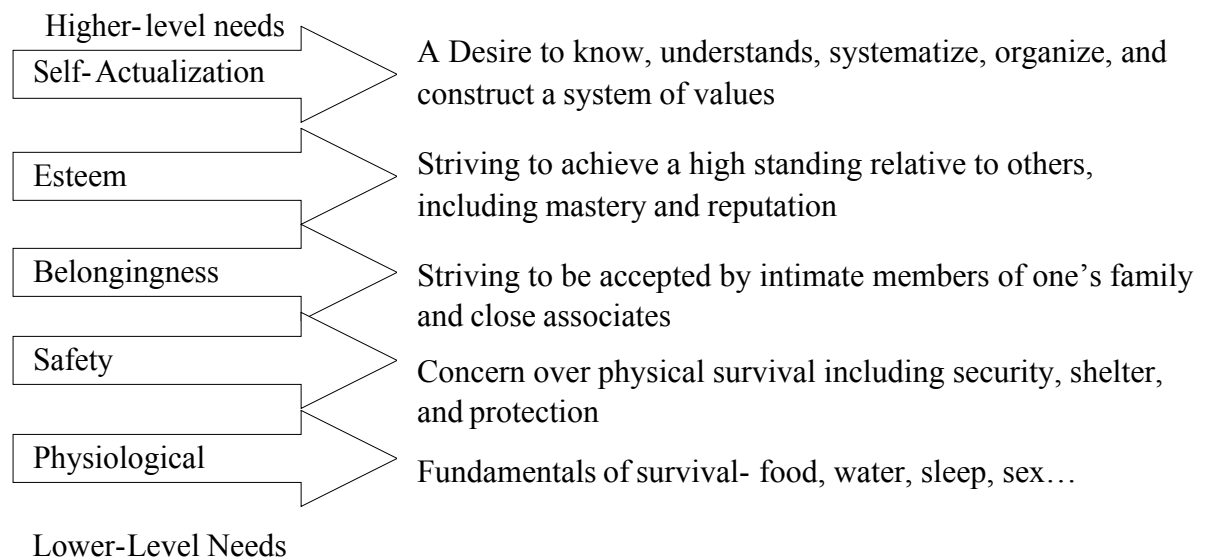


Figure 9: Maslow's Hierarchy of Needs (Weilbocher, 2001)

Physiological Needs are the first and most basic level of human needs. These needs, which are required to sustain biological life, include food, water, air, shelter, clothing, sex ext. According to Maslow, Physiological needs are dominant when they are chronically unsatisfied.

After the first level is satisfied, safety and security needs become the driving force behind an individual's behavior. These needs are concerned with much more than physical safety. They include order, familiarity, and control over one's life and environment.

The third level of Maslow's hierarchy includes such as love, affection, belonging and acceptance. People seek warm and satisfying human relationships with other people and are motivated by love for their families. Because of the importance of social motives in our society, advertisers of personal care product often emphasize this appeal in their advertisement.

When social needs are more or less satisfied, the fourth level of Maslow's hierarchy becomes operative. This level is concerned with egoistic needs. These can take either an inward or an outward orientation, or both. Inwardly-directed ego needs reflect an individual's need for self-acceptance, self-esteem, success, independence, personal satisfaction with a job well done. Outwardly-directed ego needs include the needs for prestige, reputation, status, and recognition from others.

According to Maslow, most people do not satisfy their ego needs sufficiently to ever move to the fifth level -the need for self-actualization. The need refers to an individual's desires to fulfill his or her potential, to become everything him or her is capable of becoming. (Schiffman and Kanuk, 1996)

2. McClelland's Theory of Learned Needs: David McClelland developed an important stream of research around the idea that three basic learned needs motivate people – the needs for achievement, affiliation, and power. Those with a high achievement motivation seek to get ahead, to strive for success, and take responsibility for solving problems. McClelland seemed to view the need for affiliation in a manner similar to Maslow's Belongingness need. The need for power refers to the desire to obtain and exercise control over others. The goal is to influence, direct and probably dominate other people. A clear prediction from McClelland's work is that products can be advertised with motivational theme derived from the three basic consumer motivations that he identified. The idea would be to analyze the characteristics of the target market of the product to determine its basic motivational structure. Advertising would be then developed to place the product in such a context.

2.6.3.2.1.2. Personality

Personality has been subject to many theorists throughout the history of science. Since the concept personality includes many aspects, each theorist approached it from different views. Therefore it's hard to make a precise definition of personality like mathematical definitions. However in order to clear the concept of personality, according to Merriam-Webster's Online Dictionary "Personality is the complex of characteristics that distinguishes an individual or a nation or group; the totality of an individual's behavioral and emotional characteristics".

Personality is highly influencing consumer behavior and marketers are highly interested in the relationship between personality and the following shopping behavior, brand preference, market segmentation, product-use, made-in orientation, need for cognition and innovators issues (Bilgin,2001)

Concerning personality there are three basic properties which are particularly important:

1) Personality reflects individual differences: Every person differs from somebody else, but sometimes they may be similar in terms of a single characteristics or trait.

2) Personality is consistent and enduring: Although consumption behavior often varies considerably because of psychological, socio-cultural, and environmental factors that affect behavior, personality does not change rapidly. This provides big advantage to marketers.

3) Personality can change: Although personality remains mostly unchanged, under some circumstances it may change because of major life events, such as the birth of a child, the death of a loved one, a divorce, a major career promotion, etc. Also maturation of a person may change an individual's personality.

All of these three properties give important information about the basics of personality although they can be and already are interpreted by different theorists in different ways. (Schiffman and Kanuk, 1996)

Personality Perspectives

The different approaches or perspectives to personality are Biological, Learning, Psychoanalytic, Humanistic, Dispositional and Cognitive.

Perspective	Strength	Weakness
Biological	Testable theories with increasing validity & efficacy	Doesn't grapple with "personhood" & sense of personal self
Psychoanalytic	Attention to unconscious	Unverifiable? Sexist?
Dispositional	Good individual assessments techniques; Trait vs. Type approach	May label people on basis of scores; Overly-reliant on self-report instruments
Learning	Scientific analysis & practical application	Overlooks IDs present from birth
Humanistic	Optimistic, growth-oriented	Ignores scientific method
Cognitive	Captures active nature of human thought	Ignores unconscious

Figure10: Perspectives have strengths and weakness,

(<http://www.wilderdom.com/personality/L12-0ReviewIntegration.html>)

Personality Theories

Although there are many personality theories developed in the science world, here will mentioned four major of them: Freudian Theory, Jungian Theory, Neo-Freudian Theory, Trait Theory.

1. Freudian Theory

Freud suggests that unconscious needs or drives are the driving forces behind motivation and personality. Most of the time these unconscious needs are biological and sexual drives.

In his "An Outline of Psychoanalysis" (1949), he begins with an explanation of the three forces of the psychical apparatus--the id, the ego, and the superego.

The id- the irrational and emotional part of the mind- has the quality of being completely unconscious and contains everything that is inherited, everything that is present at birth, and the instincts.

The ego -the rational part of the mind- has the quality of being conscious and is responsible for controlling the demands of the id and of the instincts, becoming aware of stimuli, and serving as a link between the id and the external world.

The superego -the moral part of the mind- demands are managed by the id, and it's responsible for the limitation of satisfactions and represents the influence of others, such as parents, teachers, and role models, as well as the impact of racial, societal, and cultural traditions.

2. Jungian Theory

Jung developed a personality which begins with the distinction between introversion and extroversion. Introverts are people who prefer their internal world of thoughts, feelings, fantasies, dreams, and so on, while extroverts prefer the external world of things and people and activities.

Introvert and extrovert are mixed up with ideas like shyness and sociability, partially because introverts tend to be shy and extroverts tend to be sociable. (Jung,1934)

Whether consumers are introverts or extroverts, they need to deal with the world, inner and outer. And all have their own way of dealing with it. Jung suggests four basic functions: Sensing, Thinking, Intuiting, And Feeling.

3. Neo-Freudian Personality Theory

Alfred Adler viewed human beings as seeking to attain various rational goals, which he called style of life, placing emphasis on the individual's efforts to overcome feelings of inferiority.

Harry Stack Sullivan stressed that people continuously attempt to establish significant and rewarding relationships with others, placing emphasis on efforts to reduce tensions.

Karen Horney focused on the impact of child-parent relationships. He has proposed three personality groups (Schiffman and Kanuk, 1996):

Compliant individuals: move toward others and desire to be loved, wanted, and appreciated.

Aggressive individuals: move against others and desire to excel and win admiration.

Detached individuals: move away from others and desire independence, self-sufficiency, and freedom from obligations.

Personality tests based upon the CAD approach developed by Karen Horney shows that there's a tentative relationship between scores and product and brand usage patterns.

4. Trait Theory

Trait is defined as a distinguishing quality taking personal character into account. Trait theory focuses on measurable characteristics of human being, such as intelligence, temperament, self expression, and sociality. It's intensively used by consumer researchers and marketers to improve strategies. And in addition to traits developed by Gordon W. Allport, consumer researchers have developed other traits to measure their activities and people's responses to certain issues. Examples for these are: Coupon proneness, Value consciousness, deal proneness, consumer innovativeness, consumer materialism, consumer ethnocentrism. (Schiffman and Kanuk, 1996)

Marketers are interested intensively in human personality, because either research or evidence about consumer actions shows that people are largely affected by their personality in what they buy, when they buy, where they buy. Therefore marketers try to understand by running personality tests to understand "how" their consumers are, and find the best segment to attract. Characteristics of the selected target give marketers clues about the way of reaching those consumers.

Brand Personality

Based on the premise that brands can have personalities in ouch the same way as humans. Brand Personality describes brands in terms of human characteristics. Brand personality is seen as a valuable factor in increasing brand engagement and brand attachment, in much the same way as people relate and bind to other people. Much of the work in the area of brand personality is based on translated theories of human personality and using similar measures of personality attributes and factors.

It appears that consumers tend to ascribe various descriptive "personality-like" traits or characteristics—the ingredients of brand personalities—to different brands in a wide variety of product categories. A brand's personality can either be functional ("provides safety") or symbolic ("the athlete in all of us").

When considering brand personality, the natural tendency is to consider the brand to be a passive element in the relationship. The focus is upon consumer perceptions, attitudes and behavior toward the brand; attitudes and perceptions of the brand itself are hidden behind the closed doors of the organization. A brand-customer relationship will have an active partner at each end, the brand as well as the customer. The concept of relationship between a brand and a person provides a different perspective on how brand personality might work.

The brand personality provides depth, feelings and liking to the relationship. Of course, a brand-customer relationship can also be based on a functional benefit, just as two people can have a strictly business relationship. (Berkeley.edu.tr,2005)

It seems that consumers can express their inner feelings about products or brands in terms of association with a known personality. Identifying consumers' current brand-personality link or creating one for new products is an important marketing task.

According to Jennifer Aaker, there are five defining dimensions of a brand's personality:

- Sincerity (down-to-earth, honest, wholesome, cheerful)
- Excitement (daring, spirited, imaginative, up-to-date)
- Competence (reliable, intelligent, successful)
- Sophistication (upper class, charming)
- Ruggedness (outdoorsy, tough)

Personality and Color

Consumers also tend to associate personality factors with specific colors. And also products and brands, associate a specific color with personality-like implications. Research shows that blue appeals particularly to male consumers. Yellow is associated with novelty, and black frequently suggests sophistication. Many fast-food restaurants use combinations of bright colors, like red, yellow, and blue, for their side-road signs and in-store designs. Although these colors are generally valid, color meanings may vary within countries. (Schiffman and Kanuk, 1996)

Self and Self-image

Self-images are very closely associated with personality in that individuals tend to buy products and services and patronize retailers with images or personalities that closely correspond to their own self-images. Concepts such as one or multiple selves, self-image, and the notion of the extended self are explored by consumer behavior researchers. Concerning the concept one or multiple selves, consumer behaviors should think of consumers as multiple selves, because consumers act differently under different circumstances.

The individual's self-image is unique, the outcome of that person's background and experience. Products seem to match one or more of individual's self images; other products seem totally alien. Six aspects of self-image are:

Actual self-image: How consumers see themselves.

Ideal self-image: How consumers would like to see themselves.

Social self-image: How consumers feel others see them.

Ideal social self-image: How consumers would like others to see them.

Expected self-image: How consumers expect to see themselves at some specified future time.

“Ought-to” self: Traits or characteristics that an individual believes it is his or her duty or obligation to possess.

The concept of self-image has strategic implications for marketers. Marketers can segment their markets on the basis of relevant consumer self-images and then position their products or stores as symbols for such self-images.

Consumers' possessions can be seen to “confirm” or “extend” their self-images. So to say emotions can be connected to valued possessions. Some consumers buy or possess products or objects for using them to become a different or improved self. Clothing, make up, cosmetics, jewelry are products for making consumer possible to change themselves. Those products may be used with different motives, which are, creating a new self, maintaining the existing self, extending the self. (Schiffman and Kanuk, 1996)

2.6.3.2.1.3. Attitudes

Attitudes are usually defined as a disposition or tendency to respond positively or negatively towards a certain thing (idea, object, person, and situation). (Fullerton, 2005) Consumers form an affective response to their ownership, use and consumption of the brand that can be described as an attitude. (Chaudhuri and Holbrook, 2002) Specifically, brand attributes represent overall evaluations of the brand and the extent to which consumers are satisfied through their consumption of the brand. (Ambler, Bhattachary, Edell, Keller, Lemon and Mittal, 2002)

“In a consumer behavior context, an attitude is a learned predisposition to behave in a consistently favorable or unfavorable way with respect to a given object.” (Schiffman & Kanuk, 2004) The parts of this definition constitute important features of attitudes which we are going to discuss.

- a. Attitudes are object-specific: (product, product category, brand, service, retailer etc.)
- b. Attitudes are learned: Attitudes relevant to purchase behavior are formed as a result of:

(Schiffman & Kanuk, 2004)

- direct experience with the product
- word of mouth information acquired from others
- exposure to mass media advertising, the Internet and various forms of direct marketing

- c. Attitudes are consistent: “Consumer value harmony among their thoughts, feelings and behaviors, and they are motivated to maintain uniformity among these elements.” (Solomon, 1996) However, they are not necessarily permanent; many situational, internal or external factors may alter behaviors.

- d. Attitudes are situation specific: When measuring attitudes, it is important to consider situations in which the behavior takes place, or we can misinterpret the relationship between attitudes and behavior.

