

**CUSTOMIZATION CHOICES ON MOBILE PHONES:
A CASE STUDY OF GENDER DIFFERENCES AMONG ADOLESCENTS**

**M.Sc. Thesis by
Emel ŞENALP**

Department : Industrial Product Design

Programme : Industrial Product Design

Thesis Supervisor: Inst. Dr. Hümanur BAĞLI

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**M.Sc. Thesis by
Emel ŞENALP
(502051972)**

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**Supervisor (Chairman) : Inst. Dr. Hümanur BAĞLI (ITU)
Members of the Examining Committee : Assoc. Prof. Dr. Şebnem TİMUR
ÖĞÜT(ITU)
Prof. Dr. Nimet URAY (ITU)**

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**MOBİL TELEFONLARDAKİ KİŞİSELLEŞTİRME TERCİHLERİ:
ERGENLER ARASINDA CİNSİYET FARKLILIKLARI ÜZERİNE
BİR VAKA ÇALIŞMASI**

**YÜKSEK LİSANS TEZİ
Emel ŞENALP
(502051972)**

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**Tez Danışmanı : Öğr. Gör. Dr. Hümanur BAĞLI (İTÜ)
Diğer Jüri Üyeleri : Doç. Dr. Şebnem TİMUR ÖĞÜT (İTÜ)
Prof. Dr. Nimet URAY (İTÜ)**

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FOREWORD

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Emel Şenalp
Aerospace Engineer

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ABBREVIATIONS

MC	: Mass Customization
ACR	: The Association for Consumer Research
N	: Sample Size
SW	: Software
HW	: Hardware
F	: Female
M	: Male

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CUSTOMIZATION CHOICES ON MOBILE PHONES: A CASE STUDY OF GENDER DIFFERENCES AMONG ADOLESCENTS

SUMMARY

In recent studies, a growing number of scholars have declared that the new age of customization is leading industrial design firms. In these studies, the importance of new technologies, increased competition and decisive customers toward customization of products is discussed. In order to design a successful mass-customization and a product configuration, designers should consider the consumer motives in customization. To provide a sufficient feedback, consumer researches are necessary.

Although the feedback gathered from consumer researches are not fully satisfiable yet, the number of customized products in the market increases by each day. Most of the consumer researches are interesting in purchasing behaviors. In fact, other stages of consuming such as desiring, acquiring, consuming and disposing are valuable for understanding consumer behaviors. In defining reasonable patterns, it would be helpful to diversify the focus of researches through age, culture, gender, and other norms from different fields. In this study, a structured interview-based questionnaire which includes both close-ended and open-ended questions, is administered to 20 female and 24 male high-school students between ages 16 and 17, and their mobile phones' images are collected. In deciding the frame of participants, the variables of socio-economic and education levels are kept homogenous, and consumers in their adolescence are chosen due to their need for self-expression would be higher than others. The industrial product for the study is chosen as mobile phones due to mobile phones became personal products, multi-communication powerhouses and a key product for differentiation between consumers. The main focuses of the questionnaire are how and why users customize mobile phones by intervening hardware, software and using additions, and whether these customizations are satisfied them.

The questionnaire results and the visual data are examined both qualitatively and quantitatively. Different results from different examinations are used to check the analyses and obtain meaningful results. In the final discussions, all the results are used in creating a meaningful picture of the study. The major results show that there is a distinctions between genders and in their behavior towards customization and mobile phones. With the observed consumer motives on customization, this research investigates how feedback could be provided concerning the design of mass-customization environments and future researches.

MOBİL TELEFONLARDAKİ KİŞİSELLEŞTİRME TERCİHLERİ: ERGENLER ARASINDA CİNSİYET FARKLILIKLARI ÜZERİNE BİR VAKA ÇALIŞMASI

ÖZET

Yapılan son çalışmalarda, endüstriyel tasarımda kişiselleştirme çağının başladığından sıkça bahsediliyor. Bu çalışmalarda yeni teknolojiler, artan rekabet ve tüketicinin seçimiyle yapılan ürün özelleştirmelerinin öneminden söz ediliyor. Kitlese kişiselleştirmelere uygun başarılı yapılar tasarlayabilmek için, kişiselleştirmeye ilgili tüketici güdülerini dikkate alınması gerekmektedir. Bu noktada, daha fazla tüketici araştırmasına ihtiyaç duyulmaktadır.

Tüketici araştırmalarıyla elde edilen veriler hâlâ yeterli doygunluğa ulaşmadıysa da pazardaki özelleştirilmiş ürünlerin sayısı gün geçtikçe artmaktadır. Yapılmış tüketici araştırmalarının çoğu alış veriş tutumlarıyla ilgilenmektedir. Oysa arzulama, edinim, tüketim ve elden çıkarma tutumları da tüketici davranışlarını anlamak konusunda değerlidir. Bunun yanında, araştırmaları yaş, kültür ve cinsiyet faktörlerine göre çeşitlendirmek anlamlı örgülerin anlaşılmasında yararlı olacaktır. Bu çalışmada, röportaj esasına dayalı, hem seçmeli hem de açık uçlu sorularla hazırlanmış bir anket hazırlandı. Anket, 16 ve 17 yaşlarındaki 20 kız ve 24 erkek lise öğrencisi tarafından dolduruldu ve katılımcılarının mobil telefonlarının görüntüleri kaydedildi. Katılımcı özellikleri belirlenirken sosyo ekonomik ve eğitim seviyeleri homojen tutuldu ve kişiselleşme ihtiyacı daha yüksek olacağı için adolesan tüketiciler seçilmiştir. Araştırma sorularının üzerinden sorulacağı endüstriyel ürün olaraksa, günümüzde kişisel bir eşya, çoklu iletişim santrali ve tüketici farklılaşmasında kilit bir ürün hâline gelen mobil telefonlar seçilmiştir. Bu çalışma, kullanıcıların mobil telefonlarını kişiselleştirirken donanıma, yazılıma nasıl ve neden müdahale ettikleri, nasıl ve neden eklentiler uyguladıklarını ve bunlarla yaşadıkları tatmini sorgulamaktadır.

Anket cevapları ve toplanan görsel dokümanlar, kalitatif ve kantitatif olarak incelenmiştir. Farklı analizlerden elde edilen farklı cevaplar, analizlerin güvenilirliğini kontrol etmek ve anlamlı genel sonuçlar çıkarabilmek için kullanılmıştır. Son değerlendirmelerde, elde edilen tüm anlamlı veriler kullanılarak anlamlı bir resim ortaya çıkarılmaya çalışılmıştır. Başlıca sonuçlara göre, cinsiyet ve kişiselleştirme tercihleri arasında belirli farklılıklar gözlemlenmiştir. Bu çalışmayla belirlenen sonuçların, kitlese kişiselleştirme ortamlarının ve ilgili gelecek araştırmaların tasarımına faydalı öngörüler sağlaması hedeflenmiştir.

1. INTRODUCTION

1.1 Purpose of the Thesis

The purpose of this study is to investigate consumer choices in a mass customization (MC) environment and to search whether MC industries achieve their goals, and why. The research mainly focuses on what consumer needs to customize an industrial product for, and their usage of mass customization products. With the observed results, feedback regarding MC industries is sought.

Starting from the second half of 1980s, the interest in mass-customization concept started to rise and became a way to differentiate for competitors of the industry (Da Silveira, Borenstein, & Fogliatto, 2001). According to Basu & Siems (2004), the standardization era in industrial design and production, leaves its place to the dawn of a new age of customization. Firms are directing their products and services by customers' decisions, and adopting customization strategies accordingly. Therefore, there is an increase in new technologies and competition. What drives these strategies is the model of what is expected would become commonplace in the near future.

Most of the researches interesting in customization are studied in the marketing field, since the aim of marketing is to meet and satisfy target customer' needs and desires. The previous researches mainly focused on consumer behaviors, which studies how individuals, groups and organizations select, buy, use and dispose goods, services, ideas, or experiences to satisfy their needs and desires. As Belk (1988) suggests the basics of consumer behavior starts from understanding that the possessed one defines the possessor. Thus, a successful MC product design should start with understanding individuals for creating a product sufficient for him/her. This dissertation follows the same path as well.

Mass customization is a management system which is about mass production of individually customized goods and services (Spira & Pine, 1993). Computerization of designing and manufacturing processes, allows responding quickly and flexibly to

consumptive drives. Pine (1993) states that product development cycles will be shortened using flexible manufacturing system, computer-integrated manufacturing, computer-aided design, and similar advanced technologies. Consequently, on manufacturers' side, the cost of designing and manufacturing would be reduced, and consumers would provide access to low-cost customized products and services.

However, MC concept is still in practicing stage, because the development in manufacturing and strategies are not sufficient for satisfying all consumers (Da Silveria et al., 2001). Computerization of communication and information enables to share ideas and design concepts more effectively and quickly among designers, manufacturers, marketers, finance directors, focus groups and other non-designers. As Spira and Pine (1993) foresees, in future an artificial intelligence technique, such as fuzzy logic, would learn what consumers desire, to act like a personal attendant and to supply individualized services and designed devices.

For now, companies start with modularization and customizing services around existing products. All combinations are marketed, as they are expressions of consumers' personalities. Because of this, there become numerous of products with same functions, but different appearances in the market. Furthermore, there has been growing subsidiary industries, such as decorative goods and accessories manufacturers for industrial products. Even if these configurations seem relatively narrow, consumers have chances to make design decisions for themselves in a MC environment.

In order to design more successful MC environments, designers should consider the consumer motives in customization. In addition, this could be achieved by understanding consumers' motives through consumer researches. Despite the well-known fact that males and females share different interests in different products, Palan (2001) suggests that the number of researches based on gender differences and consumption, is poor, and most of these researches have focused on product choices and purchasing behaviors. The subject of gender identity in consumer researches relies on both biological differences and trait differences (Kolyesnikova, Dodd & Wilcox, 2009). Although, as Palan (2001) states, in consumer researches, the effects of gender identities are more insignificant than the effects of biological sex in predicting relationships and attitudes. In addition to that, Moschis and Churchill (1979) states that, "There would be significant differences on consumer skills

between male and female adolescents.” For these reasons, this study examines the term “gender” as a biological term with the observed adolescent consumers.

In this dissertation, a group of consumers and their relationship with their mobile phones are observed to find some key variables in their customization choices. The research is made on adolescents due to their need of self-expression would be higher than others. According to form a homogenous group in terms of knowledge and technological skills, high school students are chosen; which are raised in the same cultural environment. The consumer group is created with 20 girls and 24 boys. At first, the observations were including mobile mp3 players as well. However, almost every mobile phone consumer in the group was using their mobile phones as mp3 players as well. Hence, due to the lack of information gathered on mp3 players, they have left out of the research. To summarize, the independent variables of the research, are the socio-economic level, the cultural group, the education level, the age group. And the dependent variable is the gender of consumers and their motives towards customization.

A structured interview-based questionnaire was built with both close-ended and open-ended questions, is administered to 20 female and 24 male high-school students between ages 16 and 17, and their mobile phones’ images are collected. The results are both observed qualitatively and quantitatively. The differentiation between gender and customization choices are sought and reviewed. We hope that they would shed an additional light on the motivations behind the customization choices, and maybe even uncover an unrecognized problem in mass customization. And since, this particular group has not been studied before, the results and reviews would give some clues for what has not been considered in previous designs and developments. And designers may be able to increase consumers’ customization value, after knowing how consumers make customization choices.

1.2 Research Questions

The questions that will be explored by this research are:

- What kind of a mobile phone is used, and how much does it worth to the consumer.

- What kind of customizations are made on hardware and software, and why. Whether they are created by consumers or designers. The motivations behind that act.
- The rate of user's satisfaction with made customizations and configurations, which are offered by product or created by its user.
- User's desired customization either on software or hardware.

One of the main motives of the research is to find whether there is a gap between what MC products offer to consumers and what consumers would desire to have. If so, the problematic and latent situations causing that, and escaped from designers' notice, should be reviewed.

1.3 Structure of the Research

Chapter 2 focuses on the key issues regarding consumption, with examples of subject related consumer researches. And since this study is about customization, the relationship between consumption, identity-formation, and adolescence are reviewed following. Then, gender differences in consumer researches are reviewed.

In Chapter 3, the concept of customization is reviewed in a capital good environment. The current and suggested future framework of customization is discussed to define the horizon of mass customization.

Chapter 4 concentrates on the term gender with its basics. Then, the term is narrowed regarding the previously mentioned subjects, and lastly with the adolescence. All this path is based on the previous consumer researches.

Chapter 5 presents the methodology, and the analyses of the quantitative and the qualitative results that is conducted in order to find the consumer motives in customizing an industrial product and the need of self-expression through it. All the qualitative, the quantitative and the visual outcomes of the study are reviewed in order to search the gaps between MC environments and consumer satisfaction.

Finally, all the results are combined into whole in the form of general discussions and conclusions, with suggestions for further studies.

2. CONSUMPTION

2.1 Introduction

Sociology of Consumption (1988) is defined as a diverse field that is developed during the 1980s, and focused on the material culture with the analysis of social inequality and political alignments. As Daniel Miller (1987) states in *Material Culture and Mass Consumption*, there is a centre point, which is surrounded by the diverse literature of consumption, and this centre point is stated as “the sociology of consumption translates the object from being a symbol of estrangement and price value to being an artifact invested with particular inseparable connotations.”