“Economic difficulties can force a person to decide for a brand which he/she can afford, or health care can hinder a person to consume sugar-containing food, which he/she would likely to have.” (Bilgin, 2001)

Structural Model of Attitudes

To understand the relationship between attitudes and consumer behavior, scientists build four basic attitude models: tri-component attitude model, multi-attribute attitude models, Theory of trying to consumer, attitude-towards-the ad model.

Attitudes are composed of three components namely affective, cognitive and conative. The tri-component attitude model considers all three components to be present in an attitude, with each component playing an important role in attitude formation and having the potential to influence the overall attitude.

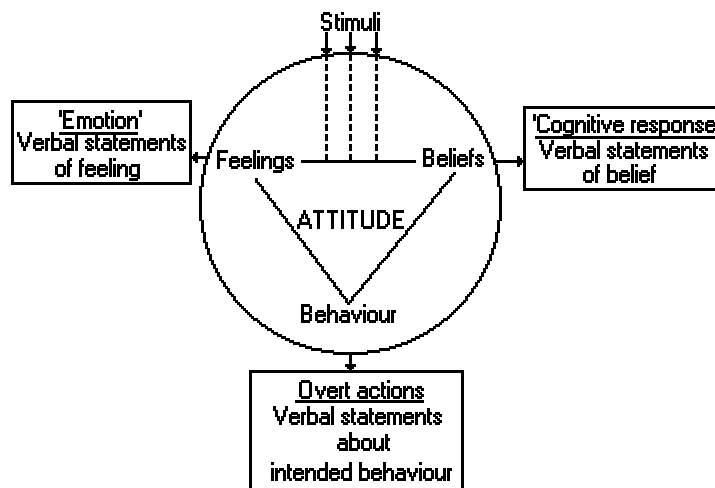


Figure 11: Three Components of Attitudes (Schiffman&Kanuk, 2004)

The Cognitive Component: Cognitions are our beliefs, theories, expectancies, cause and effect beliefs, and perceptions about an object. These cognitions are acquired by either experiencing or information gathered different sources. (Schiffman&Kanuk, 2004)

The Affective Component: The affective component refers to emotions or feelings toward an object such as fear, liking, or anger. (Schiffman&Kanuk, 2004)

The Conative Component: Conative component constitutes tendency to act toward an object, and it is frequently treated as an expression of the consumer's intention to buy. Measuring purchase intent is important in developing marketing strategy. This is why they conduct so many tests by changing marketing mix elements to find the best mix with the highest intention to buy.

Multi-Attribute Attitude Models

Fishbein developed multi attribute attitude models from a learning perspective. As people learn about objects or behaviors, in particular the use or consumption of products, they develop beliefs that are combined to influence attitudes.

The model assumes that a consumer's attitude of an attitude object (Ao) will depend on the beliefs he or she has about several attributes of the object. (Assael, 1998)

a) Attitude toward Object

In the attitude-towards-object model, an attitude towards an object is considered as a function of the absence or presence of particular product attributes and the consumer's evaluation of the importance or desirability of those attributes. The model measures three components (Solomon, 1996):

Salient beliefs people have about an attribute object

Object-attribute linkages, or the probability that a particular object has an important attribute

Evaluation of each of the important attributes

The formula (Moven&Minor, 2001) is:

$$A_o = \sum_{i=1}^n b_i e_i$$

A_o = the overall attitude toward object o

b_i = the strength of the belief of whether object o has some particular attribute i

e_i = the evaluation of the goodness or badness of attribute i

n = the number of beliefs (product attributes)

These salient beliefs are determined through prior research such as focus groups, unstructured lists of all knowledge of the product, and consumer rankings of pre-determined attributes.

b) Attitude toward Behavior

The attitude-towards-behavior model is the individual's attitude towards behaving or acting with respect to an object (Schiffman and Kanuk, 1996). This model focuses on behaviors or outcomes of behaviors. Consumer may have a positive attitude toward

buying an object, but there can be an unfavorable outcome of that behavior. (Assael, 1998)

c) Theory of Reasoned-Action-Model

The Theory of Reasoned Action expands on the attitude-towards-behavior model by adding in the subjective norm component. To better explain the link between attitudes and behavior, Fishbein modified his multi attribute model.

The subjective norm influences the individual's intention to act or behave.

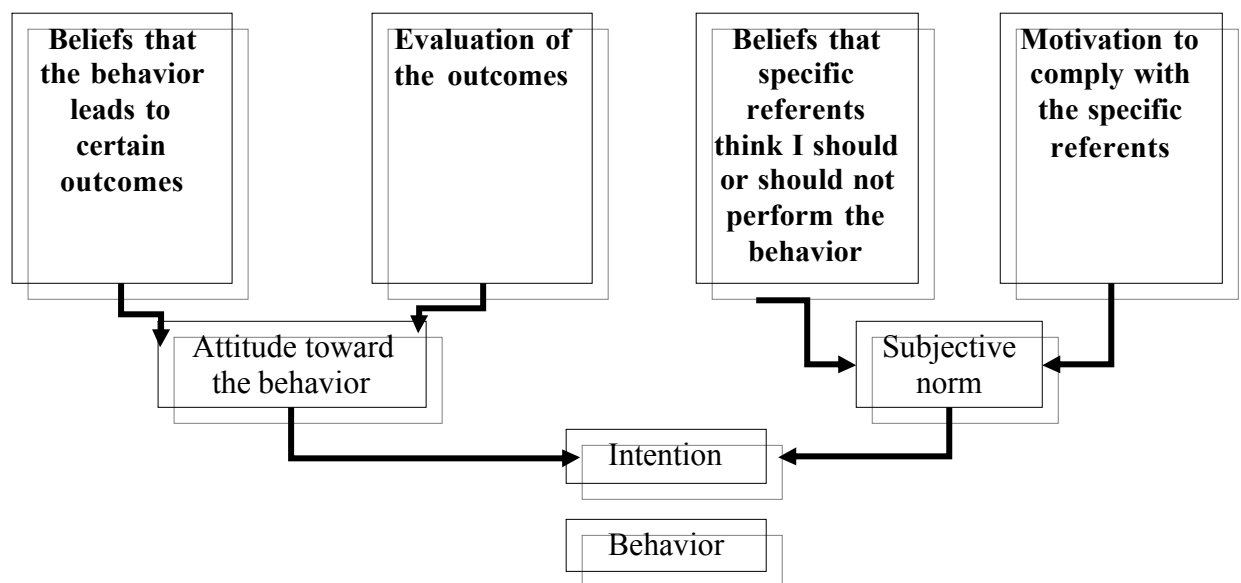


Figure 12: Theory of Reasoned Action (Schiffman&Kanuk, 2004)

The theory of trying to consume is designed to account for the many cases in which the action or the outcome is not certain but instead reflects the consumer's attempt to consume. (Schifman&Kanuk, 2004)

d) Attitude towards the Ad Models

An attitude toward an ad is a consumer's general liking or disliking for a particular advertising stimulus during a particular advertising exposure. (Mowen&Minor, 2001)

These attitudes toward advertisement can result from different factors like content and imagery of ad, mood of the consumer, emotions elicited by the ad etc.

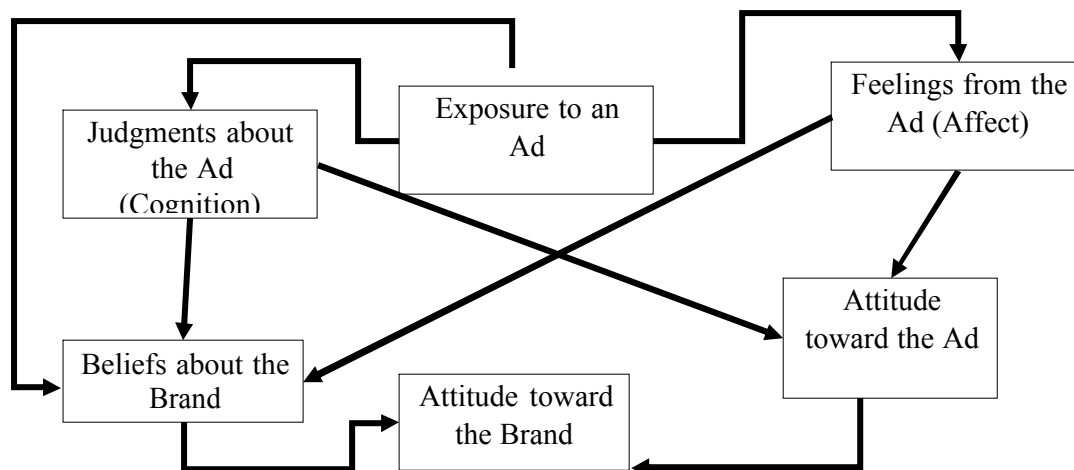


Figure13: Relationship among Elements of an Attitude-Toward-the-Ad (Shiffman and Kanuk, 2004)

Marketers can use their knowledge of consumer attitudes to reinforce or change them.

This is a key strategy because the ultimate goal is to fortify the existing positive attitudes of customers so that they will not switch to competitors via specially designed campaigns and incentives. The attitude change strategies are changing the consumer's basic motivational function, associating the product with a special group or event, resolving conflicting attitudes, altering components of the multi-attribute model, changing beliefs about competitors' brands, elaboration likelihood model.

It is possible to alter attitudes toward products, services, and brand by pointing out their relationships to particular social groups, events or causes.” (Schiffman&Kanuk, 2004)

Companies should include their social responsibility campaigns, sponsorships in their advertisements to show consumers what else they are trying to do.

Consumer's may have two different and conflicting attitudes toward an object, while one is negative for a specific attribute, one may be positive because of another attribute. To solve this conflicting situation, consumer either stress negative to have an overall negative attitude or posses on positive attitude to have a general positive attitude toward the object.

2.6.3.2.1.4. Learning

Learning is information processing by which experience leads to changes in knowledge, attitudes, and behavior. Based on learning and knowledge, the consumers will then choose, buy or reject the product. Addition to this, consumer behavior is a learned behavior. The memory functions, and the behavior of a person are shaped, based the perceptions and information processing. Newly acquired knowledge or experience changes this process. Helping to sustain or modify the behavior in similar situation occurring in the future. The basic concepts for learning are acquisition of knowledge and experience that distinguish learning from instinctive behavior. (Bilgin, 2001)

Learning is the result of our information processing. Purchase and usage behaviors are a result of learning. The culture, social class, family, friends, personal experiences are basic factors that influence and shape learning and also shape the lifestyle of the people. Based on this lifestyle then the consumers seek and consume certain products. The result of learning is a change in the content of long term memory and behavior. At information collection and evaluation of alternative stages of the decision making process, many factors important for the learning theories are also effective. (Bilgin, 2001)

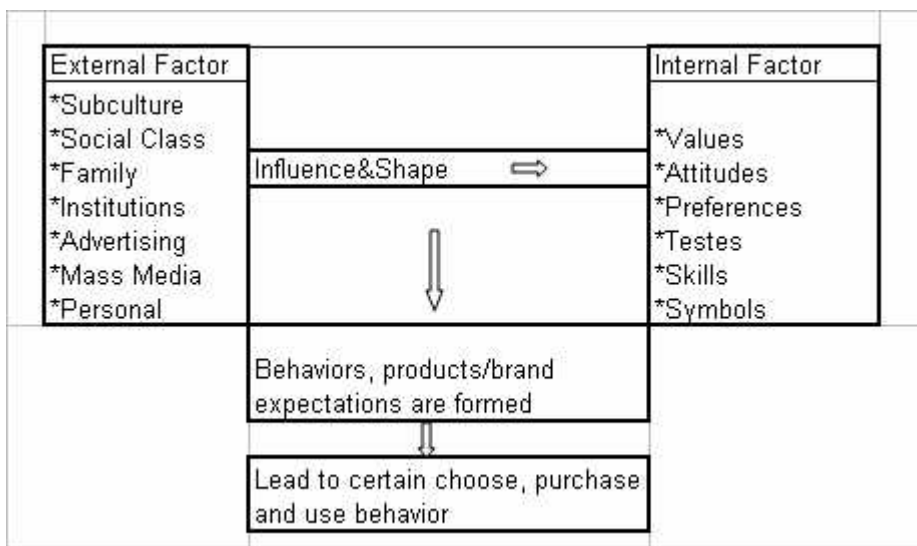


Figure 14: Factors that affect purchase behavior (Bilgin, 2001)

The most important elements in most learning theories are **motivation**, **cues** as connection points and response, **reinforcement**.

Motivation acts as a spur of learning. The degree of relevance, or involvement, determines the consumer's level of motivation to search for knowledge or information about a product or service. Uncovering consumer motives is one of the prime tasks of marketers, who then try to teach motivated consumer segments why and how their products will fulfill the consumer's needs.

Cues are the stimuli that give direction to these motives. Cues give direction to the motives, help people to become motivated to fulfill certain needs. In the marketplace, price, styling, packaging, advertising, and store displays all serve as cues to help consumers fulfill their needs in product-specific way. Marketers must be careful to provide cues that do not upset those expectations. Each aspect of the marketing mix must reinforce the others if cues are to serve as the stimuli that guide consumer actions in the direction desired by the marketer.

Responses are reactions of the consumers. The reaction can be in a positive or negative direction: the consumer likes or dislikes the product. Accordingly the intention to buy or reject the product will develop. What kind of response the consumer will choose depends highly on accumulated knowledge, responses reinforced in the past, and the level of learning.

Reinforcement increases the likelihood that a specific response will occur in the future as the result of particular cues or stimuli. Clearly, through reinforcement, learning has taken place, since the pain remedy lived up to expectation. On the other hand, if the pain remedy had not alleviated his pain the first time, the student would be less likely to buy that brand again, despite extensive advertising or store display cues for the product.(Schiffman and Kanuk,1999)

2.6.3.2.1.5. Perception

Perception is defined to be a process by which an individual selects, organizes, and interprets the information received from the environment into a meaningful and coherent Picture of the world. It is a critical activity by which stimuli are perceived, transformed into information that links the person to a group, a situation and market influences.(Bilgin,2001) Perception is different for each individual and is the how people see the world around.

Consumers take decisions based on what they perceive to be real. Thus, marketers should understand the picture of the consumer's world in order to affect their purchasing habits.

Elements of Perception

a) Sensation: Sensation is the immediate and direct response of the sensory organs to a simple stimulus. A stimulus is any unit of input to any of the senses. (Schiffman and Kanuk, 1999) Marketing stimuli are any communications or physical stimuli that are designed to influence the consumer. The product and its components (package, contents, and physical properties) are primary (intrinsic) stimuli. Communications designed to influence consumer behavior are secondary (extrinsic) stimuli that represent the product either through words, pictures, and symbolism or through other stimuli associated with the product (price, store, in which purchased, effect of salesperson). (Assael, 1998)

Sensory receptors are our organs such as eyes, nose, ears, skin, mouth etc. All of these functions are in the evaluation of and use of most consumers products. Sensorial experiences are mostly related to emotions and having a sensorial input is a big power for a brand.

Color has important sensory connotations. Differences in reactions to the identical product were caused solely by differences in the color of the packaging. (Assael, 1998)

b) The Absolute Threshold: The ability of consumers to detect variations in light, smell or other stimuli is determined by their threshold level. The lowest level at which an individual can experience a stimuli is called absolute threshold level. In other words, the point at which an individual can experience the different between something and nothing is called absolute threshold level. The absolute threshold level is not same each individual. It depends on the environment and the habits of the people.

A consumer will take little notice of frequently repeated advertisements or familiar products on the supermarket shelf. (Assael, 1998) The increasing absolute threshold level and the sensory adaptation is a big problem for marketers and advertisers. They tend to seek unusual media where their advertisements would be in an effort to gain more attention.

c) The Differential Threshold (J.N.D): The minimal difference that can be detected between two similar stimuli is called the differential threshold or just noticeable difference. (Schiffman and Kanuk, 2000)

Marketers sometimes seek to make differences in marketing stimuli that will not be noticed. Those are generally the negative changes such as reduce in package size, quantity or an increase in price. Periodic updating of the package is one of the main activities which take place in marketing actions. Logo and the style of the package is the image of the brand in consumers' minds, generally to change the logo or to make a change in package is a very risky job.

d) Subliminal Perception: People are also stimulated unconsciously. In certain cases every stimuli not directly to be sensed can be strong enough to be perceived. Exposure times can be very short so that viewers do not feel to be exposed to the message. They are unaware of seeing the message. This is an unethical, unacceptable way of advertising. (Bilgin, 1991)

Variations among consumers in perceptual ability, the difficulty of implementing advertising themes at low threshold levels, and the lack of evidence of any effects of subliminal advertising on purchasing behavior have effectively eliminated subliminal advertising as a marketing tool. (Assael, 1998)

Subliminal stimuli are usually so weak that the receipt is not unaware of the stimulus but is also obvious to the fact that he/she is being stimulated. As a result, the potential effects of subliminal stimuli are easily nullified by other ongoing stimulations in the same sensory channel or by attention being focused on another modality. These factors pose serious difficulties for any possible marketing applications. The sheer volume of constant sensory stimulation implicates a constructive, synthetic model of a focal attention and perception rather than a purely receptive one. (Kassarjian and Thomson, 1991)

Dynamics of Perception

There are three main dynamics of perception. They are:

- Perceptual Selection
- Perceptual Organization
- Perceptual Interpretation

Consumers perceive marketing stimuli selectively because each individual is unique in the combination of his or her needs, attitudes, experiences and personal characteristics. Selective perception means that the identical advertisement, package or product may be perceived very differently by two consumers. Such selective perception operates for both high and low involvement purchases. In the high involvement case, consumers selectively choose information that helps them evaluate brands that meet their needs and conforms to their beliefs and predispositions. In the low involvement case, consumers selectively screen out most information in an attempt to avoid cognitive activity and informational clutter. (Assael, 1998)

Selective perceptions ensure that consumers will receive information most relevant to their needs and brand evaluations. This process is called perceptual vigilance. This guides consumers to necessary information. It has been estimated that the average consumers is exposed to 300 to 600 advertisements in a normal day. Therefore, the consumers must be selective in screening out the information. Such a filtering, process becomes particularly important in a low involvement decision making. In these circumstances, the time spent on information processing is very low. The consumer will pay attention primarily that may cause a switch from inertia to limited decision making, such as a change in price or brand features or the introduction of a new brand. Therefore information processing occurs by exception.

Little attention will be paid to frequently repeated and familiar stimuli. Attention is devoted only to new and unfamiliar stimuli. (Assael, 1998)

People tend to perceive the things they need or want, the stronger the need, the greater the tendency to ignore unrelated stimuli in the environment. (Schiffman and Kanuk, 2000) Generally, this heightened awareness of stimuli that are relevant to one's needs and interests and a decreased awareness of stimuli that are irrelevant to those needs.

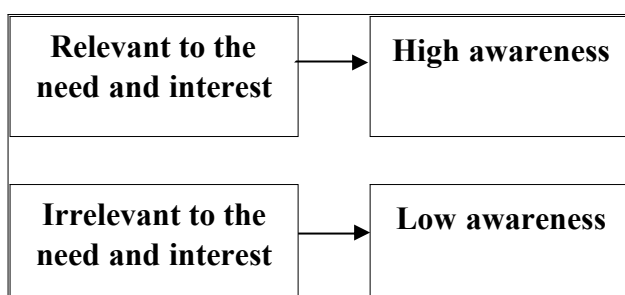


Figure15. The effect of motive on awareness (Schiffman and Kanuk, 2000)

There are four main important concepts of selective perception. They are:

- Selective Exposure occurs, because people's beliefs influence what they choose to listen to or read.
- Selective Attention results in greater awareness of supportive information and avoidance of contradictory information.
- Perceptual Defense Consumers subconsciously screen out stimuli that they find psychologically threatening, even though exposure has already taken place.
- Perceptual Blocking: This perceptual blocking is comparable of zapping. Every night we all make zapping in order to block the messages which are irrelevant to consumers. (Schiffman and Kanuk, 2000)

2.6.3.3. OUTPUT

The output portion of the consumer decision making model concerns two closely associated kinds of post decision activity: purchase behavior and post-purchase behavior. The objective of both activities is to increase the consumer's satisfaction with the purchase.

4. Fourth stage: Purchase decision

As result of evaluation, the consumer has formed a purchase intention to buy the most preferred brand/product. However, two factors can intervene between the purchase intention and the purchase decision:

- (1) The attitudes of others
- (2) Unanticipated situational factors

Steps between Evaluation of Alternatives and Purchase Decision

The "others" are often the members of the family or good friends. Unexpected situational actors are for example illness, loss of the job etc. A consumer who decides to execute a purchase intention will be making up to five purchase sub-decisions (Schultz, 1993)

- (1) Brand decision (what)
- (2) Vender decision (where)
- (3) Quantity decision (how many)
- (4) Timing decision (when)
- (5) Payment decisions (how to pay)

Consumers make three types of purchases: trial, repeat and long-term commitment purchases. When consumer purchase a product for the first time and buys small quantity than usual, this purchase would be considered as trial. Thus trial is the exploratory phase of purchase behavior in which consumers attempt to evaluate a product through direct use.

Consumers can also be encouraged to try a new product through such promotional tactics as free samples, coupons and sale prices.

When a new brand in an established product category is found by trial to be more satisfactory or better than other brands, consumers are likely to repeat the purchases. Repeat purchase behavior is closely related to the concept of brand loyalty that contributes to greater stability in the marketplace. Unlike trial, in which the consumer uses the product on a small scale and without any commitment, a repeat purchase usually signifies that the product meets with the consumer's approval. Consumer is willing to use the product and in larger quantities.

Trial is not always feasible with most durable goods, a consumer usually moves directly from evaluation to a long term commitment without the opportunity for an actual trial.

5. Fifth stage: Post-purchase behavior

After the purchasing the product, the consumer will feel some level of satisfaction or dissatisfaction. The choice of the product can be followed by satisfaction or by doubt that a correct decision was made. The buyer's satisfaction or dissatisfaction is a function of the closeness between the buyer's product expectations and the product's perceived performance.

Many marketing scholars are also attempting to understand the variables that intervene between the perception of satisfaction and the choice of repurchase of a brand, or a set of brands. (Costabile, 2004)

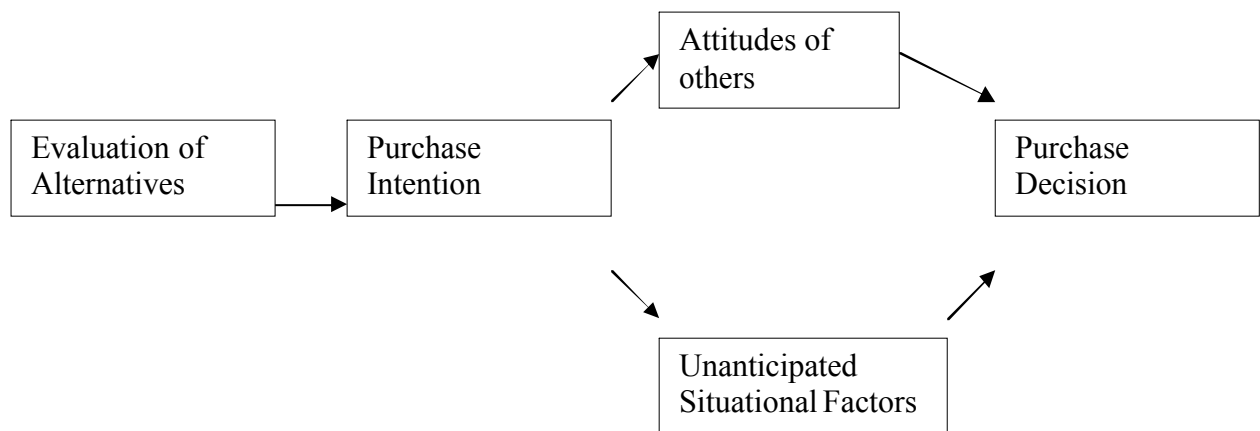


Figure 16: Steps between evaluation of Alternatives and purchase decision (Kotler,2001)

This theory suggests that the marketer must make product claims that faithfully represent the product's likely performance so that buyers experience satisfaction.

Although it would be logical to assume that customer satisfaction is related to consumer retention, direct relationship between satisfaction and retention is not found. The findings show that customer retention may be more a matter of the brand's reputation- especially for products consumers find difficult to evaluate.

Satisfaction, Repurchase and Brand Loyalty

The consequences of evaluative constructs in studies of brand loyalty would include repurchase/switching intentions, advocacy intentions to expand the relationship and willingness to pay more for the brand. Increasingly, researchers are paying attention to customer advocacy as an important variable in relationship marketing. Advocacy is frequently regarded as a soft form of loyalty because it is not as easily and objectively measured as customer retention, advocacy or positive word of mouth. (Fullerton, 2005)

An important component of post-purchase evaluation is the reduction of any uncertainty or doubt that the consumer might have had about the selection. Consumers try to reassure themselves that their choice was a wise one; that is they attempt to reduce post-purchase cognitive dissonance.

According to the definition of Fornell (1992) satisfaction is simply “ an overall post-purchase evaluation”. Satisfaction is strongly related to consumer intention cognitions. Perceived justice influences consumer satisfaction and when the consumer perceives a higher outcome in procedural justice or interaction justice. (Huang and Lin, 2005)

Yi (1990) proposed that consumer satisfaction is a process or an outcome. More precisely, consumer satisfaction refers to a consumer’s subjectively derived favorable evaluation of any outcome or experience associated with consuming a product. Conceptually, satisfaction is a purchase outcome, whereby consumers compare rewards and costs with anticipated consequences. Operationally, satisfaction is similar to attitude, as it represents the sum of several attribute satisfaction judgments. (Huang and Lin, 2005)

The relationship between brand and satisfaction and repurchase continues to be well researched and there is general agreement that overall satisfaction like evaluations is positively related to consumer retention.

The repurchase of the same brand under conditions of strong perceived differences between brands and strong involvement characterizes brand loyalty. This approach allows distinguishing loyalty from inertia, the latter appearing in a situation weak involvement and weak perceived differences between brands. The belief in differences between brands is a major determinant of brand sensitivity. Also the level of involvement influence s the level of brand sensitivity.

	High Involvement	Low Involvement
Significant Differences between Brands	Complex buying behaviour	Variety-seeking buyig behaviour
Few differences between brands	Dissonance-reducing buying behaviour	Habutial buying behaviour

Table1: Types of buying behavior (Kotler, 2001)

A repeat purchase behavior under conditions of strong sensitivity will be considered as brand loyalty: a consumer who tends to repurchase the same brand and who attaches great importance to brands in his/her choice is said to be brand loyal. To the opposite, a repeat purchasing behavior under conditions of weak brand sensitivity is considered as purchase inertia. In this case the consumer does not give any importance

to brand and not able to make any difference between existing brands, and also consumer is not involved in product category. (Odin, Odin and Florance, 1999)

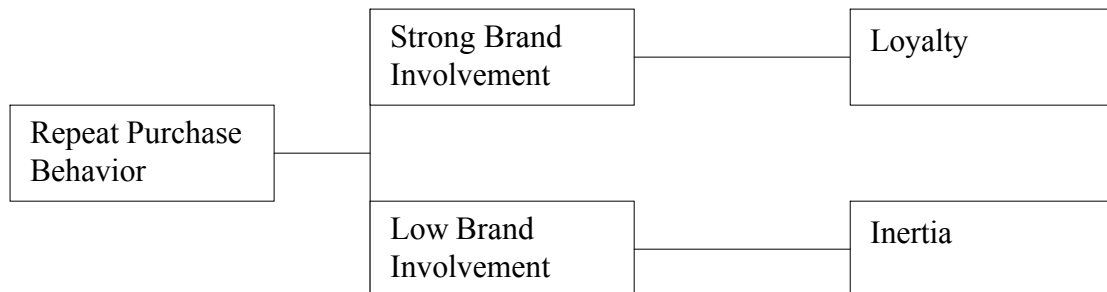


Figure17: Repeat purchase behavior under conditions of brand sensitivity. (Odin, Odin and Florance, 1999)

According to Bennett and Rundle-Thiele (2002), loyalty is often used with its operational definition, where it refers to repeat purchase, preference, commitment, retention and allegiance.

To encourage repeat purchases, advertisement before and after the sale is critical. In addition to creating awareness and promoting initial purchases, advertising shapes and reinforces consumer attitudes so these attitudes mature into beliefs, which need to be reinforced until they develop into loyalty. It is easier to reinforce behaviors than to change them and sale is just beginning of an opportunity to turn the purchaser into a loyalist. (Giddens, 2002)

The most powerful way to build brand loyalty is consumers' direct contact with the company.