Miller (1995) suggests that today the subject of consumption is important for a dialectical contradiction. On one level, consumption feeds inequalities and suffering. From another standpoint, consumption would point out the consequences which institutions of trade and governments are responsible for, and it would reveal the solution hopefully. Therefore, specificity and generality would be useful in analyses of consumption. The specificity would be useful to express what lies beneath the acts, and the generality would prevent the analysis from being improper.

Consumption is not an easy topic to define. The reason is that its focal point is object with its own characteristics. Hence, it is not possible to stabilize the focal point of the subject or the tendencies. Miller (1995) states that “it must be followed as dialectic between the specificity of regions, groups and particular commodity forms on the one hand, and the generality of global shifts in the political economy and contradictions of culture on the other.” In his article *New Times*, Hall (1989) argues for the vanguard position of consumption from content and state:

“There has been an enormous expansion of ‘civil society’, related to the diversification of social worlds in which men and women now operate. At present, most people only relate to these worlds through the medium of consumption. But, increasingly we are coming to understand that to maintain these worlds at an

advanced level requires forms of collective consumption far beyond the restricted logic of the market.”

As stated by Miller (1995), the value of citizenship and the idea of rights gain importance in future politics. For the rights of consumers, equality between consumer interest and market, and requirements that protect consumer in regulated markets, are needed. Even, it represents an idealized concept of pure market; which is driven only by consumers.

In the study *Geographies of Consumption*, Jackson and Thrift (2008), note that a significant amount of research on consumption is collected in the last decade. However, these researches are mostly subjected around the studies of design and usage of selling places. For future researches, Jackson and Thrift highlights the needed five other areas as:

1. The relationship between new production methods and the development of niche markets and lifestyle advertising,
2. Consumption studies with historical depth,
3. Exploring the consumption character of the Pacific Rim, Far East, Eastern Europe and former Soviet Union given the pace of cultural and economic changes,
4. To consider that, in the processes of consumption, the social identities are hybrid and dynamic, and the dimensions, such as gender, ethnicity, etc., have a mutual relationship over time and place,
5. Ethnographic researches with historical depth, cultural specificity and voices of consumers on their ground.

In addition, it has been suggested that the topic of consumption and the related researches should be diverse in subject. In this study, the research questions become important according to the highlighted areas above. The focus on mass customization is related to article 1. Due to the research participants come from the same city in a country; which is geographically positioned between Europe and Middle East, same socio-economic level, same age group, and different gender, the results may be related to article 2, 3, and 4. Lastly, the study is investigating consumers' thoughts, thus some results may be related to article 5 as well.

2.2 Consumer Researches

The development of consumer behavior as an academic discipline begins in the marketing departments of colleges of commerce and business in the 1950s (Belk, 1995). Belk (1995) states that in the beginning, the intention for investigating consumer needs were solely to hook consumers better than competitors. At that time, consumer needs were accepted as essential characteristics, rather than socially constructed or marketer influenced. The researches were made in benefit of products and services instead of consumers. This perspective changed its scope with Ernest Dichter and his motivation researches, which examine the meanings of consumer goods. Yet, most of researches were still about selling rates. In 1957, Vance Packard published *Hidden Persuaders*, which notifies the manipulative intention of these researches and raised reaction from both consumers and academics. Therefore, academic departments started to decline motivation research. Instead, in the 1960s, scientific experimentations, which are supported by methods and concepts from psychology, and laboratory researches, begin to be used on consumers. These studies change the origin of the researches from products and services to consumers who were seen as information processors and decision makers. Consumer researchers, who accepted the mentioned methodologies, participated with cognitive researchers and worked on consumer psychology since then. The frame of studies on consumer behavior, have enlarged the frame with topics of culture, subculture, group processes, social class, family influences, learning and personality. The legitimating and the disciplinary separation of consumer researches were completed with the founding of the Association for Consumer Research (ACR) in 1969 and the establishment of the *Journal of Consumer Research* in 1974. Although, consumer researches still maintain the inherited inclinations from economics and marketing field (Belk, 1995).

In 1987, Holbrook states that the perspective of consumer researches widens on ritual, materialism mood, styles of research, primitive aspects of consumption, popular language, lifestyle advertising, spousal conflict, consumption experience, product meanings, and consumption symbolism. Since, there is a wide range of diverse disciplines under the umbrella of consumer researches; Holbrook (1987) notes the need of a clear definition for consumer researches. And he proposes the key points of consumer researches as follows:

- Consumer researches aim to define consumer behavior.
- Consumer behavior accompanies with consumption.
- Consumption surrounds acquisition, usage and disposition of products.
- Products are valuable goods, services, ideas and events, which can be acquired, used and disposed.
- The character of being valuable comes with an achieved goal, a fulfilled need and a satisfied desire for living organism.
- Achievement, fulfillment, and satisfaction situate consummation, whereas the absence of them prevents consummation.
- The process of consummation is the base element of consumer research.

In summary, Holbrook (1987), points out the core of consumer researches as consumption, that examines all possible value coming from acquisition, usage and disposing of any product in achieving a goal, fulfilling a need or satisfying a desire or the break-down points in them.

About the multidisciplinary character of consumer researches, Belk (1986) defines consumer researches as a discipline, which has the empowerment to elect or designate a variety of other disciplines such as marketing, advertising, psychology, sociology and anthropology.

Table 2.1: Old versus new perspective in consumer behavior research.

Note. From “What should ACR want to be when it grows up?,” by R. W. Belk, 1986, *Advances in Consumer Research*, 13, p. 122. Copyright 2007 by Association for Consumer Research.

Old Perspective	New Perspective
Positivist	Non-positivist
Experiments/Questionnaires	Ethnographies
Quantitative	Qualitative
Economic/Psychological	Sociological/Anthropological
Micro/Managerial	Macro/Cultural
Focus on buying	Focus on consuming
Emphasis on cognitions	Emphasis on emotions
American	Multicultural

In the 1980s, the economic transitions to capitalism started in Third World. And the shift in economics causes shift in cultural interactions, and consumption realities. Multinational companies have been had chance to broaden their scope of trade which resulted in the need of new perspectives in consumer researches. Social classes from different cultural structures have been started to segment the market due to their economics, possessions, social structures, and emotions. The meaning of products was started to be diversified, as they were used by different consumers from different cultural structures. Figure 2.1 represents the transition between the old perspective and the new perspective in consumer researches. Still, the origin of the two perspectives have tendency to find out relationship between consumption and human existence (Belk, 1995).

This new inclination in the origin has started to be appreciated in the 1990s. ACR has been discussed the topics of materialism, gender and consumption, marketing and international development in its publishings. In addition, the emerging of visual

ethnography was another shift in consumer research methods at that time (Belk, 1995).

According to Calder and Tybout (1987), there are three types of knowledge, which can be investigated by consumer researches. These are everyday knowledge, scientific knowledge and interpretive knowledge. Each of them differentiates due to the focus of the study, methodology and goal of the research. Table 2.2 briefly explains the three type of knowledge. And in Figure 2.1, the role of data is given according to the type of knowledge.

Table 2.2: The knowledge types of consumer researches and their differentiation.

Knowledge Type	Focus	Methodology	Goal
Everyday	shared thinking of consumers	Qualitative	Data
Scientific	theories that are capable of and have been subjected to rigorous empirical testing	Sophisticated falsificationist	Exposing a theory to refutation / choosing between competing theories
Interpretive	a system of ideas developed by a particular group	Critical relativistic	Building a persuasive argument for the view being espoused

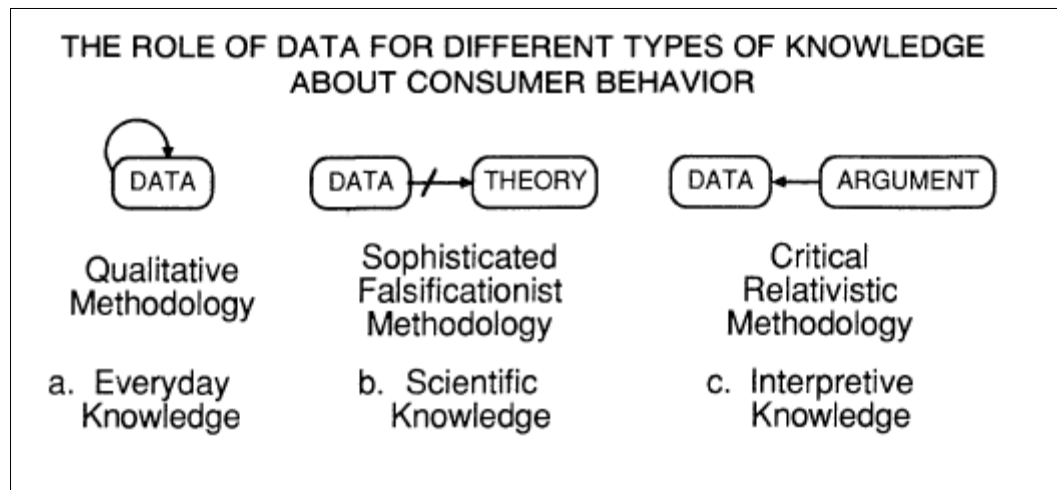


Figure 2.1 : The Role of Data For Different Types of Knowledge About Consumer Behavior.

From “What consumer research is,” by B. J. Calder and A. M. Tybout, 1987, *The Journal of Consumer Research*, 14, p. 137. Copyright 1987 by the University of Chicago Press.

Calbert and Tybout (1987) states that everyday knowledge interests in consumers’ own perspective on their consuming behaviors and their creation of social meanings through consuming. The goal is to find the natural knowledge of consumers. The fact is that the power of common meanings of consumption could not be underestimated. Since the meanings, the verbal communications, and the behaviors are already manifested before the individual. As given in Figure 2.1, the methodology of acquiring everyday knowledge is qualitative methodology. Thus, it is important to share, document and record the experiences of the group (Calbert & Tybout, 1987). In the scope of this study, the goal is defined as the consumers’ perspective on customization a mass-produced product. Thus, this study seeks everyday knowledge in a particular group of consumers. For this reason, it would be appropriate to mention briefly about the relationship between consumption and self-expression, and possessions, before customization.

2.3 Consumption and the Self

Another research area of consumer behavior is about the symbolic values of products apart from functional values. Prentice (1987) states that both instrumental and symbolical functions have the goal of allowing the owner to manipulate or control his or her environment. However, according to Hirschman (1981), “the symbolic

meaning of a product may, in some product classes, overcome or dominate its technical performance as a determinant of consumption. This is especially likely if the product is frequently used to signify social position and/or self identity.” Dedeoglu (2004) also states that consumption can be a tool for differentiation from environment and position oneself.

Lunt (1995) discussed a range of studies about possessions and ownership to encode the symbolic functions of objects that maintains personal identity. In “Possessions and the Self Extend”, Belk (1988) suggests that people are in need to support the sense of self. And this need may be satisfied by possessing objects. Besides, an attachment to a product may even be regarded as part of self (Mugge, 2008). Csikszentmihalyi and Rochberg-Halton (1981) signifies the balance of two dynamic forces that form the symbolic meanings of objects. These are the force of separation and the force of being similar. The force of separation emphasizes the owner’s individuality in a social context. On the other hand, the force of being similar shows the integration of the owner with his or her social context. They also suggest that these forces emerge differently in different cultures. As an example, culture, gender and age effects are mentioned by Csikszentmihalyi and Rochberg-Halton (1981). They found that in a Western culture, men and younger people are tend to express themselves more and in an action oriented way. Similarly, Dittmar (1989) found that women and older people tend to integration and devotion.

According to Lunt (1995), symbolical meanings of some objects are more readable such as photographs that encode memories. Besides, some meanings can lie beneath the emotional effects such as pleasure or security. Lunt (1995) mentions about the symbolic functions may be referred to personal history, ideal self, significant others and self-expression and transcendent aspects of identity. In further, another symbolical function is regarded as the extended self (Belk, 1995; Mugge, 2008). Belk (1995) defines the extended self function as “These things extend our grasp, our abilities or our ego. They provide a sense of mastery of the environment, others and the self. They are expressive and aid feelings of identity, continuity and even immortality.” The first but not satisfactory step of having a self-extension function is appreciation of an object with its utilitarian meanings. Such as, a computer that extends a person’s memory and calculation capacity, a collectible item or a souvenir that provide a sense of past, or an animal that is a company (Belk, 1995). Belk (1995)

states that there occurs a dynamic relationship between an object and its owner, and there is a big chance in an object becomes a part of owner's self eventually. He mentions how owners care about their pets after a period, and become adapted, and how they tend to take a compliment or an insult to ourselves, when they are for their pets.

To understand how some products develop symbolic meaning of self-expression, it is important to determine the distinct attributes of the product. Mugge (2008) simplifies the question as “the effect of congruity between the personality of the person and the personality of the product.” Product personality is an important tool for designers who interest in consumer durables. Bloch (1995) states that “Designers make choices regarding characteristics, such as shape, scale, tempo, proportion, materials, color, reflectiveness, ornaments, and texture.” He also mentioned that designers also decide the balance of these attributes.