But, one bad experience has a much greater impact than a positive experience. Loyalty is gained by ounce but lost by the pound. Because of this reason, it is important that every consumer experience be positive one, and the positive experiences translate directly into increased loyalty. (www.vocalabs.com, 2004)

It is suggested that customer satisfaction and brand reputation are important antecedents of intended loyalty. It has been debated whether brand reputation and customer satisfactions are the same constructs. Attitude towards the brand reputation is a more long-run and overall evaluation than the satisfaction construct. Brand reputation has been defined as a perception of quality associated with the brand name. Perceived quality of a product is related to the reputation associated with the brand name. Brand

reputation has a consistent and strong effect on loyalty. The effect of customer satisfaction on loyalty appears to be contingent on the context, and it is suggested that satisfaction will only have a direct effect on loyalty when customers are able to evaluate product quality through their experiences with the product. (Selnes,1993)

It can be widely considered that loyalty is one of the ways with which the consumer express his/her satisfaction with the performance of the product received. (Bloemer and Kasper, 1995)

3. A GENERAL PERSPECTIVE ABOUT MOBILE PHONE MARKET

A mobile phone or cellular (cell) phone is an electronic telecommunications device. Most current mobile phones connect to a cellular network of base stations (cell sites), which is in turn interconnected to the public switched telephone network (PSTN). Cellular networks were first introduced in the early to mid 1980's (the 1G generation). Prior mobile phones operating without a cellular network (the so-called 0G generation), such as Mobile Telephone Service, date back to 1946. Until the mid to late 1980's, most mobile phones were sufficiently large that they were often permanently installed in vehicles as car phones. With the advance of miniaturization, currently the vast majority of mobile phones are handheld. In addition to the standard voice function of a telephone, a mobile phone can support many additional services such as SMS for text messaging, packet switching for access to the Internet, and MMS for sending and receiving photos and video. (Wikipedia,2006)

Mobile phones often have features beyond sending text messages and making voice calls—including Internet browsing, music (MP3) playback, personal organizers, e-mail, built in cameras and camcorders, ringtones, games, radio, Push-to-Talk (PTT), infrared and bluetooth connectivity, call registers, ability to watch streaming video or download video for later viewing, and serving as a wireless modem for a PC.

According to recent research from In-Stat/MDR (www.instat.com), the look of future mobile phones may not change radically in the coming years. Some of the cool functionality on the horizon for mobile phones includes high-speed data access, Wi-Fi functionality, high-quality video cameras, and the viewing of broadcast TV. Some of the technology that's needed to bring these functions to market already exists. It just has

not been widely deployed or accepted. In-Stat/MDR points out that other technologies, such as fuel cells, are a year or so away from commercial viability. Many other developments will not arrive in serious volumes until the latter part of this decade. (Ajluni, 2004)

In less than twenty years, mobile phones have gone from being rare and expensive pieces of equipment used by businesses to a pervasive low-cost personal item. In many countries, mobile phones now outnumber land-line telephones, with most adults and many children now owning mobile phones. It is not uncommon for young adults to simply own a mobile phone instead of a land-line for their residence. In some developing countries, where there is little existing fixed-line infrastructure, the mobile phone has become widespread. According to the CIA World Factbook the UK now has more mobile phones than people.

In addition, most of Europe, wealthier parts of Asia, Africa, the Caribbean, Latin America, Australia, Canada, and the United States, mobile phones are now widely used, with the majority of the adult, teenage, and even child population owning one. At present India and China have the largest growth rates of cellular subscribers in the world. (Wikipedia, 2006)

According to GFK's research in 2005 812 million mobile phones are purchased by consumers. GFK's researchers signed that in 2006 mobile phone unit sales will reach 900 million. Especially new mobile phone users and the consumers who change their phones because of the preparing 3G term will be the main reasons of the growth. (Uysal, 2006)

The mobile phone has become ubiquitous because of the interoperability of mobile phones across different networks and countries. This is due to the equipment manufacturers working to meet one of a few standards, particularly the GSM standard which was designed for Europe-wide interoperability. All European nations and most Asian and African nations adopted it as their sole standard. In other countries, such as the United States, Japan, and South Korea, legislation does not require any particular standard, and GSM coexists with other standards, such as CDMA and iDen. (Wikipedia,2006)

With high levels of mobile telephone penetration, a mobile culture has evolved, where the phone becomes a key social tool, and people rely on their mobile phone

address book to keep in touch with their friends. Many people keep in touch using SMS, and a whole culture of "texting" has developed from this. The commercial market in SMS's is growing. Many phones even offer Instant Messenger services to increase the simplicity and ease of texting on phones. Cellular phones in Japan, offering Internet capabilities such as NTT DoCoMo's i-mode, offer text messaging via standard e-mail.

The mobile phone itself has also become a totemic and fashion object, with users decorating, customizing, and accessorizing their mobile phones to reflect their personality. This has emerged as its own industry. The sale of commercial ringtones exceeded \$2.5 billion in 2004. (Wikipedia,2006)

Some of the world's largest mobile phone companies include Alcatel, Audiovox, Ben Q,Siemens, Dopod, Fujitsu, Kyocera, LG, Motorola, NEC, Nokia, Panasonic, Pantech Curitel, Philips, Sagem, Samsung, Sanyo, Sharp, SK Teletech, Sony Ericsson, and Toshiba.

According to Gartner Groups research results in 2004 showed Nokia as owner more than a third of the mobile phone market who sold approximately 51 million handsets in the third quarter, or 30.9 per cent of sales worldwide. Samsung passed Motorola to take the number two spot, with 13.8 per cent of the market, though the competition between the two is still "neck and neck". Siemens and LG came in fourth and fifth, respectively. (Carr, 2004)

Moreover IDC's worldwide quarterly market research results for the third quarter of 2005 Nokia ranks first within the five mobile phone companies. The details can be seen as following table: (Shirer and Llamas; 2005)

Rank	Vendor	3Q05	3Q05	3Q04	3Q04	Growth
		Shipments	Market Share	Shipments	Market Share	
1	Nokia	66.6	32.0%	51.4	29.4%	29.6%
2	Motorola	38.7	18.6%	23.3	13.3%	66.1%
3	Samsung	26.8	12.9%	22.7	13.0%	18.1%
4	LG Electronics	15.5	7.4%	11.8	6.7%	31.4%
5	Sony Ericsson	13.8	6.6%	10.7	6.1%	29.0%
	Others	46.9	22.5%	55.0	31.4%	-14.7%
	Total	208.3	100.0%	174.9	100.0%	19.1%

Table 2: Worldwide mobile phone company shipments

While Sony Ericsson was sixth in 2004 tracks, Siemens who was forth in 2004 is loose its place in top5. German company Siemens sold its mobile phone division to BenQ. (Businessweek Turkiye, 2005)

About 300 million of the globe's 930 million mobile phone subscribers use Nokia. The Nokia's research suggested that 80% to 90% of the consumers will buy when they replace their phones. The head of mobile phone Matti Alahuhta said that "Our competitors have much lower brand loyalty". Nokia reinforces that loyalty by delivering the right products at the right time. Nokia also has been quicker to master technology and design quirks of mobile phones and make the most consumer-friendly devices. Nokia has given most of the phones a smoothness and roundness that make them pleasant to hold. Interfaces are instantly understandable. (Guyon, 2002)

In Turkey mobile phone market, Nokia, Motorola, Samsung, Sony Ericsson, Siemens, BenQ, LG, Alcatel, Panasonic, Sagem, Pantech, Arçelik, Raks, Mitsibushi, Philips, i-mate, Qtek brands present their brands to Turkish mobile phone users.

According to 2005 Loyalty Leaders Rankings was produced by Brand Keys. For the respondents who live in New York, Samsung was the fifth in general chart while it was first in mobile phone market. Samsung's followers were Motorola, Sony Ericsson, Nextel, Sanyo and Nokia as being seventieth in general chart.(Kenneth, 2005)

In contrast TMME's customer satisfaction research that includes 2005's 4th quarter and 2006's 1st quarter results Nokia is chosen first for the mobile phone category.(Marketing Turkiye, 2006)

4. CONCEPTUAL FRAMEWORK

According to previous studies and theories relevant to this study in the preceding section, it will be shown how research is conceptualized and hypothesis to be tested with the indicated variables.

The aim of this study is to determine brand loyalty effect on consumer buying behavior and how brand loyalty affects brand evaluation in decision making process for mobile phones in Turkey.

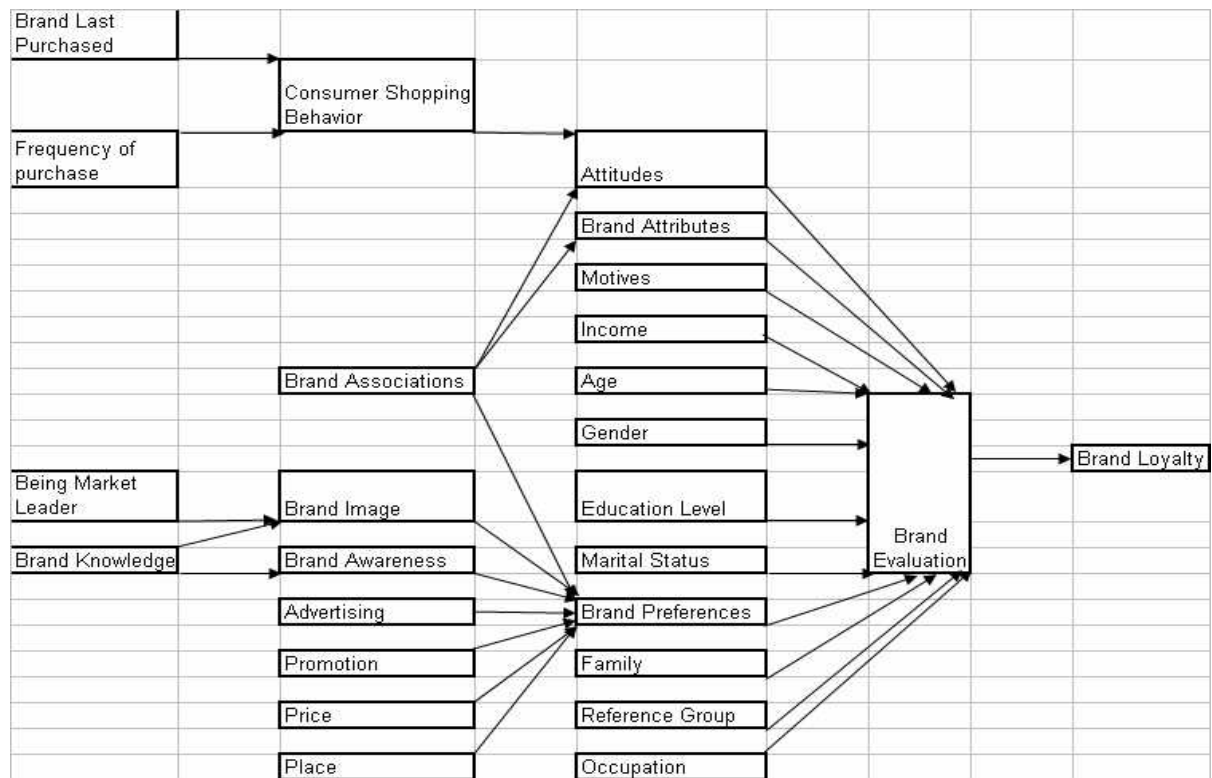


Figure18: Conceptual Framework

Figure19 gives picture of model conceptualized for this study. This research is suggested that thirteen influence on brand evaluation. These are Consumer demographics as income, age, gender, Education level, occupation, marital status; Socio-cultural effects as family and reference group; consumers' motives; Consumer past experiences and attitudes which also include consumer shopping behavior-brand last purchased and frequency of purchase- ; Brand Attributes and Brand Preferences. Brand Preference is affected by Brand knowledge, Brand Awareness, Price and Promotion as Marketing mix elements; Advertising and also Brand image which is mostly influenced by being market leader.

4.1. Research Objectives

The main objective of this study is to explore the concepts of brand loyalty for mobile phone users by assessing the relationship between brand loyalty and brand evaluation criteria of Turkish consumers at the decision making stage. Other research objectives can be supposed as follows:

- To find out brand image affect brand loyalty and repurchase decision

- To investigate the degree of impact of various influential factors on brand choice such as family, reference group, past experiences.
- To find favorite brand and mostly used mobile phone brand for Turkish consumers.
- To explore how consumers are affected by promotional campaigns and advertising.
- To determine most effective IMC tool to provide brand awareness.
- To understand consumers perceived service and product quality.
- To find out marketing mix elements effects at the decision making process.
- To investigate shopping behaviors of Turkish consumers (frequency of purchase for mobile phones etc.)
- To explore brand extension effect and understand consumer behaviors to technological brands products.

In order to understand the loyalty associated with the teams, a survey of twelve mobile phone brand-Nokia, Samsung, Sony- Ericsson, Siemens- BenQ, LG, Motorola, Panasonic, Philips, Alcatel, Raks, Pantech users were conducted.

4.2. Hypothesis

H₁: There is a relationship between entertainment and Brand Loyalty.

H₂: There is a relationship between connectivity and Brand Loyalty.

H₃: There is a relationship between presented brand guarantee and service assurance and Brand Loyalty.

H₄: There is a relationship between market coverage and Brand Loyalty.

H₅: There is a relationship between brand image and Brand Loyalty.

H₆: There is a relationship between technical attributes and Brand Loyalty.

H₇: There is a relationship between brand preference and Brand Loyalty.

H₈: There is a relationship between first favorite brand and Brand Loyalty.

H₉: There is a relationship between firstly remembered brand advertisement and Brand Loyalty

H₁₀: There is a relationship between gender and Brand Loyalty.

H₁₁: There is a relationship between education level and Brand Loyalty.

H₁₂: By the increase of age, brand loyalty decreases.

H₁₄: Brand loyalty depends on battery& menu features, entertainment, market coverage, technology& trust and brand image.

H₁₅: Brand loyalty can be explained by existing brand that used and next preferred mobile phone brand.

H₁₆: There is a meaningful difference between man and women for mobile phone brand loyalty.

H₁₇: There is a meaningful difference between age groups for mobile phone brand loyalty.

4.3. Variables

Brand loyalty as a dependent variable and twenty five independent variables are formed total variables for this research as it can be seen at the following Table3:

Variable1	Brand Loyalty	Variable14	Frequency of purchase
Variable2	Brand Knowledge	Variable15	Place(convenience)
Variable3	Brand Evaluation	Variable16	Promotion
Variable4	Brand Image	Variable17	Advertising
Variable5	Brand Awareness	Variable18	Price
Variable6	Brand Preferences	Variable19	Occupation
Variable7	Brand Associations	Variable20	Family
Variable8	Brand Attributes	Variable21	Reference Group
Variable9	Attitudes	Variable22	Age
Variable10	Motives	Variable23	Gender
Variable11	Being market leader	Variable24	Income
Variable12	Consumer Shopping Behavior	Variable25	Educational Level
Variable13	Brand Last Purchased	Variable26	Marital Status

Table 3: Dependent and independent variable list

5. RESEARCH METHODOLOGY

After presenting literature review according to related studies and conceptual framework by clarifying the variables of this research, here methodology that lightens this study approach is described. Also the object of the study and hypothesis which are mentioned before tried to be explained in this part. Following Research Design part is divided into three parts: data collection procedure, data collection instrument and design, sampling procedure. Then methods of data analysis which include factor analysis, hypothesis analysis such as difference tests, association tests and dependence tests are applied.

5.1. Research Design

In this research descriptive study is used to make to understood the characteristics of a group in a situation of interest and to aid in thinking systematically about aspects in a given situation also to make certain simple decisions. (Malhotra, 2000). The pertinent information was collected through a large number of variables among which relevant relationships are investigated.

5.1.1. Data Collection Procedure

Survey research which is known as the best suited approach for descriptive research (Kotler, 1994) is used to collect primary data in Istanbul. The prepared questionnaires are delivered to respondents of survey. Personal Method is chosen as the survey methods. The intercept personal interview is put into practice to the sample that refers to target population. This method would be useful to control the environment and get very good response rate. Also questionnaire is mailed to reach expected and valid questionnaire. But respondents are requested not to skip any question and missing questionnaires are resent again to fulfill. Non-response cases are not present in the 565 questionnaires in data analysis.

5.1.2. Data Collection Instrument and Design

The questionnaire which provides to obtain primary data is structured and undistinguished. It is carefully developed in conjunction with the research objectives and tested via a pilot survey and debugged before presenting to respondents.

The questionnaire is formed by twenty three questions with sequence, clarity and special care on wording; it is prepared in simple Turkish to make it easy for respondents to react, as well. Questionnaire contains open and close ended questions. Close ended questions are constructed multiple choice and five-point likert scale ranged from “strongly agree” to “strongly disagree” and five point importance scales.

First question of the questionnaire is a filter question about the mobile phone usage and only mobile phone users’ responses are considered.

Second question is asked to learn mostly used mobile phone brand in Turkey. Following third and forth question is about to understand consumers shopping frequency.

Fifth one is intended to explore which information source is really considered and affected by consumers.

Sixth question is asked for investigating brand knowledge and brand usage. Also this question is asked for testing loyalty with second and eight questions.

Seventh question is a multiple choice question which tries to learn the changing reason of consumers existing mobile phone.

The following eighth question is intended to find out preferable mobile phone brand for Turkish mobile phone users.

Supporting the eighth one, ninth question is about the respondents three favorable brand. It also gives some detail about brand awareness of the respondents.

Tenth is five point importance scale question that about consumers perceived and desired brand attributes, especially technical ones.

Eleventh question is intended to explore mobile phone users’ evaluation of brand criterion and effects of price, promotion campaigns, being convenience, socio-cultural elements, being market leader, brand image, perceived quality, attitudes, brand preferences on consumer buying behavior and brand loyalty.

Next two questions are asked to find out advertising effect and mostly remembered advertisement and marketing communication tool. Also brand awareness can be investigated by twelfth question. Thirteenth can give clue to marketers which media affects mobile phone users mostly.

Following nine questions are about respondents' demographics such as gender, age, income, education level, marital status, occupation, address, occupation and education level of staple earner in family.

5.1.3. Sampling Procedure

Sampling procedure begins with deciding target population. It is suggested to divide target population elements into sample units, extent and time. The sampling unit whom the questionnaire presented is mobile phone users in Istanbul.

Convenience sampling technique is used and respondents are selected randomly. Mobile phone user population is too large and the age of users begin from ten in Turkey, but for the reliance was on ages between fifteen and seventy because this group can understand and clearly answer research questions.

Sampling data is collected in Istanbul as mentioned before and time frame was 20 March through 20 May.

Sample size of minimum 550 was targeted since there were 110 variables. To reach this size, 700 surveys are distributed; fifteen percentages of them are not receive back. While twenty two of them have missing data, eight of them are eliminated because of the respondents' ages. Finally sample sized is formed by 565 respondents.

5.1.3.1. Characteristics of Respondents

Demographic variables of the questionnaire are analyzed with series of frequency and descriptive statistics.

67, 1% of respondents are single when 31,7 are married and 1,2 % are divorced. It will be searched whether brand loyalty differed in respondents' marital status according to the mobile phones they use.

Another key point is gender; 248 of 565 respondents are female and other 317 is male. Income level of the respondents is different and between 1000 YTL-3000 YTL

income level is dominant for this survey. The breakdowns of the income with the percentage of respondents are as following:

Income	Frequency	Percent
less than 500 YTL	12	2,12
between 501 YTL-1000 YTL	32	5,66
between 1000YTL-3000YTL	291	51,5
between 3000YTL-5000YTL	160	28,31
more than 5000YTL	70	12,39
Total	565	100

Table 4: Income level of respondents

Also, educational level varies and majority of the respondents are graduated from university. Second dominant group has master degree with 104 respondents; third one is formed by 101 high school graduates respondents. 5 percentages of them are lastly attended primary school when %1 was secondary school graduates. Finally 9% of the respondents have doctorate degrees.

Age was asked respondents as an open ended question. After data entering it is needed to group age variables. Majority of the respondents with the 35 % are between the ages of 26-30. The Table 5 will enlighten about respondents as it can be seen below:

Age	Percentage	Frequency
<20	6,37%	36
21-25	30,44%	172
26-30	35,04%	198
31-35	14,15%	80
36-40	5,30%	30
>41	8,70%	49
Total	100	565

Table 5: Age variations of the respondents

Respondents' occupations vary vastly. It is really hard to classify occupations. Export, Logistics, Banking, HR, Finance, Purchasing, Advertising, Accounting, Management, Sales & Marketing Professionals, Analysts, Programmers, Economists, Consultants are formed by 29% of respondents. This group can be named as business professionals. Second is mostly formed by health and pharmacy professionals with 10%. Academicians, Teachers and Instructors are shaped third education professionals group. Forth one is named personnel. Student group include respondents from high

school to doctorate. Sixth group includes different occupations which is 35 percentages of respondents and named as art, trade and independent professionals. Last one is minority of the respondents that involve soldiers and inspectors. It will be investigated if loyalty differs according to occupation groups:

Analyst	Biologic	Academician	Official	Student	Architect	Soldier
Sales &Marketing	Chemist	Teacher	Driver		Decorator	Inspector
Management	Dentist	Instructor	Worker		Designer	
Accounting	Doctor		Technician		Estate Agent	
Advertising	Veterinarian		Waiter		Hair Dresser	
Purchasing	Pharmacist				Insurer	
Finance	Optician				Lawyer	
Banking	Psychologist				Engineer	
HR					Musician& DJ	
Consultant					Trade	
Logistics					Tourism	
Programmer					Ballerina	
Export					Priest	
Economist					Repairmen	
					Retired	
29%	10%	4%	6%	17,95%	35%	0,05%

Table 6: Occupations of respondents

5.2. Data Analysis

The data which gathered by questionnaire is analyzed by SPSS 13.0 for Windows. As from frequency and descriptive statistics analyze continues with data analysis which can be made in two dimensions: Factor Analysis and Hypothesis Analysis. Hypothesis analysis is divided three parts which is called dependence tests, association tests and difference tests.

5.2.1. Factor Analysis

Factor Analysis is made for measuring the reliability of study. The purpose of the factor analysis is to identify and quantify the dimensions supposed to underlie performance on a variety tasks. The factors produced by factor analysis are mathematical entities. The greater the value of a test's coordinate, or loading, on factor, the more important that the factor is in accounting for the correlations between the test and others in the battery. (Kinnear and Gray, 2002) Factor Analysis is applied for two question group of the questionnaire: tenth and eleventh. In addition dependent variable set is estimated by applying factor analysis; here can be seen reliable variables of brand loyalty set.

Variable Name	Factors	Factor Loading	% Variance	Cronbach Alpha
Brand Loyalty	Don't consider price/value index and prefer my existing mobile phone brand.	0,865	2,49 %	0,657
	Won't abandon, because this brand is accustomed by me.	0,861		

Table 7: Factor analysis for brand loyalty-dependent variables

a) For the tenth question it is aimed to measure new factors for mobile phone attributes that respondents' wants. As shown at Table8 KMO value is found as 0,849 and Barlett's significance value is found as 0,000. KMO should be higher than 0,70 and Barlett's should be lower than 0,05. This shows that it can be accepted.

Kaiser-Mayer-Olkin(KMO) Measure of Sampling Adequacy		0,849
Bartlett's Test of Sphericity	Approx. Chi-Square	5642,197
	df	231
	Sig.	0

Table 8: KMO and Bartlett's Test for 1st factor set

After putting on twenty seven attributes to factor analyze, Because of the rotated component matrix percentage three of them, totally five of them are eliminated and twenty two which are reliable and meaningful for the respondents are find out. At the end of factor analyze six factors-components- are gathered. Factors are renamed as

connectivity, battery & menu features, appearance, entertainment, unit of measurement and voice features. As it can be seen the tables above all the components' Cronbach alpha values are higher than 60%. These factors will be used for the hypothesis analysis instead of questions one by one that they contain.

No	Factors	Factor Loading	% Variance	Cronbach Alpha
Connectivity	GPRS	0,875	20,260	0,897
	WAP	0,859		
	MMS	0,832		
	Infrared	0,716		
	Bluetooth	0,673		
	Handsfree	0,587		
	Loading Extra Program	0,541		
Battery & Menu Features	Talk/Using time	0,716	11,093	0,704
	Charging time	0,676		
	Screen features	0,600		
	Menu features	0,597		
	Memory Functions	0,540		
Appearance	Fit with hand	0,784	10,603	0,791
	Keypad	0,770		
	Color	0,686		
	External	0,615		
	Appearance/design			
Entertainment	MP3	,811	9,332	0,744
	FM Radio	0,804		
Unit of Measurement	Weight	0,892	7,932	0,829
	Size	0,858		
Voice features	Voice dialing	0811	7,387	0,706
	Voice Recording	0,804		
	TOTAL	66,607 %		

Table 9: Factor analysis for attributes

b) Factor Analysis for eleventh question: it is supposed to measure new factors for criterion of brand evaluation and also brand loyalty effects for buying decision making process. Table10 shows KMO value is 0,771 and Barletts' significance value is found as 0,000. KMO should be higher than 0, 70 and Barletts' should be lower than 0, 05. This shows that it can be accepted.

Kaiser-Mayer-Olkin(KMO) Measure of		
Sampling Adequacy		0,771
Bartlett's Test of Sphericity	Approx. Chi-Square	4782,121
	df	231
	Sig.	0,000

Table 10: KMO and Bartlett's Test for 2nd Factor set

Factor Analysis is applied for thirty two variables of eleventh question. Totally eleven questions are eliminated and twenty two which are reliable and meaningful for the respondents are find out. Then six factors-components- that are renamed as information search effects, guarantee & service, market coverage, technology & trust, brand image, follow up attitude are gathered. These factors will be used for the hypothesis analysis instead of questions one by one that they contain.

Renaming new variables is really complicated. Because names should contain all the variables meanings and should represent that variables without creating any confuse by forming clear construct in readers minds. Naming should make as a variable which has highest factor loading value.

As it expected before, information search effects have first importance and reliability for consumers' brand decisions at the brand choice stage. It is more important to considering friends' recommendations than using same brand with them.

Other effects are as mentioned in the conceptual framework brands' service and guarantee assurances, being preferable brand in turkey and the world, being convenience and also dealer penetration are meaningful for the respondents.

As anticipated, brand image saves its validity about influences on brand evaluation process. Table 11 signs new components, their factor loads, variances and cronbach alpha values as well. As it shown in the tables below all the components' Cronbach alpha values are higher than 60%.

Factor/Component	Factors	Factor Loading	Variance %	Cronbach Alpha
Information search	Friends recommendation	0,830	18,359	0,776
	Family suggestions	0,725		
	Sales person advices	0,658		
	Using admired brand by friends	0,644		
	Using same brand with friends	0,540		
Guarantee &Service	After sales service assurance	0,922	16,223	0,897
	Guarantee	0,860		
	Service assurance	0,832		
Market Coverage	Being preferable brand in Turkey.	0,839	11,655	0,802
	Availability of access (being convenience)	0,765		
	Preferable brand in world wide	0,726		
	Dealer Penetration	0,725		
Brand Image	Buy a brand that I imagine.	0,713	6,739	0,643
	My mobile phone brand makes me more prestigious	0,675		
	I buy a brand without considering its price.	0,642		
	My mobile phone has high brand image and it's prestigious.	0,631		
Technology& Trust	Prefer to buy more technological brand	0,755	5,772	0,655
	Have enough technical knowledge about my existing mobile phone brand	0,711		
	Trust existing mobile phone brand	0,563		
	Advice existing mobile phone brand to family and friends	0,528		
Follow up attitude	Follow up brand improvements of brand by internet site	0,859	5,736	0,679
	follow up user comments from internet	0,839		
	TOTAL	64,484 %		