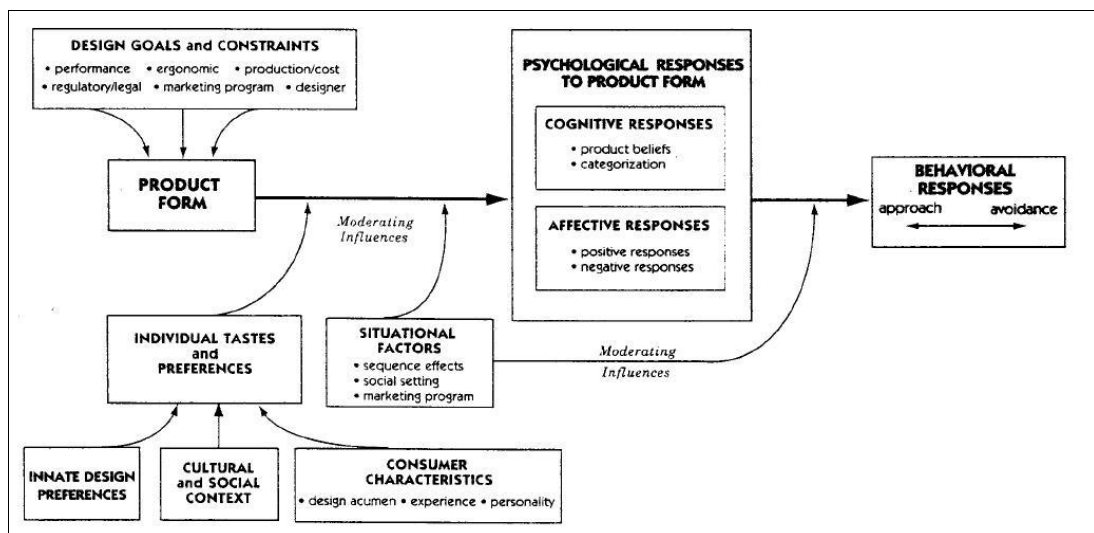


Figure 2.2 : A Model of Consumer Responses To Product Form.

From “What consumer research is,” by P. H. Bloch, 1995, *Journal of Marketing*, 59 (3), p. 17.

To stay in the scope of this study, below Bolch's model of consumer responses to product form is simplified in Fig. 2.3 according to the Fig.2.2.

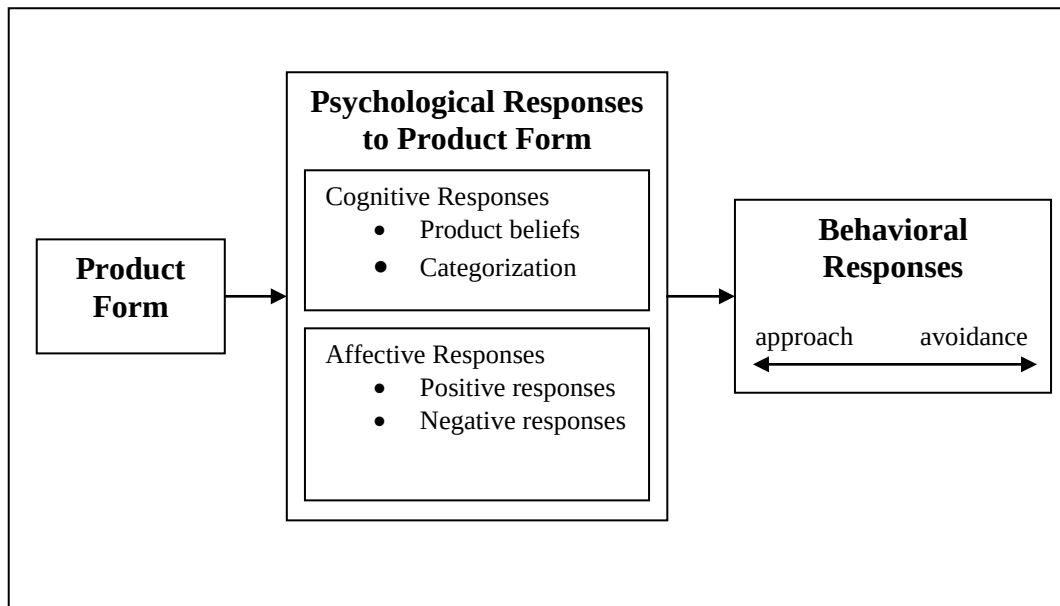


Figure 2.3 : A simplified version of Bolch's Model of Consumer Responses to Product.

Figure 2.3 briefly represents the factors that designers and management consider in order to create a successful product form and please consumers accordingly (Bolch, 1995). Since, the product development and marketing cycle is not directly related to this study, a more brief idea from this figure may be useful. It is the cycle, which starts with a product form, continues with psychological responses from consumers, and ends with behavioral responses. As shown, a design development phase is a complex phase with all its constraints. What is challenging is to find a right and a balanced combination (Bolch, 1995). To decide the attributes according to the factors is what creates a certain product personality and would be recognizable by target consumers (Mugge, 2008). Once a product form is developed, first it evokes various psychological responses in consumers. Bolch (1995) classifies psychological responses in two, cognitive responses and affective responses. He defines cognitive responses as product beliefs and categorization. Product beliefs are created or influenced beliefs such as durability, price worth, technical sophistication, ease of use, sex role appropriateness, and prestige. And the concept of product categorization is placement of a product into existing product categories according to its similarities. Secondly, affective responses are classified as positive and negative responses. Positive effects are mainly positive aesthetic responses such as liking. And negative effects are the opposites such as disliking. Then, these psychological responses result as behavioral responses from consumers. Behavioral responses can

be considered along an approach-avoidance continuum. Approach responses are emergence of positive tendencies such as presenting extended pleasure before product. On the other hand, avoidance behaviors outgrow negative feelings in consumer and outrun consumer from it. As Bolch (1995) states that consumer responses would not happen, only due to product form and the existing product market. Consumers' individual tastes and preferences are also very important. As Mugge (2008) states that "self-expression is a determinant of product attachment," and "people experience stronger attachment to products with a personality that is congruent to their own personality, than to products with a personality that is incongruent."

As it has been studied in this research, the results from a study on customization choices may provide useful comments regarding individual tastes and preferences for better consumer durables.

2.4 Consumption and Adolescence

In behavioral science, the subject of childhood experiences is considered as important, due to they would shape cognition patterns and behaviors in older ages. This subject is supported in many fields such as clinical psychiatry, child development, criminology and political socialization (Ward, 1974). In *Consumer Socialization*, Ward (1974) indicates that childhood experiences in consumer behavior are important, because they would be dominant in their later marketplace roles. Another related common knowledge is about the relationship between cognitive development and age. According to the cognitive development theory, consumer skills depend on cognitive stages, and the qualitative differences in cognitive processes start from childhood and they are assumed that they develop in older adolescence that is age 14 to 18 (Moschis & Churchill, 1979).

According to Moschis and Churchill (1979), older adolescents tend to resist advertisings, they have an insight about marketing strategies regarding prices, and they tend to become consumers that are more refined. Thus, the consumer behavior of older adolescents, tend to be socially desirable consumer behaviors. (Moschis & Churchill, 1979) Another significant difference is that adolescents are more independent in their purchasing decisions, than other consumers from other age groups. (Moschis, Moore, & Stephens, 1977)

In adolescence, a person starts to know and identify him/herself. Hence, an adolescent would be in a new dimension of self-discovery, and also would be more idiosyncratic on his or her thoughts (Calvert, 2002). Since this study is a research about customization choices, participants are chosen among adolescent consumers, due to their desire for self-expression, openness to new ideas and cultures, independence, and enjoyment of life would be higher and easier to observe than others (Parker, Hermans, & Schaefer, 2008).

3. PERSONALIZATION / CUSTOMIZATION

3.1 Introduction

With the arrival of 21st century, a new approach called as “individualization”, “mass-customization” or “personalization” becomes widely popular in marketing management (Goldsmith, 1999). For the reason that this study focus on mass-customized products, it would be suitable to use “customization” and “personalization” in literature reviews.

In A Dictionary of Business and Management (2009), customization is defined as “The design and development of a product to meet the specific requirements of a single customer.”, and personalization is defined as “Creating a specialized form of a product tailored for an individual customer.” According to these definitions, it may be understood that customization means making modifications on an already existing product according to fulfill consumer’s needs. Whereas personalization means redesign or redevelop a product according to an individual. Thus, customization seems to be used more often in industrial areas rather than personalization, because it is much more adaptable to present manufacturing technologies. However, since customization seeks one’s personal characteristic, it is not possible to separate these two terms yet.

Customization is the process of differentiating products according to customer’s needs. It enables manufacturers to satisfy a more heterogeneous group of customers, and increases challenge between competitors (Sievanen, 2002). This study focuses on customization over mass produced products. Thus, we would continue with mass customization environments.

3.2 Mass Customization

In 1993, Spira and Pine described mass customization as a management system that is based on “mass production of individually customized goods and services.” The mass customization management system enables a business environment that can be

low cost and high differentiated at the same time. The aim is to have the best of both worlds (Spira & Pine, 1993). In 2005, Blecker, Friedrich, Kaluza, Abdelkafi and Kreutler, states that after many academic studies, product customization is accepted as a successful management paradigm, but under specific conditions. Blecker et al. also mentions about the need of moving towards mass production to mass customization. The essentials of mass production strategy are described as follows: It is based on scientific management, it focuses on operational efficiency and productivity, and it aims decreasing manufacturing cost, and selling products for an affordable price. Thus, the strategy of mass production creates a cycle that enforces standardization, homogenous markets and suppliers against consumers. On the contrary, mass production loses its power, due to instabilities in standard inputs and demand homogeneity, which are the changes in some conditions such as demographics, needs, desires, markets and , innovations (Pine, 1993; Blecker et al., 2005). The situation between consumer and supplier seem as it is reversed. Consumer demands more, as suppliers offer more. Blecker et al. (2005) explain the transition from mass production to mass customization as: “It builds upon main principals that include among others: economies of scale, product standardization, specialization, division of labor, hierarchical organization, and vertical integration.”

3.2.1 Classifications of Mass Customization According to Value Chain

Lampel and Mintzberg (1996) states that pure customization may not take the lead in management strategies. Rather than that, a customized standardization may be preferred. According to their studies since 1916, they foresee that if the efforts on customer satisfaction would result in a rapid increase of product varieties. And that would cause unsatisfactory results for consumers, due to they would be made to choose among too many options. For that reason, Lampel and Mintzberg (1996) suggest a transition path, a continuum of strategies that would develop itself with different advantages of standardization and customization according to the product or service type. For example, a firm may standardize production, and customize delivery. For this continuum, Lampel and Mintzberg (1996) classifies customization strategies into five main groups according to the value chain they create. These are pure standardization, segmented standardization, customized standardization, tailored standardization, and pure customization. In pure standardization, a dominant design targets a broad group of customers. In segmented standardization, products are

standardized but in a narrow range of features. In customized standardization, manufacturing is standardized, but consumers are allowed to prefer condiments. In tailored standardization, there is a standard product with standard design, but it is more like a prototype. Thus, customer has no effect in that stage. Then, in the fabrication stage, products are modified according to each customer's preference. Eyeglasses are a good example for this type of customization. The eyeglasses frames, which are previously designed, are chosen from an assortment, and then the lenses are produced according to each customer's prescription to correct his or her sight (Swamidass, 2000). In pure customization infiltrates the entire operating chain. Before the age of industrialization, this type of customization was much more common. Hence, this might be seemed as an old style of production, and an ideal proposition in an industrial era. However, there are still numerous activity that fits in this category such as event designs like Olympics, and architect designed buildings. (Swamidass, 2000) Table 3.1 both summarizes and represents the categorizations with their main distinct points.

Table 3.1: The classification of customization strategies according to value chain

Customization Strategy	Product	Production	Target Consumer Group	Market Area	Consumer Satisfaction	Example
Pure Standardization	Standardized	Standardized	Homogenous	Medium	Low	Ford Model T
Segmented Standardization	Standardized / Segmented	Standardized / Segmented	Homogenous / Segmented	Medium	Moderate	Cereals
Customized Standardization	Standardized and Configurable	Standardized	Heterogeneous	Large	High / Moderate	Fast food products
Tailored Standardization	Standardized	Customized	Heterogeneous	Large	High / Moderate	Eyeglasses
Pure Customization	Customized	Customized	Customized	Small	Very High	An architect designed house, custom jewelry

Lampel and Mintzberg (1996) advise industries to adapt the given strategies in accordance to themselves. Such as, pure customization may be appropriate for gasoline industries, whereas agent industries like airlines may adapt themselves to standardized financial transactions with customized procedures.

3.2.2 Classification of Mass Customization According to Manufacturing Practice

According to Coates and Wolff (1995), a categorization according to value chain would be a “soft categorization”, since most of the firms would be collected in the middle of the continuum, which is customized standardization. In addition, consumers only would be allowed to make choices in the last phases of product development such as choice of color. They assume that these soft categorizations would not be create a sharp competition. Their argument opposes a customization classification through value chain, is that the categorization does not cover every possibility, and lead many firms to a single point. Instead of that, Coates and Wolff (1995) indicates that a hard customization would be more interesting as it would allow consumers to participate in manufacturing. Then, consumers would be more flexible in their choices rather than make choices in a multiple-choice environment. Levi Strauss offers a recent example of hard customization. The firm cut skin-tight jeans according to some basic measurements of consumers, and it lets every consumer has its own product. For this example, a technological capability of cutting customized fabrics, should be noted as well. Thus, it is an essential for that strategy, and for offering a hard customization environment in every industry (Coates & Wolff, 1995).

The categorization of hard customization is divided into four main categories. These are collaborative customization, adaptive customization, cosmetic customization and transparent customization. In collaborative customization, customization starts from production process through communications with consumers. For example, consumers would be able demand shoes fits to their own feet size. In adaptive customization, production process is standardized, and consumer integration is at minimum. However, suppliers would offer too many finished products, then one may would suit to the consumer. In cosmetic customization, there is a level of consumer integration, but not in production process. The main goal is to eliminate the presentation of a product in different ways, and let consumers to decide the cosmetic

look of a product. Lastly, in transparent customization, supplier, instead of consumers, customizes production process. This type of customization, would free consumers from direct collaboration, and let supplier do the customization.

The essentials for making a hard customization environment practical are stated as computer assisted manufacturing for enabling alternatives, a technology that would integrate virtual design with automation in a factory, and a technology that carves out and adds in some blocks to a complex piece. All these essentials are named for creating a sharp competitive edge (Coates & Wolff, 1995).

4. GENDER

4.1 Definitions

Moschis, Moore and Stephens (1977) states that gender is an effective factor among consumer behaviors, especially among adolescents. Thus, a definition of gender is needed due the scope of this study.

In *Gender Trouble* (1999), Butler argues the literature about the distinction between gender and sex. Generally, the arguments regarding the distinction between sex and gender put out that sex is a natural born biological character, and gender is culturally constructed. The fact is that, when gender is defined as an independent of sex, it becomes a free-floating artifice. Besides, how it becomes possible to take sex as a non-constructed, natural character, when it is called into question as well. Then, maybe sex is as constructed as gender. And moreover, as both sex and gender are constructions, maybe they are already the same thing, and there is no distinction between them at all (Butler, 1999). Butler (1999) concludes gender as “a significant that an already sexually differentiated body assumes, but even then that signification exists only in relation to another opposing signification.” According to those statements and the scope of this study regards personality traits and consumption attitudes, the term gender would be suitable rather than the term sex. And we will proceed with the relation of gender and adolescence.

4.2 Gender and Adolescence Behaviors

Starting from a decade ago, there have been developed numerous studies on the persistence of gender roles in adolescents' behaviors. For example, in 1981, Bem suggests that “individuals acquire and display traits, attitudes, and behaviors consistent with their gender identity.” In 1989, Eckert states that girls use their physical appearance and dress for constructing their social status. In 1990, Canaan stated that boys use different mechanisms such as joke telling to show their

masculinity and state their rank in social hierarchy, whereas girls prefer to subordinate other females by passing notes.

Kuhn, Nash and Brucken (1978) reveals that children become conscious of their biological sex and culturally derived gender norms such as positive and negative stereotypes of their sex at the same time. Moreover, as children socialize, they develop their conscious with reference to gender and learn personality traits linked to their sex at the same time (Palan, 2001). Fischer and Arnold (1994) reveals that in consumer researches, the identification of an individual refers to his or her gender identity. This statement shows the importance of analyzing customization choices based on gender, which is the focus of this study.

Signorella and Frieze (2008), draw attention to the lack of studies on behavior, adolescents and gender, and especially on activity preference. For further studies, they suggest that traditional attitudes may be used. In this study, the terms boys and girls would be used.

5. A CASE STUDY OF GENDER DIFFERENCES IN CUSTOMIZING MOBILE PHONES AMONG ADOLESCENTS

5.1 Overview

This chapter presents the methodology and the analyses of the case study that was carried out in order to obtain a gender based data regarding adolescent consumers' behaviors toward customizing an industrial product, and how they are cope with mass customization. The study focuses on customization of mobile products, and there are several reasons for choosing mobile phones and mobile mp3 players. Firstly, they are assumed as the two industrial products that the participants spend most time with, due to they are communication devices, easily understood and used by adolescents (Geser, 2002). Secondly, mobile products are widely adopted for their impact on individual and social life (Plant, 2000). Thirdly, the symbolic functions of mobile phones are more distinctive among adolescents (Ling, 2001). Lastly, they are good customization mediums for users' self-image (Dedeoglu, 2004). A structured interview-based questionnaire was designed to combine both closed-ended items and self-administered items, for obtaining primary data and behavioral attitudes that would be useful in market research. During the structured interview-based questionnaire, it was revealed that most of the participants were using their mobile phones also as mp3 players. Due to the lack of data regarding mp3 players, mp3 players were decided to be left out from the analysis.

In this study, the intention was to investigate what participants do as a customization, and why they do it. Thus, a structured interview-based questionnaire methodology was followed and visual data of the participants' products were collected as well. Different data collection methods yield different information, and they have to be interpreted differently. Thus, it was intended to join quantitative and qualitative analyses in a single study. Although, it is hard to edit and code open-ended questions's results, the qualitative analyses were held in more than one ways and the aim was to shed an additional light on the motivations behind the customization choices, and maybe uncover an unrecognized problem in mass customization.

5.2 The Method of the Study

The aim of the study is to explore the participants' motivations towards customizing their mobile phones and whether they are satisfied with their attempts. With using these data, the analyses were to see whether there is a pattern based on gender among the participants. For the purpose of this study, it is important to see participants' own frame of reference toward customization. For these purposes, the research focuses on consumers' insights on customization. Thus, a structured interview-based questionnaire was chosen, and both open-ended and close-ended items were administered to the participants. The questionnaire was mainly divided into two sections. First section of the questionnaire was about the class size, the number of the boys and the girls, the economic status of their families, the class success at school, and the class based peer relations (see appendix A). This part is administered to the class teacher during the survey session. Second part of the questionnaire was administered to the students (see appendix B). In the second part, the questions between 1 and 4, are about the personal information such as name, contact information, gender, birth place and birth date of the participants. The question number 5, is sectioned to investigate the following subjects respectively:

- Brand and model information of mobile phone to investigate whether it is a customizable product;
- Frequency of usage, amount and kind of added personal value to product, for investigating the personal value of the product and getting a rough insight on product attachment;
- Which accessories used along with product, such as wrist straps, neck straps, cases, charms, and other. This section asks the type, the amount, the memory of having them, the personal value of the accessories, the frequency of usage and changing them, and whether they are seen as differentiations;
- Whether there is any customization or intervene applied on hardware of the product, which might be done intentionally or unintentionally. This section asks the type, the amount, the memory of having, the personal value of the accessories, the frequency of usage and changing them, and whether they are seen as differentiations;

- Desired customizations of the users;
- Whether there is any customization or intervene applied on software of the product, which might be done intentionally or unintentionally. This section asks the type, the amount, the memory of having, the personal value of the accessories, the frequency of usage and changing them, and whether they are seen as differentiations.

As tracing the above subjects, the intention was to give all the keywords related to customization to the participants with close-ended items, and requested them to narrate their stories regarding these items with open-ended items. Thus, the collected data would reveal some behavioral attitudes of the participants. As previously mentioned, same questions were asked for mp3 players as well. The reason that nearly every participant used mobile phones instead of mp3 players, there have not gathered sufficient data from this part of the survey, and mp3 players are excluded from the analyses part.

Figure 5.1 represents the flowchart of the methodology. At the beginning of the analyses, all the data obtained from the structured interview-based questionnaires, were briefed individually for each participant. These briefs were printed and segmented according to respondents' gender. Then, to create a physical presentation of the collected data, all briefs were stucked on a wall. The captured mobile phone images were matched briefs as well (see appendix C). On the wall, the accessories, the software and the hardware customizations, and some features that might be helpful were highlighted (see appendix D). This analysis on the wall was helpful in generalizing and identifying the common and distinct points between boys and girls. This session also enabled to find out which data are valuable for a quantitative review, and to represent the research physically.

After completing the wall presentation, the analyses section continues with mining the data. To avoid confusion in data, it was preferred to start with a quantitative coding. Following to that, the analyses section continued with the qualitative analyses, and searched the sub patterns and reasons. Since the verbal data did not collected through a face to face interview, it may be assumed that the participants would have been more confident and sincere in expressing their answers. Their answers might have been more personal. Due to the richness of the collected data,

both content analysis and narrative analyses were held during the qualitative analysis section.

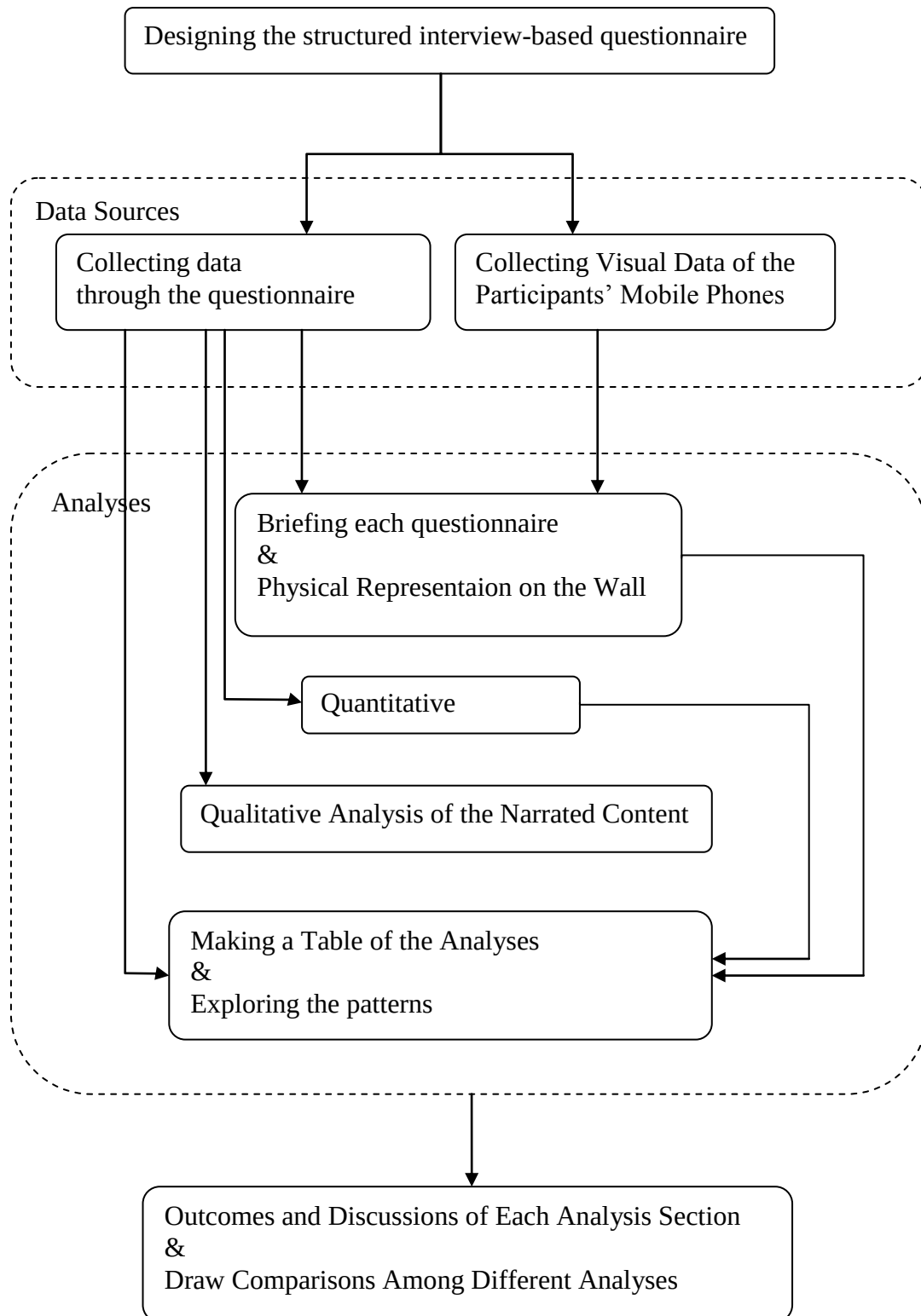


Figure 5. 1: The Flowchart of the Methodology

5.3 Analyses of the Results

5.3.1 Quantitative Findings

In total, 44 adolescents have contributed to the questionnaire. One of the boys does not have a mobile phone; hence, 43 participants' answers were examined. The general descriptions regarding the respondent profiles are as follows:

Gender: 20 of the respondents were females (46.51%), and 23 males (53.48%).

Age: 7 of the girls were 16 years old, and 13 of them were 17 years old, which makes the average age of the girls as 16.65 years. 1 of the boys was 15 years old, 8 of them were 16, and 14 of them were 17 years old, which makes the average age of the boys as 16.56 years.

Economic level: There is no change among the respondents' economic level, the house income was below 2.000,00 TL for all of them.

Level of education, technological knowledge and skills are assumed to be indifferent for the participants are students at the same school, their economic levels are indifferent, and they belong to the same age group.

Table 5. 1: Mobile phone brand choices distributed by gender

Mobile Phone Brands	Girls (N= 20)	Boys (N=23)
Siemens	2	0
Sony Ericsson	2	1
LG	0	1
Samsung	4	6
Motorola	1	3
General Mobile	1	0
Nokia	9	9
I-Phone	0	2
Not known	1	1

The results concerning brand choices are given in Table 5.1.