Table 11: Table of brand evaluation components

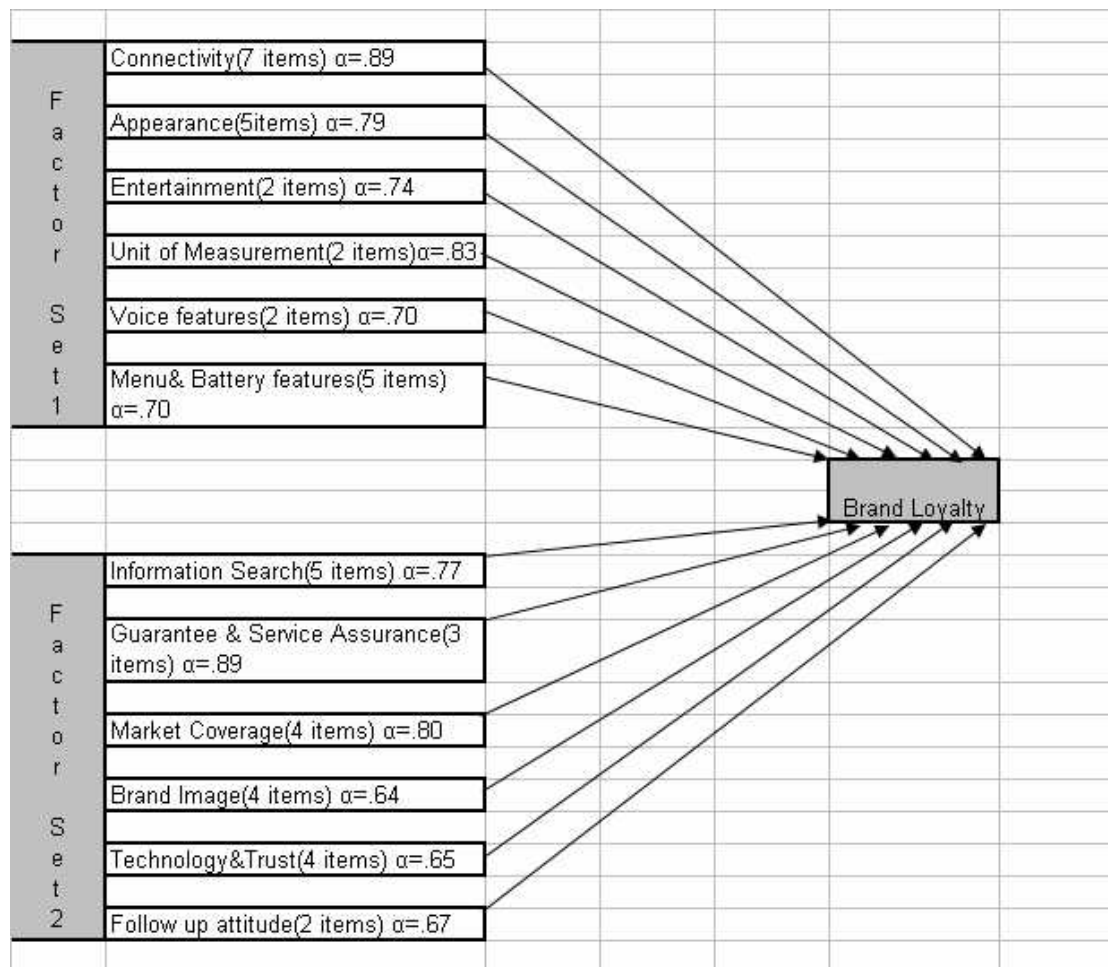


Figure 19: Cronbach's Values of new components

New variable set can be shaped as following: After factor analysis and reliability tests a new variable set is gathered and it is shaped a little different than predicted form which is provided by literature review. When Brand Loyalty is dependent variable, independents can be put in order as follows:

- Connectivity
- Battery & Menu features
- Appearance
- Entertainment
- Unit of measurement
- Voice features
- Marital Status
- Educational Level
- Income
- Information search
- Guarantee & service
- Market coverage
- Technology & Trust
- Follow-up attitude
- Brand image
- Gender
- Occupation
- Age

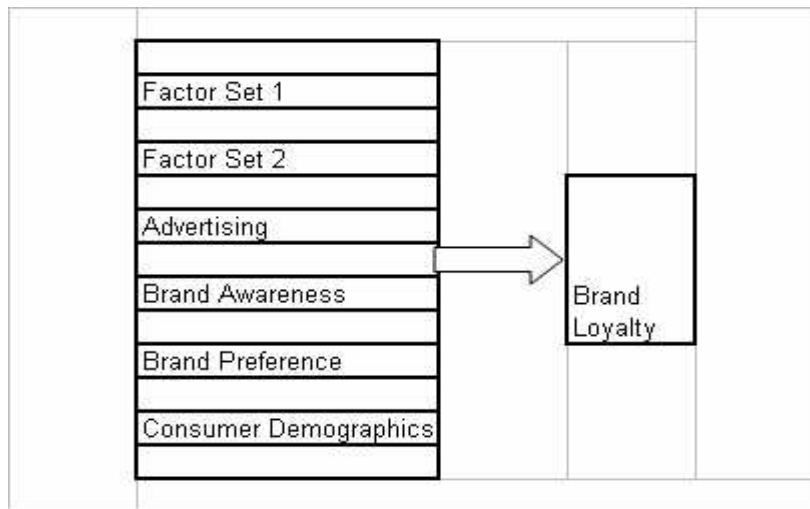


Figure 20: Independent and dependent variables

5.2.2. Hypothesis Analysis

Hypothesis analyses are done by looking tests of differences, associations and dependence in between the variables which occurred after factor analysis and reliability tests.

5.2.2.1 Correlation Analysis-Association Tests

Because of our dependent variable is brand loyalty first level is to investigate association between brand loyalty and first finding set of factor analysis called as brand attributes.

H₁: There is a relationship between entertainment and Brand Loyalty.

H₂: There is a relationship between connectivity and Brand Loyalty.

H _{1,2}	Entertainment	Connectivity
Brand	R: 0,124	R: 0,083
Loyalty	Sig: 0,003	Sig:0,049

Table 12: Correlation for Brand Loyalty, Entertainment and Connectivity

After applying the normality tests it is seen that distribution is not normal. Because of being not normal Spearman tests is used for analyze and the relationships

are found significant as the sig. Value of entertainment is 0,003 and significance of connectivity is 0,049 which are lower than the value 0,05. H_1 and H_2 are accepted. R values are 0,124 and 0,0083 as they are so far to 0,5, the relations can be accepted as low.

H₃: There is a relationship between presented brand guarantee and service assurance and Brand Loyalty.

H₄: There is a relationship between market coverage and Brand Loyalty.

H₅: There is a relationship between brand image and Brand Loyalty.

H₆: There is a relationship between Technology& Trust and Brand Loyalty.

H _{3,4,5,6}	Guarantee &service	Market Coverage	Brand Image	Technology &Trust
Brand Loyalty	R: 0,125 Sig: 0,003	R: 0,180 Sig:0,000	R:0,269 Sig: 0,000	R: 0,214 Sig:0,000

Table 13: Correlation for Brand Loyalty, Guarantee & Service, Market Coverage, Brand Image and Technology &Trust

Significance values for guarantee& service, market coverage, brand image and technical attributes are all lower than 0,05. Thus H_3 , H_4 , H_5 , H_6 hypothesis are accepted. Although the relationships between brand loyalty and other variables are accepted, it should be said that all are low relations.

H₇: There is a relationship between brand preference and Brand Loyalty.

H ₇	Brand Preference
Brand Loyalty	R: 0,216 Sig: 0,000

Table 14: Correlation between loyalty and preference

After applying Normality test, it is seen that distribution is not normal. Because of this reason Spearman Correlation is chosen. Then after it is found brand loyalty and brand preference relation is significant, but low consequence of being lower than 0,5.

H₈: There is a relationship between first favorite brand and Brand Loyalty.

H ₈	Favorite Brand
Brand Loyalty	R: 0,238 Sig: 0,000

Table 15: Correlation between brand loyalty and favorite brand

Significance value is lower than 0, 05 H₈ is accepted and the correlation coefficient of favorite brand and brand loyalty is 0,238 and low because of being lower than 0,5.

H₉: There is a relationship between firstly remembered brand advertisement and Brand Loyalty.

H ₉	Firstly remembered brand advertisement-brand awareness-
Brand Loyalty	R: 0,116 Sig: 0,000

Table 16: Correlation between Brand Loyalty and Brand Awareness

H₉ is accepted. Brand awareness and brand loyalty has positive but low relationship

H₁₀: There is a relationship between gender and Brand Loyalty.

H ₁₀	Gender
Brand Loyalty	R: 0,101 Sig: 0,016

Table 17: Correlation between brand Loyalty and Gender

Correlation coefficient-R- is 0,101 and relationship is low although it is low H₁₀ is accepted because of the significant value -0,016- is lower than 0,05.

H₁₁: There is a relationship between education level and Brand Loyalty.

H ₁₁	Education Level
Brand Loyalty	R: 0,085 Sig: 0,043

Table 18: Correlation between Brand Loyalty and Educational Level

As it can be seen in the Table18 above significance value 0,043 is lower than 0, 05; H₁₁ is accepted.

H₁₂: By the increase of age, brand loyalty decreases.

H ₁₂	Age
Brand	R: -,168
Loyalty	Sig: 0,000

Table 19: Correlation between Brand Loyalty and Age

Spearman test is used for analyze and the relation is found significant as the sig. value is 0,000 and lower than the value 0,05. H₁₂ is accepted. R value -0, 168 shows there is negative and low relationship between age and loyalty. So H₁₂ is accepted.

H₁₃: There is a relationship between brand loyalty and existing mobile phone brand.

H ₁₃	Existing mobile phone brand
Brand	R: 0,285
Loyalty	Sig: 0,000

Table 20: Correlation between Existing mobile phone brand and Brand loyalty

Table 20 shows Spearman test is used for analyze and the relation is found significant as the sig. value is 0,000 and lower than the value 0,05. H₁₃ is accepted.

H₁₄: There is a relationship between existing mobile phone and preferred mobile phone brand.

H ₁₄	Existing mobile phone brand
Preferred Brand	R: 0,386
	Sig: 0,000

Table 21: Existing mobile phone brand and next brand preference correlation between brand loyalty

Spearman results are shown in Table 21 : H₁₄ is accepted. Because sig. value is 0,000 and lower than the value 0,05 and significant.

5.2.2.2 Dependence Analysis -Regression Tests

Regression tests utilize the presence of an association between two variables to predict the values of one -dependent variable- from those of another -independent variables. (Kinnear and Gray, 2002). It can be applied simple or multiple. At the end of the test an equation is found out.

Firstly dependence is investigated between first and second factor components.

H₁₅: Brand loyalty depends on entertainment, battery& menu features, market coverage, technology & trust and brand image.

Model	F value	sig
Regression1	21,788	0,000

Table 22: Anova Results for H₁₅

Significance value is 0,000 and lower than 0,05, so model is significant, than the coefficients and model summary can be used to explain the model.

Model for H ₁₅			Unstandardized coefficients (B)	Standardized Coefficients	T	Sig
Constant			0,197		-,513	0,608
Battery & Menu features			0,149	0,096	2,236	0,026
Entertainment			0,179	0,200	4,778	0,000
Market Coverage			0,136	0,112	2,805	0,005
Technology & Trust			0,255	0,165	3,879	0,000
Brand Image			0,370	0,289	6,761	0,000
R	R ²	Adj. R ²				
0,404	0,163	0,156				

Table 23: Coefficients Results and model summary for H₁₄

H₁₅ is accepted and by using Table 23 the formula for brand loyalty can be written as:

$$\text{Brand Loyalty} = 0,197 + 0,149 \times \text{Battery and Menu features} + 0,179 \times \text{Entertainment} + 0,136 \times \text{Market coverage} + 0,255 \times \text{Technology \& Trust} + 0,370 \times \text{Brand Image}$$

As it seen from the Table 23 and formula, brand loyalty can be explained by market coverage, technical attributes and brand image. Because of having the biggest B coefficient, it should be focused on brand image.

R^2 statistics which is shown the Table 23 above, revealed that for dimensions explain %16 of the variance that occurs in brand loyalty.

5.2.2.3. Difference-T- Tests

The distribution is not normal so nonparametric tests, as a grouping variable gender is chosen 2 independent sample test and Mann Whitney test should be examined.

H₁₆: There is a meaningful difference between man and women for mobile phone brand loyalty.

	Mann-Whitney	Significance
Brand Loyalty	34732,500	0,016

Table 24: Non parametric test statistics for 2 independent samples

It can be seen above the Table 24 significance value 0,016 is lower than 0,005, At the same time it shows H_{21} is significant and accepted.

Brand Loyalty/Gender	Female	Male
N	248	317
Mean Rank	264,55	297,43

Table 25: Ranks for brand loyalty difference according to gender

When the ranks of loyalty are examined it can be seen that loyalty differs for females and males. Second table-table 25- shows us mean rank of males are higher than females'. Males are more loyal than females.

H₁₇: There is a meaningful difference between age and mobile phone brand loyalty.

	Chi-Square	df	Significance
Brand Loyalty/Age	24,949	5	0,000

Table 26: Non parametric Kruskal Wallis test statistics for 2 independent samples

It can be seen above the Table 26 significance value 0,000 is lower than 0,05, At the same time it shows H_{16} is significant and accepted.

Brand Loyalty	N	Mean Rank
Age		
< 20	36	328,11
21-25	172	299,24
26-30	198	298,81
31-35	80	253,96
36-40	30	178,40
>41	49	240,44
Total	565	

Table 27: Ranks for brand loyalty difference according to age groups

When the ranks of loyalty are examined it can be seen that loyalty differs for age groups. Secondly, Table27 shows mean rank of different groups those consumers who younger than 20 years old are more loyal than others.

6. RESULTS AND DISCUSSIONS

Already mentioned before, mobile phone users who responded to the survey were found to be brand loyal. 317 of 565 respondents -male group- turned out to be more loyal than females.

Nokia was the brand used by the majority of respondents while Sony Ericsson was in second place with 16,5 percent usage. Samsung comes a close third.

Existing Brand	Frequency	Percent
Nokia	318	56,2
Sony Ericsson	96	16,9
Samsung	71	12,5
Siemens-Ben Q	37	6,5
Motorola	26	4,6
Other	8	1,5
Panasonic	5	1
LG	3	0,6
Philips	1	0,2
Total	565	100

Table 28: Brand Usage for mobile phone brands

70 percent of respondents identified “myself” has the highest importance level- very important- for choosing mobile phone brand. Although “important” and “not important” percentages were close for family and partner effects, 31,2 % of respondents said family is not important for their brand choice and %32,6 of them said partners are not important for brand evaluation. As expected friends are important for brand decision with 32,6 percent of respondents indicating this. 232 of the respondents - 41,1 percent - said that sales people are not important for their brand decision.

394 of respondents used Nokia before their existing brand, 233 of them used Sony Ericsson, 191 are Siemens-Ben Q, 153 are Panasonic, 103 are Motorola, 96 are Samsung, 68 are LG, 51 are Alcatel, 31 are Philips, 6 are Pantech, 2 are Raks users. Again the most used mobile phone brand was Nokia.

Respondents were asked whether they would change their mobile phone and to which brand they would move to if at all. The answer was not surprising; Nokia was first with 59,5 percent, followed by Sony Ericsson with 18,1 percent and third Samsung with 11,7 percent. In contrast, it is surprising that mobile phone brands that have just arrived in Turkey, I-mate, Qteq, HP and those that have not yet come to Turkey, Vertu, Oxygen, , Voxtel, were chosen as preferred brands by some respondents.

In addition, Nokia is 368 respondents’ favorite brand while second is Sony Ericsson with approximately 30 percentage, third liked brand is Motorola with 20,4 percent.

Brand Awareness of respondents are also investigated, according to frequency analysis Nokia is rank first, Sony Ericsson is ranked second and Motorola is third in the awareness list.