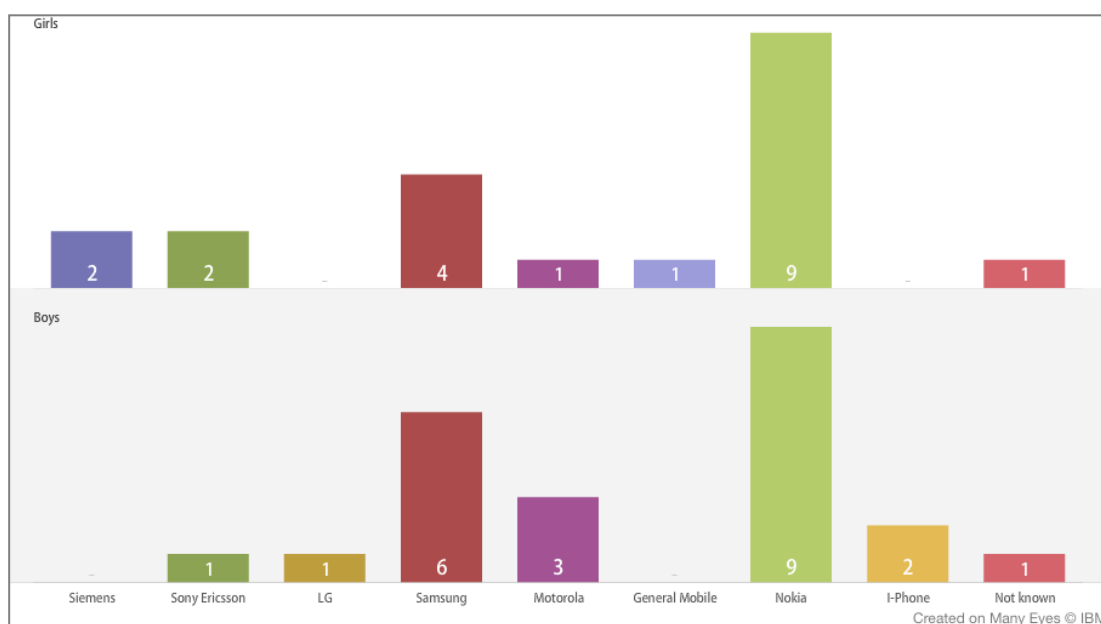


Figure 5. 2: Mobile phone brand choices by girls and boys

Among the girls, 9 of them were using a Nokia brand mobile phone, 4 of them were using Samsung brand mobile phone, and the rest of the respondents were using other brands such as Sony Ericsson, Siemens, and General Mobile. One of the girl respondents did not tell her mobile phone's brand.

Among the boys, again 9 of them were using a Nokia brand mobile phone, 6 of them were using a Samsung brand mobile phone, and the rest of the respondents were using other brands such as LG, Motorola and I-Phone. One of the boy respondents did not tell her mobile phone's brand.

According to Table 5.1, the most popular mobile phone brands are Nokia and Samsung among both boys and girls.

In Table 5.2, the customization types are represented, and segmented related to functionality and appearance according to respondents' answers.

According to the given data on customization attributes related to functionality in Table 5.2, only 4 of the boys preferred to use cases with their mobile phones whereas 7 of the girls preferred to use cases. Where none of the boys preferred to use straps, 1 of the girls preferred to use wrist and neck straps. Ringtones were found to be customized by every user in three different ways, which were vibration mode, tunes selected from the phone's library, and other audible files like songs in mp3 formats, which were downloaded to the phones memory by users. 6 of the boys and 10 of the girls preferred to use their phones in vibration mode. 2 of the boys and 3 of the girls preferred to use phone tunes. And 15 of the boys and 7 of the girls preferred to use other audible files.

Continuing with Table 5.2, according to the given data on customization attributes related to appearance, the number of the boys preferred stickers is 1, and the number of the girls is 5. None of the boys preferred to use charms or make customization on product shell, whereas charms were preferred by 2 of the girls, 5 of the girls performed customizations on the product shell. Regarding to apparel customizations, all users were using customized wallpapers classified into three types, which were self-images, images of others or things, and images selected from the mobile phone's gallery. 5 of the girls preferred to use their self-images, whereas only one of the boys preferred to do so. Using images of others, friends, things, movie posters, celebrities was the most preferred choice in wallpapers among both the boys and the girls. 16 of

the boys and 11 of the girls preferred other the mentioned outsourced images. Images offered by phones were the least chosen ones, with the numbers of 6 among the boys and 4 among the girls.

Table 5. 2: The distribution of customization characteristics

Characteristics of customizations			Boys (N= 23)	Girls (N= 20)
Related to	Characteristic			
Functionality	Case		4	7
	Wrist strap		0	1
	Neck strap		0	1
	Ringtone	Vibration	6	10
		Phone Tune	2	3
		Other audible files	15	7
Appearance	Wallpaper	Self-image	1	5
		Image of others/things	16	11
		Image offered by the phone	6	4
	Sticker		1	3
	Charm		0	2
	Customized Product Shell		0	5

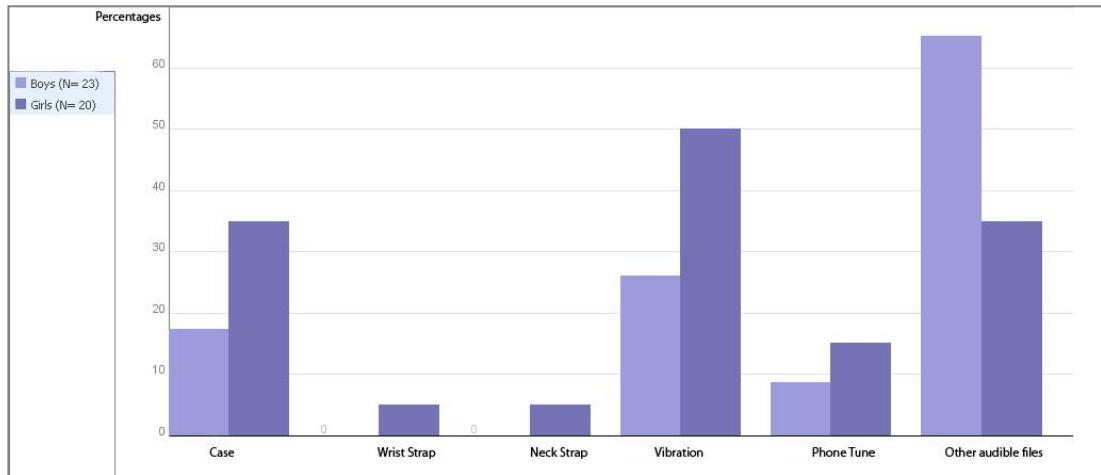


Figure 5. 3: Characteristics of customization related to functionality.

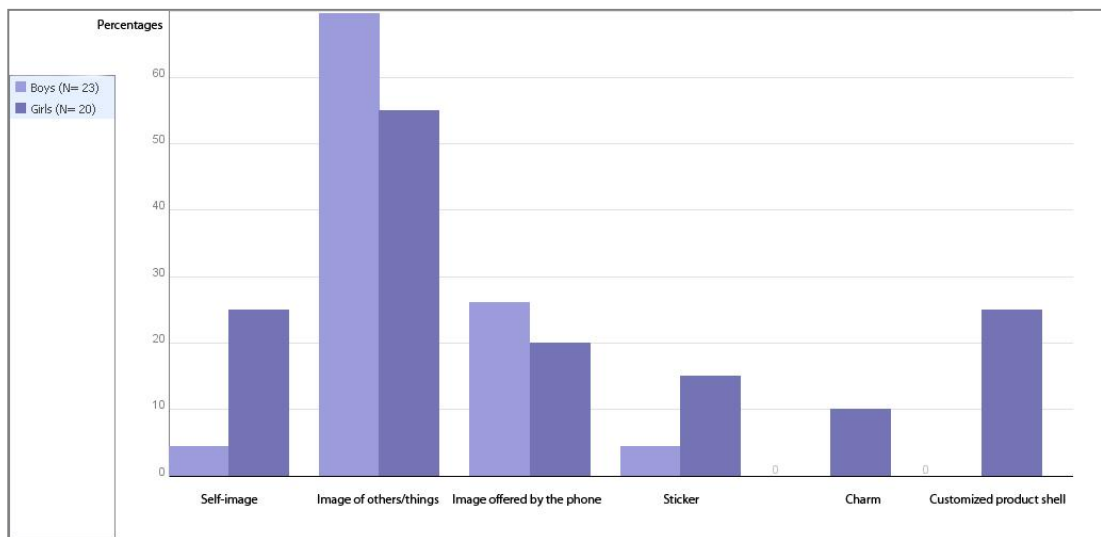


Figure 5. 4: Characteristics of customization related to appearance.

Using the same data given in Table 5.2, there is a distinction among genders and hardware customizations. There were some customizations on hardware, which were performed by the girls. On the other hand, none of the boys attempted to make a hardware customization. To widen this comparison, all hardware customizations including the usage of stickers, charms, cases, straps and the customizations made on the product shell, might be held. Table 5.3 presents the number of individuals that are observed among the boys and the girls. The sum of the boys, which have used any of the mentioned additions along their phones or made any customization directly on the product shell is 5. On the other hand, the sum of girls is 13. According to this approach, the Table 5.3 is created.

Table 5. 3: The classification of customizations related to hardware and software

	Boys	Girls
The frequency of hardware related customizations	5	13

All of the boys and the girls made some kind of a customization in their mobile phones' wallpapers and ringtones. Thus, a comparison related to software customization might be examined according to the types, which is reviewed in-depth in the qualitative analyses.

In this section, the analysis of close-ended questions is completed. The analyses section continues on the qualitative analyses of the narrative content.

5.3.2 Qualitative Analyses of the Narrative Content

In this study, due to the richness of the obtained data, an inductive path is taken. The analyses section started with a quantitative analysis of close-ended items, then it continued with content analysis of open-ended questions, which permitted to derive quantitative results from verbal analyses. The examination of the narrative data is based on the content analysis methodology, but the analysis also focuses on approaching the discourse to allow a holistic approach. According to Smith (2000), to examine meaning and reality of social context through language is the most beneficial way. The reason is that narrative analysis would reveal subjective experiences and insights into conception of self and identity. For these reasons, focusing on narrative content would yield important results in a study about customization by representing narrators' frames, person's self, identity, knowledge and experience. Thus, to make the analysis benefiting from both narrative and content analysis would be beneficial to the research questions and it would allow testing the steps taken and developing the qualitative analysis.

Through the questionnaire, single words and brief phrases were collected from the respondents. With open-ended questions, there were collected data on how respondents look at each question in a given time period and event. In the qualitative analysis section, we would like to organize the data by looking at all respondents and their answers in order to identify consistencies and differences. The organization of the data was made through individuals, for analyzing their perceptions. By that, the

intention was to highlight only the meaningful and differentiating responds of individuals, which were coherent with the other responds of the same individual. Later, the connections and the relationships between the topics and the answers among individuals were explored.

In this study, qualitative results were obtained from the open-ended questions administered to the participants. The qualitative results were examined to uncover the causes, and trace the conceptual contexts. The steps given in “Handbook of research methods in social and personality psychology”, were carried out concurrently to the purposes of the research (Smith, 2000). The obtained materials from the open-ended items are elicited materials, since the questionnaire was specifically designed for the research purposes. Smith (2000) indicates that there is no certain way of setting a sample size in qualitative researches, but in-depth analysis of a case study would provide valuable insights for other researches that would be studied by quantitative methods. In this content analysis, the categories of topics, the clusters of words or phrases and the overall attitude with the open-ended responses were gleaned. So, the research issues were defined according to be physically separable, minimally sized, and textual information.

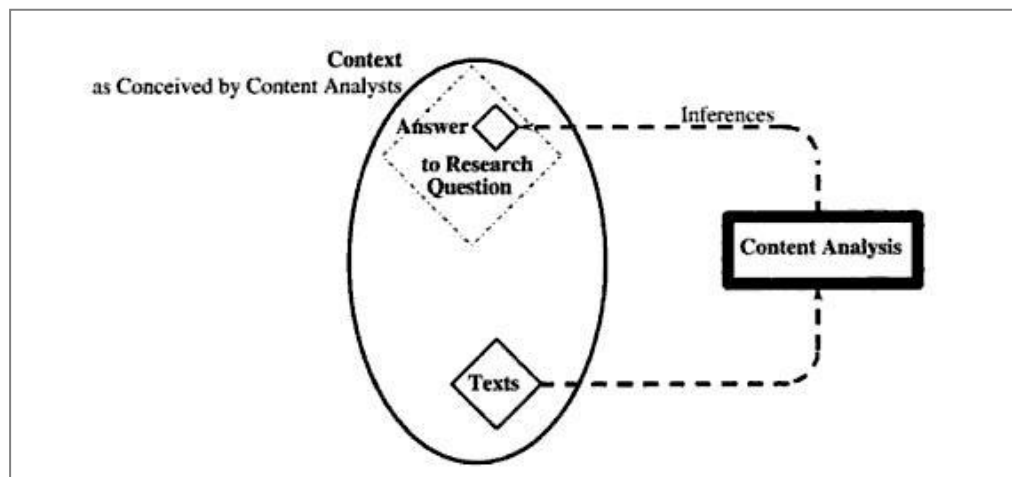


Figure 5. 5: Content analysis: Answering questions concerning a context of texts.

From “Content analysis: An Introduction to its methodology,” by K. Krippendorff, 2004, p. 82.