536 respondents’ answers show that TV is still the most effective element to execute advertising campaigns, especially for respondents who are between 31-35 years old. Second important marketing communication tool to create brand awareness is Outdoor advertising especially billboards and panels that is signed by 255 of respondents. Nowadays Mobile phone companies push outdoor projects which are compete to another about being most creative can be seen all around the Istanbul streets. Particularly, respondents who are older than 41 years old give importance to outdoor advertising. Nevertheless Print media keeps its place in the three effective media tool as being third one, 250 of respondents signed they remember an ad which they saw in

printed media. The fourth one is internet advertising. Recently the Internet has become a very important media tool because of its exposure to users of different age groups – even before it became an information search tool for the consumer decision making process. While the fifth media tool is cinema advertising chosen by 141 respondents, Brochures and Sponsorship communication tools follow it by being decisions of 79 and 63 respondents.

Also respondents' mobile phone buying/changing results were searched. Their answers show that the first reason for brand switching is because of spoiling, second is becoming old, third is being outdated and staying behind the technology, and fourth one is boring from the product itself.

The following Table 29 summarizes buying reasons:

I change my mobile phone, because it...	Frequency	Percent %
Is spoiled	227	40,1
Is becoming old	134	23,7
Is outdated	132	23,6
Has bored appearance now	24	4,2
other	48	8,5

Table 29: Respondents' purchase reasons mobile phone

Only for 19 respondents, existing mobile phone brand is their first phones which are owned. Other 541 respondents are already changed their mobile phones before. Respondents' purchase frequency is estimated approximately 1,5 years.

Brand preference does not differ for male and female respondents. In addition there is no difference between age, income, educational level, marital status and brand preference.

Furthermore three favorite brand set also does not show meaningful difference for income levels, educational levels, marital status and age groups.

When second and third liked mobile phones do not have difference for gender demographic, first favorite brand as it estimated as Nokia shows difference for gender. Male Nokia fans are more than females.

As it mentioned in the factor analysis part, 22 of 27 features are found out reliable for the survey which forms 7 component named as Connectivity, Battery &

Menu features, Appearance, Entertainment, Unit of measurement and Voice features. When association test is applied positive relationship between entertainment, connectivity and brand loyalty is found.

These components are searched if there are meaningful differences with the demographics. That is to say connectivity, battery and menu features, appearance, entertainment, unit of measurement and voice features are not significant for respondents' education level, marital status, ages and income demographics. Besides Battery& Menu features, entertainment and voice features are not significant for males and females. In contrast, gender shows difference for connectivity, appearance and unit of measurement. While connectivity and unit of measurement is more important for males, appearance is more important for females as expected.

Second component set that affects consumer brand evaluation and makes the brand loyalty model reliable is found with the factor analysis. These variables are renamed as Information Search, Guarantee & Service, Market Coverage, Technology & Trust, Follow up Attitude and Brand Image.

After reaching these new variable set data analysis are made. According to association tests; the positive relationships are found between brand loyalty and guaranty & service, technology and trust, market coverage and brand image. Within these components brand image is the most effective one for brand loyalty.

Consequence of being dependent variable of the survey, brand loyalty is investigated by dependence and difference tests.

Then brand loyalty could be formulated with battery& menu features, entertainment, market coverage, technology & trust and brand image.

The positive relationship between brand preference and brand loyalty is reached, as well. Surely, loyal consumers next brand preferences would be brands which are satisfied them and exactly met with their needs.

Brand Awareness is another variable that has positive relation with the brand loyalty. Consumers have tendency to remember and noticed brand that they used and also been pleased to use them.

Brand loyalty has positive relationship between brand preference and most favorite brand.

As it expected, there is a relationship between existing mobile phone brand and next preferred mobile phone brand. Literature review shows that loyalty is defined as a deeply help commitment to repurchase a preferred product consistently in the future. After applying regression analysis to these two components, dependence is found between existing used brand and next preferred brand. So, if consumers are satisfied by the brand that they use, their next brand preference would be the same brand. So they become that brand's loyal consumers.

An age group effect on brand loyalty is mentioned above. However there also can be mentioned relationship between loyalty and gender, also loyalty and education level. When age and educational level has positive relations, other demographics- income, marital status and occupation do not show any relationship between brand loyalty.

The tests should also examine for other 2nd factor components- information search, Technology and trust, guarantee & service, market coverage, follow up attitude and brand image and respondents demographics to find out differences for groups.

Information search does not differ according to respondents' marital status, educational levels, age groups and income. In contrast differences can be mentioned between information search and gender. Male consumers are more affected by females.

Non parametric K independent samples tests shows that there is no difference between guarantee& services and marital status; guarantee& services and educational level; guarantee &services and income, also occupation. However gender has meaningful difference for this component. Males are more influenced guarantee and service assurances of a brand than females.

Marital status is insignificant for market coverage, like age, income, occupation, educational level components. But males give more importance to market coverage than females. So there is a difference between market coverage and gender.

Technology & Trust and Brand Image have no difference for demographic variables.

Age, occupation, income, educational level and marital status do not show differences for the follow up attitude. However gender makes a difference for follow up attitude in that it is more important for males than females.

None of the demographics are significant for firstly remembered brand - as it calculated before for Nokia -

7. LIMITATIONS & RECOMMENDATIONS

Unfortunately it should be accepted that this research has some limitations. By considering these limitations some recommendations will be presented for future studies.

First of all, at the sampling procedure process, questionnaires are asked 565 respondents who are available in strict time spaces. Because of this reason respondents demographics can not dissolved natural. Educated and working respondents are formed majority of the study. Time limitation is also caused a barrier to broaden respondent size.

The research also has financial limitations that the cost of data collection had to fall within an extremely tight budget constraint. Thus, questionnaires are conducted only in Istanbul. In addition, although questionnaires are resend to respondents to fill out the missing data, there were still some inaccurate answers, lack of answers or miscoding also occurred. Those questionnaires have not to be eliminated, if there would be discretion of an observer.

Another limitation is about respondents' ages. That is to say, despite mobile phone usage age begin from ten years old, questionnaires, which are answered by respondents, who are older than fifteen, are considered.

Nevertheless respondents are asked about their existing mobile phone brand and their preferred and favorite mobile phone brands. This research is limited with the twelve brands which are sold in the stores and also e-stores. In spite of having "other" alternative for some question, next studies survey should be done wide scale of mobile phone brands.

A conceptual framework which is formed by the literature review data has some difference than second reliable conceptual framework that is gathered from questionnaire factor analysis. It is recommended to investigate literature review more detailed and it should try to adapt Turkish consumers at the beginning of the study.

Surely, all these limitations obstruct to explain research clearly. Beside this limitations probably caused low relations between variables.

Next researches should notice all these limitations, if it is possible they should overcome these barriers. To summarize time and financial limitations should remove. Research questionnaire should be prepared for wide age range and research should cover other big cities, if possible it should apply all mobile phone users in Turkey. Moreover all mobile phone brands should be considered in future studies.

Although this research has some limitations, it is believed that this will clarify next researchers who investigate brand loyalty and also marketers who want to create brand loyal consumers.

CONCLUSION

Mobile phones that provide lots of benefits besides communication are becoming vital elements of a consumer's life. As investigated by one to one interviews, the majority of consumers feel incomplete without their mobile phones.

The main purpose of this study was to investigate the concepts of brand choice and brand loyalty in the mobile phone market. It was intended to explore how and why consumers make their mobile phone brand choices and why they remain loyal to these brands.

Thus, a thorough literature review was provided to better understand the terminology and concepts behind brand loyalty and other branding concepts. Deriving from the literature review, a conceptual framework was created and a series of variables was selected to clarify the purpose of the study.

After statistical analyses and hypotheses, the tests' findings showed that brand loyalty is manifest in the mobile phone market of Istanbul. Nokia ranks first as the most preferred and favored brand. While Nokia users mostly remain loyal to their brand, non-Nokia users generally migrate to Nokia when switching. Another important result is that male consumers are more loyal than female consumers.

GPRS, MMS, Bluetooth, Handsfree and loading extra programs to customize mobile phones are given importance mostly by male consumers, whilst females give importance to appearance specifications like color and design. Weight and size are also more important for male consumers. These results should be useful for mobile phone

companies to increase female consumer brand loyalty and retain male consumers as long-term brand loyalists. Both male and female consumers consider the newest technology to be best. Surely consumers are ready to pay more for extra technological features that they want. However, respondents' answers regarding "choosing the brand to which they are committed" show that they prefer 'their existing brands although other brands provide same attributes more economically'. It is clear proof to explain how loyal they are.

Entertainment features such as FM Radio and MP3 playing ability are significant for consumers – although this significance is inversely related to consumer age. However, gender does not make any difference for entertainment features. Females and males both give importance to entertainment.

Guarantee and Services assurances influence male consumers' more than female consumers. A brand's market coverage as being the most preferred brand in Turkey and world wide, dealer penetration and convenience are other important effects on brand loyalty.

Nokia's advantageous strategy was entering Turkish mobile market somewhat early on, with different mobile phone models which aroused consumers' interests. Nokia's penetration was so successful that besides Nokia Shops, consumers can find their favorite Nokia phone in almost every mobile phone store.

As gathered from difference tests, mobile phone brand loyalty does not dependent on consumers' income, occupation, or marital status. Age, educational level and gender have meaningful differences for brand loyalty. Age is inversely related to brand loyalty in that increased age implies decreased brand loyalty. It can be concluded that consumers are more flexible and objective as they get older.

The positive relationship between brand preference and brand loyalty is reached at the end of the study. Furthermore, brand awareness and brand image are other important considerations for consumers.

Age is also inversely related to brand awareness. This should be considered by marketers who want to increase brand awareness and brand knowledge as well. They should use marketing communication tools which have maximum influence on consumers. Especially TV, printed media and internet and also creative outdoor advertising should be used to constitute awareness.

The Internet has recently become a considerable information search tool for consumers. Another benefit of the Internet is that age, occupation, income, educational level and marital status do not affect a consumer's ability to find information. Moreover, the Internet is more important for males than females. Marketers should develop internet campaigns to increase females' interest whilst retaining males' interest.

The majority of consumers prefer Nokia because of its success in managing consumer needs and desire. Its strong followers Sony Ericsson and Motorola and also other brands which have been presented in this survey - Siemens-Ben Q, Samsung, Panasonic, LG, Philips, Pantech, Alcatel, Pantech and Raks - should consider these research results.

In addition mobile phone brands, such as I-mate, Vertu, HP, Oxygen, Qteq, Voxtel, which have not yet come to Turkey, were chosen as preferred brands by some respondents. So, before entering market brand awareness could be created. After analyzing the sector and the Turkish market, new entrants can be as successful as the first three - Nokia, Sony Ericsson and Samsung - by trying to understand Turkish mobile phone users.

Marketers should understand that income, educational level, occupation and marital status are not as important as age and gender. They should reorganize marketing plans according to age and gender groups. Mobile phone companies should enhance their models for different consumer groups and they should develop marketing campaigns which push different models to different consumer groups. It is clear that a company should have a model that can be purchased by different income levels. They should develop products for gender differences. As it is gathered from this research, shape and color appearances are important for females. Thus, companies should put forward products that take these gender differences into account. After selling a product, companies should focus on relationship marketing studies to make them more loyal. In addition, since consumers younger than twenty years old are the most loyalist, their needs, wants and desires should be the primary focus.

Companies should try to take a place in consumer brand decision by influencing the purchase process. To realize this strategy, brand awareness and brand image should be focused on. In the purchasing process, brands are compared with independent

variables that are asked by questionnaire as mentioned in this study. Consumer brand loyalty can offset deficiencies a product may have in terms of technical attributes.

The main objective should be to increase loyalty among existing customers and create loyalty with brand loyalist consumers.

APPENDIX1

Marmara Üniversitesi Sosyal Bilimler Enstitüsü Üretim Yönetimi ve Pazarlama Yüksek Lisans Bitirme tezi ve projesi kapsamında Marka Sadakatinin tüketici satın alma davranışı üzerindeki etkisini ölçmek amaçlı bir araştırma yapıyorum.Yapmış olduğum bu araştırma dahilinde vereceğiniz bilgiler kesinlikle gizli tutulacak ve yalnızca araştırma amaçlı kullanılacaktır.Teşekkürler...

1.Cep telefonu kullanıyor musunuz?(Cevabınız “Hayır” ise soru 14’e geçiniz.)

☐	1.Evet
☐	2.Hayır

2.Şu an kullandığınız cep telefonunun markası nedir?

.....

3.İlk telefonunuz mu?

☐	1.Evet
☐	2.Hayır

4.Şu anda sahip olduğunuz cep telefonunuz ne kadar zaman önce satın alındı?

.....

5.Aşağıdaki seçeneklerin marka seçiminize etkilerinin önem derecesini ilgili kutucuğu işaretleyerek belirtiniz.

		Hiç önemli değil	Biraz önemli	Ne önemli ne önemsiz	Önemli	Çok önemli
a	1.Kendim					
b	2.Ailem-Annem,babam,kardeşlerim-					
c	3.Eşim					
d	4.Arkadaş(lar)ım					
e	5.Satış görevlisi					

6.Aşağıdaki cep telefonu markalarından hangisini/hangilerini daha önce kullandınız?

☐	1.Nokia	☐	6.LG	☐	11.Raks
☐	2.Samsung	☐	7.BenQ	☐	12.Pantech
☐	3.Sony Ericsson	☐	8.Panasonic	☐	13.Diğer
☐	4.Siemens	☐	9.Alcatel	☐	
☐	5.Motorola	☐	10.Philips	☐	

7.Aşağıdakilerden hangisi cep telefonunuzu değiştirmenizdeki nedeni ifade eder?

☐	Cep telefonum eskidiği için değiştirdim
☐	Cep telefonum bozulduğu için değiştirdim.
☐	Cep telefonumun görüntüsünden sıkıldığım için değiştirdim
☐	Teknolojinin gerisinde kaldığı için değiştirdim.
☐	Diğer.....

8.Şu an kullanmakta olduğunuz cep telefonunu değiştirmek olsanız hangi markayı tercih ederdingiz?

☐	1.Nokia	☐	6.LG	☐	11.Raks
☐	2.Samsung	☐	7.BenQ	☐	12.Pantech
☐	3.Sony Ericsson	☐	8.Panasonic	☐	13.Diğer
☐	4.Siemens	☐	9.Alcatel	☐	
☐	5.Motorola	☐	10.Philips	☐	

9.En çok beğendiğinizi 1. sıraya yazarak beğendiğiniz ilk üç cep telefonu marka tercihinizi belirtiniz.

1	
2	
3	

10.Cep telefonu alırken dikkat ettiğiniz aşağıdaki teknik özelliklerin sizin için önem derecelerini belirtiniz.

	Özellik/Önem derecesi	Hiç önemli değil	Biraz önemli	Ne önemli ne önemsiz	Önemli	Çok önemli
a	Boyutları(Büyüklik/küçüklük)					
b	Ağırlığı					
c	Renk					
d	Ergonomik olarak ele uyum					
e	Tuş takımı					
f	Dış görünüş/dizayn					
g	Kamerasının olması					
h	Kapaklı olması					
i	MP3 çalma özelliği					
j	FM radyo bulunması					
k	Bluetooth özelliği					
l	WAP					
m	MMS					
n	GPRS					
o	Kızılötesi özelliği					
p	Handsfree özelliği					
r	Hafıza fonksiyonları(geniş hafızaya sahip olması,eklenebilir hafıza kartı vs.)					
s	Ses kaydı yapılabilmesi					
t	Ses ile arama özelliği					
u	Titreşim özelliği					
v	Oyunlar					
y	Menü özellikleri					
z	Aksesuarları(yedek kapak,kulaklık,yedek dış kılıf vs.)					
w	Ekran özellikleri(renkli oluşu,satır sayısı,büyüklüğü vs.)					
q	Ek program yüklenebilme özelliği					
x	Bir şarj ile kullanılan sürenin uzunluğu					
\$	Ne kadar sürede şarj olduğu					

11.	Aşağıda cep telefonu seçiminizde etkili olabilecek bazı ifadeler bulunmaktadır. Katılım düzeyinizi ilgili kutucukları işaretleyerek belirtiniz.					
		Kesinlikle katılıyorum	Katılıyorum	Ne katılıyorum, ne katılmıyorum.	Katılmıyorum	Kesinlikle katılmıyorum
a	Cep telefonu alırken markası benim için önemlidir.					
b	Seçtiğim cep telefonu diğerleri arasında en ucuz olmalıdır.					
c	Fiyatta kampanya olması cep telefonu marka seçimimi etkiler.					
ç	Garantisi olmayan cep telefon markasını satın almam.					
d	Satış sonrası servis güvencesi olmayan cep telefonu markasını tercih etmem.					
e	Cep telefonu markasının servis kalitesi çok önemlidir.					
f	Cep telefonu markasının ürün kalitesi çok önemlidir.					
g	Taksitlendirme avantajları cep telefonu marka seçimimi etkiler.					
h	Cep telefon markasının bayi yaygınlığı satın alma kararımı etkiler.					
ı	Cep telefon markasının kolay bulunabilirliği satın alma kararımı etkiler.					
i	Markanın Türkiyede tercih edilen marka olması kararımı etkiler.					
j	Markanın dünya genelinde çok satan marka olması kararımı etkiler.					
k	Ailemin önerileri cep telefonu marka seçimimde etkilidir.					
l	Arkadaş grubumun tavsiyeleri cep telefonu marka seçimimi etkiler.					
m	Cep telefonu markasının imajı seçim kararımı etkiler.					
n	Alıştığım cep telefon markasından vazgeçmem.					
o	Kullandığım cep telefon markasının diğer elektronik ürünlerini de satın alırım.					
ö	Elektronik ürünlerinde güvenilirlik kazanmış markanın cep telefonunu tercih ederim.					
p	Aileme ve arkadaşlarıma kullandığım cep telefonu markasını tavsiye ederim.					
r	Ünlülerin kullandığı marka olması kararımı etkiler.					
s	Arkadaşlarımla aynı cep telefonu markasını kullanıyor olmam önemlidir.					
ş	Aynı fiyata özelliği daha az da olsa kendi cep telefonu markamı tercih ederim.					
t	İkinci el cep telefonu satın almayı tercih ederim.					

11.	Aşağıda cep telefonu seçiminizde etkili olabilecek bazı ifadeler bulunmaktadır.Katılım düzeyinizi ilgili kutucukları işaretleyerek belirtiniz.					
		Kesinlikle katılıyorum	Katılıyorum	Ne katılıyorum, ne katılmıyorum.	Katılmıyorum	Kesinlikle katılmıyorum
u	Kullandığım cep telefonu markasına güvenirim.					
ü	Arkadaşlarım tarafından beğenilen cep telefonu markasını kullanmalıyım.					
v	Beğendiğim cep telefonu markasının fiyatının ne kadar olduğunu önemsemeden alırım.					
y	Kullandığım cep telefonu markasının imajı yüksektir					
z	Cep telefonu markamın bana prestij kazandırdığını düşünüyorum.					
x	Hayal ettiğim markayı satın alırım.					
w	Kullandığım cep telefonunun teknik özellikleriyle ilgili bilgiye sahibim.					
q	Kullandığım cep telefon markası ile ilgili internetteki kullanıcı yorumlarını takip ederim.					
ğ	Satış görevlisinin önerisi seçimimi etkiler					
€	Teknoloji olarak daha gelişmiş markayı tercih ederim.					
é	İkinci elde kolay satılabilen cep telefonu markasını tercih ederim.					
\$	Kullandığım cep telefon markasının internet sitesinden marka ile ilgili gelişmeleri takip ederim.					

12.Reklamını en çok görüp hatırladığınız cep telefonu markalarından ilk üçü hangileridir?

.....

13.Aşağıdaki iletişim araçlarından hangisinde bu reklamları gördüğünüzü ilgili kutucuğu işaretleyerek belirtiniz.

a	TV	e	Sinema
b	Yazılı Basın	f	Broşür
c	ReklamPanosu/Billboard	g	Internet/Banner
d	Sponsorluk aktivitesi	h	Diger...

14.Medeni durum?

	Evli
	Bekar
	Dul

15.Cinsiyetiniz?

☐	1.Kadın
☐	2.Erkek

16.Eğitim düzeyi?(son mezun olunan okul)

☐	1.İlkokul	☐	4.Üniversite
☐	2.Ortaokul	☐	5.Yüksek Lisans
☐	3.Lise	☐	6.Doktora

17.Yaşınız?

.....

18.Mesleğiniz nedir?

.....

19.Aylık Geliriniz?(Hanenize giren gelir miktarı)

☐	1) 500 milyon TL'den az
☐	2) 501 milyon-1 milyar arası
☐	3)1 milyar-3 milyar arası
☐	4)3 milyar-5 milyar arası
☐	5)5 milyardan fazla

20.Hanenizde asıl gelir kaynağı olan kişinin eğitimi düzeyi nedir?

.....

21.Hanenizde asıl gelir kaynağı olan kişinin mesleği nedir?

.....

22.Adresiniz?(Semt yeterli)

.....

23.Ekleme istedikleriniz?.....

.....

İlginiz ve yardımlarınız için sonsuz teşekkürler...

APPENDIX 2

Variable Type	Variable #	Variable Name	Related Question/Explanation	Question Symbol
Independent	V1	Brand Last Purchased	Şu anda kullandığınız telefonunuzun markası nedir?	Q4
Independent	V2	Frequency of Purchase	Şu anda kullandığınız telefonunuz ne kadar süredir kullanıyorsunuz? İlk telefonunuz mu?	Q2
Independent	V3	Shopping behavior	İkinci el cep telefonu almayı tercih ederim. Garantisi olmayan cep telefonu markasını satın almam. Servis güvencesi olmayan cep telefonu markasını satın almam. 2. el cep telefonu almayı tercih ederim. sonra kolay satabileceğim bir markayı tercih ederim.	Q10s,10ç,10d
Independent	V4	Attitudes	Aileme ve arkadaşlarıma kullandığım cep telefonu markasını tavsiye ederim. Kullandığım cep telefonu markasının diğer elektronik ürünlerini de satın alırım. Aynı fiyata özelliği daha az da olsa kendi cep telefonu markamı tercih ederim. Kullandığım cep telefonu markası ile ilgili forumları takip ederim. Kullandığım cep telefon markasının internet sitesiyle gelişmeleri takip ederim.	Q10o,Q10m,Q10r,Q10y,Q10w
Independent	V5	Income	Aylık geliriniz nedir?	Q18
Independent	V6	Age	Yaşınız?	Q16
Independent	V7	Gender	Cinsiyetiniz?	Q14
Independent	V8	Education	Eğitim düzeyiniz-son mezun olduğunuz okul-	Q15,Q19
Independent	V9	Occupation	Mesleğiniz nedir?	Q17,Q20
Independent	V10	Marital Status	Medeni durumunuz	Q13
Independent	V11	Family	Ailemin önerileri cep telefonu marka seçimimde etkilidir.	Q10i
Independent	V12	Referance Group	Arkadaş gurubumun tavsiyeleri marka seçimimi etkiler	Q10j
Independent	V13	Past Experience	Aşağıdaki cep telefonu markalarından hangilerini daha önce kullandınız? Kullandığım cep telefon markasına güvenim tamdır.	Q8,Q10q
Independent	V14	Motives	Cep telefonu markamın bana prestij kazandırdığını düşünüyorum. Arkadaşlarımla aynı cep telefon markasını kullanıyor olmam önemlidir. Ünlülerin kullandığı marka olması kararımı etkiler. Arkadaşlarımla beğenilen cep telefonu markasını kullanmalıyım.	Q10x,Q10p,Q10ö,Q10t
Independent	V15	Brand Preference	Cep telefonu markasının bayi yaygınlığı,kolay bulunabilirliği marka seçimimi etkiler. Cep telefon markasınınbana vereceği ürün ve servis kalitesi çok önemlidir. Elektronik ürünlerinde güvenilirlik kazanmış markanın cep telefonunu tercih ederim. Cep telefonu marka seçimimde hangi ürün teknoloji olarak daha gelişmişse onu tercih ederim.	Q10g,Q10e,Q10n,Q10z,Q7
Independent	V16	Technical Attributes	Değiştirecek olsanız hangi markayı tercih ederiniz. Cep telefonu alırken dikkat ettiğiniz teknik özellikler/önem dereceleri. Kullandığım cep telefonunun teknik özellikleri ile ilgili yeterli bilgiye sahibim.	Q9,Q10v
Independent	V17	Being Market Leader	Markanın dünya/Türkiye’de tercih edilen/çok satan marka olması kararımı etkiler.	Q10i
Independent	V18	Brand Image	Kullandığım cep telefonu markasının imajı yüksektir. Cep telefonu markasının imajı seçim kararımı etkiler.	Q10u,Q10k
Independent	V19	Brand Knowledge	En çok beğendiğiniz ilk sıraya yazarak aklınıza gelen ilk beş cep telefonu markasını yazınız. Değiştirecek olsanız hangi markayı tercih ederiniz.	Q7,Q8
Independent	V20	Brand Awareness	En çok beğendiğiniz ilk sıraya yazarak aklınıza gelen ilk beş cep telefonu markasını yazınız. Değiştirecek olsanız hangi markayı tercih ederiniz?	Q7,Q8
Independent	V21	Price	Seçtiğim cep telefonu markası diğerleri arasında en ucuz olan olmalıdır.	Q10b
Independent	V22	Promotion	Fiyatta kampanya olması cep telefonu marka seçimimi etkiler. Taksitlendirme avantajları cep telefonu marka seçimimi etkiler.	Q10c,Q10f
Independent	V23	Advertising	Cep telefonu markasının reklamları satın alma kararımı etkiler. Reklamını görüp hatırladığınız cep telefonu markalarının ilk üçü hangileridir? Markanın reklamları satın alma kararımı etkiler.	Q10h,Q11,Q12
Independent	V24	Brand Evaluation	Şimdiye kadar hiç cep telefonu marka seçimi yaptınız mı? Hemen Hemen bütün sorular etkili.???	Q3...
Dependent	V25	Brand Loyalty	Alıştığım cep telefon markasından vazgeçmem. Cep telefonu alırken markası benim için çok önemlidir. Aynı fiyata özelliği daha az da olsa kendi cep telefonu markamı tercih ederim.	Q10l,Q10a,Q10r

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ÖZET

Hergün tüketiciye yeni bir model sunulan cep telefonu sektöründe rekabet koşulları gitgide daha da zorlaşmaktadır.

Cep telefonu firmalarını marka farkındalığı yaratmakla başlayan ve tüketicilerin marka seçenekleri arasına girmek hatta seçilen marka olup devamında marka sadakati yaratmakla sonuçlanan zorlu süreçler beklemektedir.

Bu çalışma marka ve marka sadakatini anlayarak tüketici davranışına etkisini bulmayı amaçlamaktadır. Bu bağlamda marka sadakati ve tüketici satın alma davranışı ve süreci detaylı literatür çalışması ile incelenmiştir.

Dünya genelinde cep telefonu sektörü, cep telefonu tarihi, sektör liderleri ve onların başarılı stratejileri doğrultusunda Türkiye'deki cep telefonu markaları ve tüketicilerin markalara bakışı özetlenmiştir.

Son bölümde Türk tüketicilerinin cep telefonu ürününde aradıkları özellikleri, marka seçimlerini etkileyen kriterleri, satın almadan önce hangi bilgi kaynaklarına önem verdiklerini, Türk tüketiciler için farkındalık yaratabilen medianın ne olduğunu ve bunu başarabilmiş markaları ve son olarak tüketicilerin hangi cep telefonu markası için sadakat gösterdiğini anlamak için İstanbul ile sınırlı bir saha çalışması geliştirilip incelenmiştir.

Araştırma sonuçları pazarlamacılara ve bu konu ile daha sonra ilgilenecekler temel olması amacıyla analiz edilip, sonuçlara göre tavsiyeler verilmiştir.

ABSTRACT

Competitive challenges are intensifying in the mobile phone market with new models being presented to consumers every day.

Mobile phone companies are weighted by difficult processes which include creating brand awareness, entering a consumer's decision-making, rising to the top of the selection, and finally establishing brand loyalty.

Determining brand and brand loyalty effect on consumer behavior is the main purpose of this study. The literature has been consulted to provide background on brand loyalty, consumers' buying behavior, and consumer decision processes.

A brief history of mobile phones, the worldwide mobile phone market, market leaders and their successful strategies are presented in the following section. In addition, mobile phone brands who serve the Turkish market and their perceptions by consumers are summarized.

Finally, a survey is developed to understand mobile phone consumer behavior in Turkey. The objective of this survey is to determine the following: desired model attributes; brand evaluation criteria; trusted information sources for evaluating phone models; mobile phone brands that succeed to create brand awareness by some media tool. Through a limited survey circulation around Istanbul, those mobile phone companies that have succeeded in creating brand loyalty are identified.

The findings of the research are analyzed and interpreted to offer a recommendation to marketers and a foundation for further research.

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