For this study intends to give an insight in developing of other studies, rather than verifying an existing theory, it is suitable to be inductive and generating categories from the data (Zhang & Wildemuth, 2006). There are no variables or categories,

which were derived from existing theories or previous related studies. In addition, the analyses immersed in the interview transcripts and let the data emerge on their own. Thus, some categories might be easily identified based on manifest content, while others were harder to identify due to being based on the latent content of the texts. However, all the categories were identified to be distinct from each other. For it would be needed to review the texts more than once, each questionnaire were assigned with a code number. Then, it became possible to test the coding consistency more than once, go through the verbal data more than once with or without different examinations, and achieve a sufficient coding scheme. When assigning the words and the phrases, content analysis allows assigning a unit of text to more than one category, in case they are being internally homogenous (Zhang & Wildemuth, 2006). To maintain the homogenous structure, one unit of word or phrases were not assigned to more than one category within the same issue. In some occasions, one unit was used in different analyses due to its context. The reliability of the content analysis results was based on the derived frequencies.

In accordance to the specified steps and Fig 5.4 above, the content analysis of this study may be summarized as follows: Firstly, the research goals were identified for them being useful in eliminating the data and measuring the desired values. Secondly, the words and the phrases, which were meaningful for the identified issues were searched and unitized. Thirdly, a coding scheme were defined by using the responds. In this coding scheme, the responds were categorized in to their context of use with examining all the responds in each survey. Then, the frequency of the meaningful words and phrases were counted. And the number of individuals that are observed among the boys and the girls were calculated separately to be able to draw conclusions based on gender from the coded data. To obtain the sufficient depth and detail in the qualitative analysis section, all the analysis section, was held in Turkish, since the respondents' mother language and the language of the questionnaire were Turkish. All the translation was made after finishing the analysis section (see appendix E). Even the translation was performed with a great care; it is not questionable that there might have displacements in meanings and expressions. Still, the context and categorizations, might have considered more reliable than the words and phrases of the respondents. The tables with Turkish content were given in the appendices for information (see appendix F). Lastly in the analysis section, a general

discussion was held to summarize all the findings and pointing out the meaningful patterns.

The goals of the analysis were defined in 10 topics below regarding the participants' motivations for customization on mobile phones.

- **Topic #1:** Users might use their mobile phones due to several reasons.
- **Topic #2:** Users might use their mobile phones all the time or only in specific cases.
- **Topic #3:** Users might value their mobile phones differently.
- **Topic #4:** Users would like to customize hardware of their mobile phones due to different intentions.
- **Topic #5:** Users might avoid customization for different reasons.
- **Topic #6:** Users might like to use ringtones or to refuse an audible tone by using the vibration attribute.
- **Topic #7:** Users might customize wallpapers due to different reasons.
- **Topic #8:** Users might enjoy making customizations, or see it as a waste of time and effort.
- **Topic #9:** Users might regard using customized products as being showy and pretentious.
- **Topic #10:** Users might demand other customizable features or might be very contend of what manufacturers have offered or would offer.

According to the above topics, which are derived from the responds, the qualitative analysis of the surveys are given below.

Table 5. 4: The frequencies of motivations towards using mobile phones

Topic #1: Motivations of using mobile phone	Girls (N=20)	Boys (N= 23)
Dependency: Due to safety, function of communication	11	18
Addiction: To enhance self-esteem, to be unable to agree on being without, to use it for no purpose, completing image of identity, even when seeing some disadvantages	6	4
Mandatory: Due to environmental consequences like parental requirements instead of self-willingness	3	1

Table 5. 5: The frequencies of mobile phone usage

Topic #2: Frequency of mobile phone usage	Girls (N=20)	Boys (N= 23)
Inseparable	6	3
All the time	12	17
Occasionally	2	3

Table 5. 6: The distribution of mobile phones' values to the users

Topic #3: Importance of mobile phones to	Girls (N=20)	Boys (N= 23)
High	14	13
Moderate	3	6
Low	3	4

Table 5.4, Table 5.4. and Table 5.6 gives the frequencies among the participants regarding the first three topics.

Table 5. 7: The frequencies of intentions for customizing hardware

Topic #4: Users' intentions for customizing hw	Girls (N=20)	Boys (N= 23)
Protecting the product	6	4
For aesthetical reasons	4	1
Both for aesthetic and protection	2	0
No intention	8	18

Table 5. 8: The frequencies of reasons for avoiding customization

Topic #5: Reasons for avoiding customization	Girls (N=20)	Boys (N= 23)
Afraid to harm the product	3	0
To maintain the original look and to be simple	12	23
No particular reason	5	0

Table 5. 9: The choices of ringtones and their frequencies among the users

Topic #6: Choices in ringtones	Girls (N=20)	Boys (N= 23)
Ringtones offered by the phone	3	2
Downloaded ringtones	7	15
Refusing an audible ringtone and using vibration	10	6

Table 5. 10: The choices of wallpapers and their frequencies among the users

Topic #7: Choices in wallpapers	Girls (N=20)	Boys (N= 23)
Self-portrait	5	1
Image of a loved one (a celebrity, a movie poster, a football amblem, a football stadium, national flag, image captured by the user, downloaded image)	11	16
An image offered by the phone	4	6

Table 5. 11: The thoughts on customization and their frequencies among the users

Topic #8: The act of customization is...	Girls (N=20)	Boys (N= 23)
Enjoyable	8	3
Occasionally preferred	3	3
Waste of time and effort; unnecessary	9	17

Table 5. 12: The thoughts on customized features and their frequencies among the users

Topic #9: Users might regard using customized products as being showy and pretentious.	Girls (N=20)	Boys (N= 23)
Admitted	10	16
Not admitted	10	7

The frequencies regarding the topics from 4 to 9 are given in the above tables.

Table 5. 13: The desired customizations and their frequencies among the users

Topic #10: Desired customizations of users	Girls (N=20)	Boys (N= 23)
Related to technological developments and durability	8	9
Related to appearance	2	0
Leaving that to manufacturers and designers	10	14

Another research question is the frequency of changing the customized settings. In the below Table 5.14, the number of participants are given according to their frequency in changing their customized settings or accessories.

The outcomes and the discussions of these 10 topics are drawn in chapter 6.

Table 5. 14: The frequencies of changing customized settings

Gender	The frequency of changing the customized settings			
		Ringtone	Wallpaper	Theme
Boys (N=23)	Often	2	3	0
	Sometimes	2	3	1
	Rarely	1	3	1
	Never	18	14	21
Girls (N=20)	Often	3	3	2
	Sometimes	1	3	3
	Rarely	2	3	2
	Never	14	11	13

Table 5. 15: The degree of product value and their frequencies among the users

Gender	The degree of product value to its user	
Boys	Low	4
	Moderate	6
	High	13
Girls	Low	3
	Moderate	3
	High	14

In Table 5.15, the degree of product value to its user is categorized according to the rate given by participants among the boys and the girls.

6. CONCLUSIONS AND DISCUSSIONS

6.1 Outcomes and General Discussions Based on the Study

Without the claim to be a very in depth analysis of the users' motivation towards mass customization, the research aimed to provide analyses and discussions concerning the following subjects in general:

- What kind of a mobile phone is used, and how much it values to the user.
- What kind of customizations are made on hardware and software, and why, whether they are created by customers or add-ins created by designers.
- Users' satisfaction with made customizations and configurations, which are offered by products.
- Whether users have desired customizations either related to software or hardware.

The structured interview-based questionnaire was created according to collect elicit data from the participants. The questionnaire includes both open-ended and closed-ended items. There have been collected both quantitative and qualitative data through the questionnaire. In addition, visual data of the products were collected during the questionnaire session. Different data collection methods yielded different information, and they were interpreted differently.

The analysis section was created from a mix of quantitative analysis of the close-ended questions and qualitative analysis of the narrative content. Since the quantitative analysis were examined first due to getting some insight about the data collected, the quantitative results will be discussed first. Following on that, the results from the qualitative analysis of the narrative content will be discussed. Lastly, a cross-examination were made among all of the results.

The close-ended questions were sectioned to investigate the following subjects respectively:

- Brand and model information of mobile phone to investigate whether it is a customizable product;
- Frequency of usage, amount and kind of added personal value to product, for investigating the personal value of the product and getting a rough insight on product attachment;
- Which accessories used along with product, such as wrist straps, neck straps, cases, charms, and other. This section asks the type, the amount, the memory of having them, the personal value of the accessories, the frequency of usage and changing them, and whether they are seen as differentiations;
- Whether there is any customization or intervene applied on hardware of the product, which might be done intentionally or unintentionally. This section asks the type, the amount, the memory of having, the personal value of the accessories, the frequency of usage and changing them, and whether they are seen as differentiations;
- Desired customizations of the users;
- Whether there is any customization or intervene applied on software of the product, which might be done intentionally or unintentionally. This section asks the type, the amount, the memory of having, the personal value of the accessories, the frequency of usage and changing them, and whether they are seen as differentiations.

As all the resulted data were given in the analyses section, the distinctions and similarities were discussed in the conclusion section.

In Fig. 5.1 and Table 5.2, the quantitative data were given; which were derived from the close-ended responds. The distinction results drawn from the quantitative analysis are as follows;

- There is a distinction in brand choices; which is same with both boys and girls. Among the girls, 9 of them were using a Nokia brand mobile phone, 4 of them were using Samsung brand mobile phone, and the rest of the respondents were using other brands such as Sony Ericsson, Siemens, and General Mobile. One of the girl respondents was not aware of her mobile phone brand. Among boys, again 9 of them were using a Nokia brand mobile

phone, 6 of them were using a Samsung brand mobile phone, and the rest of the respondents were using other brands. Nokia and Samsung are the mostly chosen brand by the participants (Fig. 5.1).

- 4 of the boys preferred to use cases with their mobile phones whereas 7 percent of the girls preferred to use cases. The frequency of using cases among the girls are nearly twice of the boys' (Table 5.2).
- Where none of the boys preferred to use straps, 1 of the girls preferred to use wrist and neck straps (Table 5.2).
- Ringtones were found to be customized by every user in different three different ways, which are vibration mode, tunes came within the phone, and other audible files like songs in mp3 formats, which were downloaded to the phones memory by users. 6 of the boys and 10 of the girls preferred to use their phone in vibration mode. 2 of the boys and 3 of the girls preferred to use phone tunes. And 15 of the boys and 7 of the girls preferred to use other audible files. According to these data, it is found that most of the girls preferred vibration mode, whereas most of the boys preferred to download their own audible files to phones memory and use them. Since, all the participants are living in the similar environments with same regulations most of the time, such as school in weekdays and teaching institutions in weekends, it might be stated that there is a distinct behavior regardless their environment. The boys are more comfortable with audible mobile phone melodies, and being heard, whereas the girls are more reserved about their mobile phone alerts, and they would like to keep it silent (Table 5.2).
- According to the given data on customization attributes related to appearance, the number of boys preferred stickers is 1, and the number of the girls is 3. The number of the girls' is three times of the boys' (Table 5.2).
- None of the boys preferred to use charms or make customization on product shell, whereas charms were preferred by 2 of the girls, 5 of the girls performed customizations on the product shell (Table 5.2).
- Regarding to apparel customizations, all users were using customized wallpapers classified into three types, which are self-images, images of others or things, and images selected from the mobile phone gallery. 5 of the girls

preferred to use their self-images, whereas only 1 of the boys preferred to do so. Using images of others, friends, things, movie posters, celebrities were the most preferred choice in wallpapers in both boys and girls. 16 of the boys and 11 of the girls preferred other images as mentioned. Images offered by phones were the least chosen ones, with only chosen by 6 of the boys and 4 of the girls. Among choices on wallpapers, there is found a distinction in using self-image between the boys and the girls (Table 5.2).

- All of the boys and the girls made some kind of a customization in their mobile phones' wallpapers and ringtones. Since, ringtone and wallpaper customizations might be considered as software based customizations, it might be stated that all the boys and the girls were eager on software based customizations (Table 5.2).
- Another distinction among genders is the customization performed on hardware. The fact is that, there are some customizations made on hardware, which were performed by the girls, and the boys did not attempt to that at all (Table 5.2).
- Related to accessory usage, one of the highest distinctions between the boys and the girls, is about the usage of accessories such as. 13 of the 20 girls were using a kind of accessory along with their mobile phones, while only 5 boys were using a kind of accessory (Table 5.3).

In the qualitative analysis of the narrative content, the ten topics below were derived from the responds.

- **Topic #1:** Users might use their mobile phones due to several reasons.
- **Topic #2:** Users might use their mobile phones all the time or only in specific cases.
- **Topic #3:** Users might value their mobile phones differently.
- **Topic #4:** Users would like to customize hardware of their mobile phones due to different intentions.
- **Topic #5:** Users might avoid customization for different reasons.

- **Topic #6:** Users might like to use ringtones or to refuse an audible tone by using the vibration attribute.
- **Topic #7:** Users might customize wallpapers due to different reasons.
- **Topic #8:** Users might enjoy making customizations, or see it as a waste of time and effort.
- **Topic #9:** Users might regard using customized products as being showy and pretentious.
- **Topic #10:** Users might demand other customizable features or might be very content of what manufacturers have offered or would offer.

Regarding the above topics, the important outcomes drawn from the qualitative analysis of the narrative content are:

- Regarding the topic #1, 6 of the girls and 4 of the boys define the usage of their mobile phones as an addictive behavior. The number of the girls is nearly twice of the number of the boys (Table E.1; Table 5.4).
- Regarding the topic #1, 3 of the girls and 1 of boys use their mobile phones for mandatory reasons. The number of the girls is three times than the number of the boys (Table E.1; Table 5.4).
- Regarding the topic #2, 6 of the the girls and 3 of the boys define the frequency of their mobile phone usage as inseparable. The number of the girls is more than twice of the number of the boys (Table E.2; Table 5.5).
- Regarding the topic #3, the distributions of importance of mobile phones to their users are very similar among the boys and the girls (Table E.3; Table 5.7).
- Regarding the topic #4, 18 of the boys and 8 of the girls show no reason or intention to a particular customization on hardware. The number of the boys is nearly twice of the number of the girls (Table E.4; Table 5.7).
- Regarding the topic #5, all of the boys and 12 of the girls avoid customization to maintain the original look of the product and to be simple (Table E.5; Table 5.7).

- Regarding the topic #5, 3 of the girls avoid customization for it may harm the product. Whereas the related number in the boys is 0 (Table E.5; Table 5.8).
- Regarding the topic #6, the highest frequency among the girls is seen in refusing an audible ringtone and using vibration with the number of 10. The highest frequency among the boys is seen in using an audible song with the number of 15 (Table E.6; Table 5.9).
- Regarding the topic #7, 5 of the girls and 1 of the boys use self-images as wallpaper. The number of girls is nearly six times of the number of boys (Table E.7; Table 5.10).
- Regarding the topic #8, the act of customization among girls, has a smooth distribution between being enjoyable and waste with the number of 8, 3 and 9 in orderly. On the other hand, most of the boys see the act of customization as a waste of time and effort, with the number of 17 (Table E.8; Table 5.11).
- Regarding the topic #8, the number of finding the act of customization enjoyable, is 8 among the girls and 3 among the boys. The number of girls is nearly three times of the number of boys (Table E.8; Table 5.11).
- Regarding the topic #9, 10 of the girls and 16 of the boys regard customized products as being showy and pretentious (Table E.9; Table 5.12).
- Regarding the topic #10, the highest number in the participants' desired customizations are clustered in the answer; which says the users have belief in companies would figure out the desired ones for them. The numbers are 10 among the girls and 14 among the boys. The second class of the most desired customizations are all related to enhance technological functions with the number of 8 among the girls and 9 among the boys (Table E.10; Table 5.13).

In researching these above ten topics, some other quantitative results were also derived from the qualitative analyses.

- As given in Table 5.14, the frequency of changing customized settings or accessories are at its lowest. And the distribution among the boys and among the girls are very similar.

- As given in Table 5.15, the distribution of user-added value to his/her mobile phone does not show any distinction among the boys and the girls. And the highest rate is received in the answer says that mobile phones are highly important to users. The numbers are 13 among the boys and 14 among the girls.
- 4 of the girls and 6 of the boys use a wallpaper coming within the phone. 3 of the girls and 2 of the boys use a ringtone coming within the product. The demand ratio of phone attributes are low (Table 5.2).
- The fact is that most of the customizable features are relating to the appearance such as cases, straps, charms, stickers, changeable shells. On the contrary, just 2 of the girls and none of the boys mentioned about a desired customization related to appearance. Besides, 8 of the girls and 9 of the boys mentioned about functional and technological specialties in their desired customizations (Table 5.13).

To make a cross-examination between the mentioned topics and to examine the reliability of our coding scheme, another analysis is held (see appendix G). In this analysis, all the data obtained from close-ended and open-ended questions was combined into Table G.1. The reason is that combining all the data in a table format, it might allow to see some unnoticed results and relations between the responds. After combining the data together, some data were eliminated, if they have no significant relation to any other data and they did not play any significant role in the previous analyses.

According to Table G.1, the intersections drawn are:

- The respondents “inseparable” and “addiction”; “all the time” and “dependency”; “mandatory” and “occasionally” are intersected mostly in same users. Although, these intersections are predictable, since these two subject were examined under different topics with different coding schemes, this relation might tell the reliability of the related analysis and coding schemes.
- All users who have mandatory reasons for using mobile phones, make using some kind of accessory or made a customization on product shell. On the other hand, all users who showed an addictive behavior do not do user

customizable products. Although, it is hard to maintain a valuable result from these intersections, it might be said that the relation between making customization and the frequency of usage is not very clear.

- All users who use a self-image as a wallpaper, are girls and they use some kind of accessory or made a customization on product shell.

As stated, it is hard to maintain a valuable results from these intersections. The fact is that, these intersections might be developed and examined in some other researches.

The main purpose of this study was to make a study on a subject, which has not been studied previously, and enlighten a new research area, which will be beneficial in development of manufacturing, marketing management and designing of industrial products. The gender and adolescence affects on choices and behaviors were applied to the study. In this study, a the relations between mass-customization, users' motivation and their gender differences were in focus. For this study was collecting elicited data, different analysis were applied on the collected data. Research structure and analyses were able to capture some distinct points and similar choices among gender regarding customization choices.

Brand choices showed similar among the boys and the girls. Both gender prefer Nokia and Samsung mobile phones. The girls are more eager to use cases, charms, straps and stickers on their mobile phones than the boys. The boys prefer to use audible ringtones at the same environment where as the girls mostly prefer to use mobile phones in silent mode. Thus, the girls have to use vibration for noticing alerts and there has no other choice for them to notice alerts and being silent to avoid take attention at the same time. The boys are more eager to express themselves in a loud way and with the music style they like, whereas the girls prefer to maintain reserved. Tunes in the phone memory are the least selected one by both gender. Rather than the boys, the girls would like to save their self portrait to their phone and use it as wallpaper. Most of the participants prefer to use images of other people and things as wallpaper. The images from the phones gallery are the least selected ones. The fact is that all the participant has customized the mobile phone's factory settings, and use different wallpapers and alert modes. All users who use a self-image as a wallpaper, are girls and they use some kind of accessory or made a customization on product shell. And all users who have mandatory reasons for using mobile phones, use some

kind of accessory or made a customization on product shell. On the other hand, all users who showed an addictive behavior do not use customizable products. Although, it is hard to maintain a valuable result from these intersections, it might be said that the relation between making customization and the frequency of usage is not very clear.

Most of the participants prefer to use their mobile phones shell and look in their original state. Although, the girls are more comfortable to make modifications on their product shell rather than the boys. On the contrary, the frequency of refusing hardware based customization for it would harm the product, is more common between the girls, whereas the boys who refuse hardware customizations and insist on the original look, do not mention about protecting the product at all. The frequency of using accessories along their mobile phones without harming the product shell, is higher among the girls than the frequency among the boys. The boys are more likely to refuse customization and insist on the original look rather than the girls. It may be stated that the girls refuse an hearable expression, but they are eager to make decorations on the phone and be noticeable. At the same time, most of the boys find visual customizations showy and pretentious.

The relationship between the girls and their mobile phones shows more addictive traits rather than in the relationship of the boys. The girls are more likely to make their mobile phones as an inseparable item, and an item that completes them. The girls are more happy to be able to make customization and they find it enjoyable. On the other hand, most of the boys find customizations as a waste of effort and time. Beside the addictive traits among girls, the number of using mobile phones due to mandatory reasons are higher among the girls. Although, the distribution of importance of their mobile phones to their users are very similar between the boys and the girls.

There is found a high rate among both the boys and the girls, in accepting what is produced instead of having a demand. Most of the participants understand from "desired customization" is an offer that would be thought by companies and would be placed in markets. After that, most of the participants demand extra technological features for their mobile phones. And most of the participants would not like to make customization often. They prefer to be familiar with and to get used to the product. In this point, it may be noted that the girls are eager to reshape the product to get used

to it and to be intimate. On the other hand, the boys show content with the product they buy, and they would like draw attention to it with audible alerts, whereas the girls are more interesting in reshaping the product and hide it with using vibration mode in the progress phase.

Although, the distributions in most of the subjects show similarities between the boys and the girls. The girls are more likely to use it in extreme ways, while at the same time the boys gathered in the middle of most of the scales. It is drawn that the girls are more comfortable in expressing themselves visually along with accessories, pictures, and modifying product shell. On the contrary, the boys prefer to express themselves audible and do not care to make a visual expression.

6.2 Limitations

Although, making multiple analyses helped in finding some answers to the research questions, there were several limitations to the study. The first limitation was related to the sample size. The sample size was very small, for it is not possible to make general statements with a group of 20 girls and 23 boys participants. The second limitation was that all the participants were placed in the same public high school, which admits its students based on the Nationwide High School Entrance score. And all of the students were coming from the same socio-economic level. Therefore, the results of the study was limited to only one socio-economic level in Istanbul, Turkey. Both of these limitations have an impact on external validity of the study and make the results difficult to generalize to other adolescents.

In addition, there were limitations affect the internal validity of the study. First, a structured interview-based questionnaire was enough to make neither an in-depth narrative analysis nor a quantitative analysis sufficiently. Thus, all the analyses in this study were needed to be supported by another kind of analysis. Secondly, the questionnaire was administered to all of the participants at the same limited time in the same class environment. Therefore, it might be kept in mind that the participants would have been intervened by each other during the questionnaire session. These mentioned limitations might have affected the internal validity of the study.

6.3 Recommendations for Further Research

Since there was no previous research regarding the gender-based motivations through customizing mobile phones among adolescents in this particular cultural context, the aim of this study was to be a preliminary investigation. The same subject could be studied in more extensive researches. According to the mentioned limitations in the previous section, some recommendations could be made as follows. Firstly, the number of the participants might be increased for obtaining more general results. Secondly, participants might be chosen from various socio-economic level in the same cultural context. Thirdly, a face to face interview could be made by an expert in a private environment alone with each participant. That might increase the quality of the obtained data.

As discussed in the first four chapters, the topic of this study might be rich in data, for it has not been studied yet. In addition, the data around the subjects of consumption, customization, adolescents and gender, might be useful for various disciplinary. To strength the weaken points of this study might be helpful make more in-depth future researches on this subject.

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APPENDICES

- APPENDIX A:** Questionnaire administered to the class teachers
(Turkish version – Original format)
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**APPENDIX A: Questionnaire administered to the class teachers
(Turkish version – Original format)**

Okul ismi:

Yardımcı öğretmenin adı soyadı/Branşı:

E-posta adresi:

Kaçıncı sınıf:

Sınıf Hakkında Bilgiler:

- 1) Sınıf mevcudu kaç? Kaç kız, kaç erkek var?
- 2) Ailelerin genel gelir seviyesi nedir?
 - a. ≤ 2000
 - b. 2000-4000
 - c. 4000-6000
 - d. 6000-8000
 - e. 8000-10.000
 - f. 10.000 $\geq$
- 3) Okulun genelinde sınıfın başarı seviyesi nedir?
- 4) Sınıf içi arkadaşlıkları nasıl değerlendiriyorsunuz?

APPENDIX B: The structured interview-based questionnaire administered to the participants (Turkish version – Original format)

Merhabalar,

Aşağıda cep telefonunuz ve mp3 çalarınızı nasıl kullandığınızla ilgili bazı sorular bulacaksınız. Sizin yaptığınız ürün seçimleri ve ürünlerin tasarımını ne kadar değiştirdiğinizi öğrenmek amacıyla sorulular. Cevaplarınız İ.T.Ü. Endüstri Ürünleri Tasarımı bölümünde yapılan bir tez araştırmasında kullanılacak. Vereceğiniz cevaplar bu çalışma için çok değerli, çünkü sizler yaş grubunuzu temsilen seçilen öğrencilersiniz. Ayırdığınız zaman ve samimi cevaplarınıza teşekkür etmek için anketin sonunda küçük bir sürprizim olacak. :)

Teşekkürler!

Emel ŞENALP

Not: Kişisel bilgileriniz kesinlikle gizli tutulacaktır.

- 1) Adı/Soyadı:
- 2) E-posta adresiniz:
- 3) Cinsiyetiniz:
- 4) Doğum yılı ve yeriniz:

5) İlgili sorulara en açıklayıcı şekilde cevap veriniz lütfen.

a. Cep telefonunuz hakkında:

Ürün		Cep telefonunuz - Markası ve modeli:					
Ne kadar sıklıkla cep telefonunuzu yanınızda taşıyorsunuz?							
Sizin için ne kadar değerli? Neden?							
Cep telefonunuzla beraber kullandığınız bir aksesuar var mı?	☐ Evet (Yandaki ürünlerden seçip ilgili boşlukları doldurun lütfen.)	Neden bu ürünü kullanıyorsunuz?	☐ Bileklik	☐ Boyun askısı	☐ Kılıf	☐ Sallantılı süsler	☐ Diğer
		Bu üründen kaç tane var?(Birden çoksa neden?) Ne zaman ve nereden aldınız?					
		Sizin için manevi değeri varsa anlatır mısınız?					
		Bu ürünle bir fark yarattığınızı düşünüyor musunuz? Açıklar mısınız?					
		☐ Hayır Neden?.....					

Cep telefonunuzun dış görünümüne herhangi bir müdahalede bulundunuz mu?	☐ Evet (Çıkartma yapıştırmak, boyamak / boyasını kaldırmak vb. gibi yaptığınız müdahaleleri anlatın lütfen.)	Müdahale olarak ne yaptınız?	☐	☐
		Neden bunu seçtiniz / Neden böyle bir değişiklik yaptınız?		
		Ne zaman ve nereden aldınız? / Kendiniz mi yaptınız?		
		Sizin için manevi değeri varsa anlatır mısınız?		
		Bununla bir fark yarattığınızı düşünüyor musunuz? Açıklar mısınız?		
☐ Hayır Neden?				
Hayalinizde cihaza eklemek/ uygulamak istediğiniz bir değişiklik var mı?	☐ Evet Anlatır mısınız?			
	☐ Hayır Neden?			
Melodi olarak ne kullanıyorsunuz?	Cep telefonunuza özel bir melodiniz mi var, yoksa ürünle beraber gelenlerden birini mi kullanıyorsunuz? Neden?			
	Sık sık melodinizi değiştirir mısınız? Neden?			
Ekranınızı açtığınızda ne görüyorsunuz?	Cihazda özel bir duvar kağıdı/tema kullanıyor musunuz, yoksa menüdeki seçeneklerden kendiniz mi oluşturdunuz? Tarif eder misiniz?			
	Arayanlara göre ekran görünümünü değiştiriyor mu? Evetse kimler için, nasıl ayarlar yaptınız?			
	Ekran ayarlarınızı sık sık değiştiriyor musunuz? Neden?			

b. Mp3 çalarınız hakkında:

Ürün	Mp3 çalarınız - Markası ve modeli:					
Ne kadar sıklıkla mp3 çalarınızı yanınızda taşıyorsunuz?						
Sizin için ne kadar değerli? Neden?						
Mp3 çalarınızla beraber kullandığınız bir aksesuar var mı?	☐ Evet (Yandaki ürünlerden seçip ilgili boşlukları doldurun lütfen.)	Neden bu ürünü kullanıyorsunuz?	Bileklik / Kol bandı	☐ Boyun askısı	☐ Kılıf	☐ Diğer
		Bu üründen kaç tane var?(Birden çoksa neden?) Ne zaman ve nereden aldınız?				
		Sizin için manevi değeri varsa anlatır mısınız?				
		Bu ürünle bir fark yarattığınızı düşünüyor musunuz? Açıklar mısınız?				
☐ Hayır Neden?.....						

Mp3 çalarınızın dış görünümüne herhangi bir müdahalede bulundunuz mu?	☐ Evet (Yandaki ürünlerden seçip ilgili boşlukları doldurun lütfen.)	Müdahale olarak ne yaptınız?	☐	☐
		Neden bunu seçtiniz / Neden böyle bir değişiklik yaptınız?		
		Ne zaman ve nereden aldınız? / Kendiniz mi yaptınız?		
		Sizin için manevi değeri varsa anlatır mısınız?		
		Bununla bir fark yarattığınızı düşünüyor musunuz? Açıklar mısınız?		
	☐ Hayır Neden?			
Hayalinizde yapmak istediğiniz bir değişiklik var mı?	☐ Evet Anlatır mısınız? ☐ Hayır Neden?			
Ekranınızı açtığınızda ne gözüküyor?	Üründe özel bir duvar kağıdı/tema kullanıyor musunuz, yoksa menüdeki seçeneklerden kendiniz mi oluşturdunuz? Tarif eder misiniz?			

APPENDIX C: The Participants' Mobile Phones



Figure C. 1: The Participants' Mobile Phones

APPENDIX D: The Physical Representation of the Briefs and the Images



Figure D. 1: The Physical Representation of the Briefs and the Images

APPENDIX E: The Qualitative Analyses of the Narrated Content (Translated in English)

Table E. 1: The Content Analysis of Topic #1

Topic #1: Users might use their mobile phones due to several reasons.			
ID #	Gender	Words & Phrases	Context
01	F	Always happen to be a need of calling or texting someone. Its calculator and mp3 player.	Dependency: Due to safety, function of communication F: 08, 13, 11, 10, 02, 01, 05, 04, 07, 06, 14 M: 23, 30, 25, 24, 27, 43, 22, 42, 38, 32, 29, 28, 33, 41, 39, 31, 35, 21
02	F	Enable to communicate with my friends.	
03	F	Only in a case of need.	
04	F	Enable to communicate with my friends anytime.	
05	F	There are so little times that I am without it.	
06	F	Communicate with people. Immortalize the moment by capturing photos. Listen to music.	Addiction: To enhance self-esteem, to be unable to agree on being without, to use it for no purpose, completing image of identity, even when seeing some disadvantages F: 19, 12, 20, 17, 15, 16 M: 40, 26, 34, 36
07	F	Just a tool for talking or texting.	
08	F	Feel insecure without it.	
09	F	Only when go to my teaching institute at weekends or go out.	
10	F	Just a need.	
11	F	Listen to music with it. Always keep with me for talking to and texting people.	Mandatory: Due to environmental consequences like parental requirements instead of self-willingness F: 09, 03, 18 M: 37
12	F	Listen to music with it. My communication device. Photography. Helps me with everything.	

Table E.1 (contd): The Content Analysis of Topic #1

13	F	Not agree on it is valuable apart from enabling talking.
14	F	Need to communicate with my parents and friends, when I'm away from them.
15	F	Feel lonely when it's not there.
16	F	Feel far away from my friends without it. Enable to transmit everything in my mind to my friends, when doing homework, studying and listening to music.
17	F	My life builds on it. Feel incomplete without it.
18	F	For people that I have to be in touch.
19	F	Communicate with all of my friends. Good for boredom. Love talking on the phone and texting.
20	F	Can't keep myself from texting.
21	M	Helps me with most of my things.
22	M	Helps me with everything. Makes my life easier.
23	M	Essential to me, because I need to reach my family anytime.
24	M	Enable to communicate.
25	M	Big need.
26	M	Enables to communicate with friends.
27	M	Communication device.
28	M	N/A
29	M	Listen to music and communicate with others.

Table E.1 (contd): The Content Analysis of Topic #1

30	M	Communicate with closest ones anytime anywhere.	
31	M	Using every day, every second. But not essential.	
32	M	Required.	
33	M	Using when I go to school.	
34	M	Inseparable item of mine. Need it everywhere every time.	
35	M	All the time. (No reason)	
36	M	Using in every part of my life.	
37	M	Only when out of school or home. Has no inner value to me.	
38	M	Call for help in a case of accident.	
39	M	Because of texting.	
40	M	Addicted to it for carrying over 2 years. Save phone numbers and quiz dates in it.	
41	M	Every day. Not valuable much.	
42	M	Communicate.	
43	M	Enable to communicate with everyone.	

Table E. 2: The Content Analysis of Topic #2

Topic #2: Users might use their mobile phones all the time or only in specific cases.			
ID #	Gender	Words & Phrases	Context
01	F	Anytime.	Inseparable F: 19, 12, 20, 17, 16, 15 M: 26, 36, 34 All the time F: 08, 13, 11, 10, 01, 05, 04, 07, 06, 14, 18, 02 M: 40, 30, 28, 23, 25, 43, 41, 22, 39, 42, 38, 32, 31, 35, 21, 29, 24 Occasioanlly F: 09, 03 M: 33, 27, 37
02	F	Always with me.	
03	F	Weekends when going to teaching institute.	
04	F	Generally.	
05	F	Generally.	
06	F	Every day.	
07	F	Every day.	
08	F	Every day.	
09	F	Only when going to the teaching institute or <u>going out</u> .	
10	F	Constantly with me.	
11	F	Constantly.	
12	F	Constantly. Even when I'm sleeping.	
13	F	Any minute.	
14	F	Every day.	
15	F	Constantly.	
16	F	Anytime.	
17	F	Anytime.	
18	F	Every day.	
19	F	Anytime. Go to toilet with it.	
20	F	Every minute.	
21	M	Anytime.	
22	M	Anytime.	

Table E.2 (contd): The Content Analysis of Topic #2

23	M	Anytime.	
24	M	Anytime.	
25	M	Anytime.	
26	M	Always carrying. Even at nights, keeping it under my pillow.	
27	M	Due to restrictions, not bring at school. Not use at school either.	
28	M	Constantly.	
29	M	Almost anytime.	
30	M	Anytime.	
31	M	Every day, every second.	
32	M	Every day.	
33	M	Everyday when going to school.	
34	M	Anytime.	
35	M	Anytime.	
36	M	Anytime.	
37	M	When out of home or school.	
38	M	Keeping by my side as much as possible.	
39	M	Anytime.	
40	M	Constantly.	
41	M	Every day.	
42	M	Every day.	
43	M	Anytime.	

Table E. 3: The Content Analysis of Topic #3

Topic #3: Users might value their mobile phones differently.			
ID #	Gender	Words & Phrases	Context
01	F	Very important, even if not highly valuable.	High F: 08, 19, 12, 11, 20, 17, 02, 04, 16, 15, 10, 09, 01, 14 M: 40, 26, 25, 24, 34, 39, 38, 31, 21, 36, 29, 30, 22 Moderate F: 05, 06, 18 M: 23, 27, 43, 42, 32, 35 Low F: 13, 03, 07 M: 41, 37, 28, 33
02	F	Highly worthy.	
03	F	Not valuable much.	
04	F	Highly worthy.	
05	F	Even carrying around is annoying.	
06	F	Moderately valuable.	
07	F	Do not care.	
08	F	Highly worthy.	
09	F	Important for multitasking.	
10	F	Just a need.	
11	F	Highly worthy.	
12	F	One of my most valuable belongings.	
13	F	Using mobile phones are already killing joy. But can not afford another one, if it breaks.	
14	F	Important but not essential.	
15	F	Highly worthy.	
16	F	Very essential to me.	
17	F	Shape my life.	
18	F	N/A	
19	F	Highly highly worthy.	
20	F	Highly worthy.	
21	M	Highly worthy.	
22	M	Worthy. The only phone that did not bore me.	

Table E.3 (contd): The Content Analysis of Topic #3

23	M	Essential.	
24	M	Highly worthy.	
25	M	Highly worthy.	
26	M	Highly worthy.	
27	M	Kind a valuable.	
28	M	Has no value.	
29	M	Very important.	
30	M	Important.	
31	M	Highly worthy.	
32	M	Ordinary.	
33	M	N/A	
34	M	Inseparable of me.	
35	M	Love it, but it becomes heavy in my pocket.	
36	M	Inseparable of me.	
37	M	Not much. No inner value.	
38	M	Highly worthy.	
39	M	Pretty much worthy.	
40	M	Very important to me.	
41	M	Not much.	
42	M	Ordinary.	
43	M	Always beside me.	

Table E. 4: The Content Analysis of Topic #4

Topic #4: Users would like to customize hardware of their mobile phones due to different intentions.			
ID #	Gender	Words & Phrases	Context
01	F	Look nice.	Protect the product F: 08, 09, 03, 06, 16, 14 M: 40, 22, 37, 36 N/A F: 19, 12, 13, 11, 20, 04, 07, 10 M: 28, 33, 23, 26, 24, 27, 34, 43, 39, 30, 42, 32, 31, 35, 21, 29, 25, 41
02	F	Protect. Put some color on it.	
03	F	Avoid scratches	
04	F	N/A	
05	F	Like it.	
06	F	Might use cases for protecting. But I don't.	
07	F	N/A	
08	F	Protect. Has no inner value.	
09	F	For keeping clean, and avoiding scratches.	
10	F	N/A	
11	F	N/A	For aesthetical reasons F: 01, 05, 15, 18 M: 38 Both aesthetic for and protection F: 02, 17 M: -
12	F	N/A	
13	F	N/A	
14	F	Avoid damages. Put a plaster on it for it has been broken. Some are beautiful, some are for protection.	
15	F	I like white more. My phone was grey.	
16	F	Avoid scratches.	
17	F	For I like it. Make usage easier. Aesthetic. Like stickers that express my style. Like expressing my style. Add a difference in its look.	
18	F	Covering the camera for it has been broken. The broken look annoyed me.	

Table E.4 (contd): The Content Analysis of Topic #4

19	F	N/A
20	F	N/A
21	M	N/A
22	M	Avoid scratches.
23	M	N/A
24	M	N/A
25	M	N/A
26	M	N/A
27	M	N/A
28	M	Do not see as necessary.
29	M	N/A
30	M	N/A
31	M	N/A
32	M	N/A
33	M	Do not have the need for it.
34	M	Needless.
35	M	N/A
36	M	My phone has a touch screen. It may be out of order in a case of scratch and dust.
37	M	Avoid damage.
38	M	Not like it all black, and put a silver sticker on it.
39	M	Needless.
40	M	Avoid damage.
41	M	N/A
42	M	N/A
43	M	Like it as the way it is.

Table E. 5: The Content Analysis of Topic #5

Topic #5: Users might avoid customization for different reasons.			
ID #	Gender	Words & Phrases	Context
01	F	Do not like it when it's eye catching	Afraid to harm F: 08, 13, 09 M:- To maintain the original look and for being simple F: 19, 12, 11, 10, 20, 02, 01, 05, 04, 07, 06, 16 M: 40, 30, 28, 33, 23, 26, 25, 24, 27, 34, 43, 41, 22, 39, 42, 38, 37, 32, 31, 35, 21, 36, 29 N/A F: 17, 03, 15, 14, 18 M: -
02	F	Ordinary look is good.	
03	F	N/A	
04	F	Not see the point. Contend with its physical appearance.	
05	F	Not find it necessary.	
06	F	Not come as important.	
07	F	Dealing with the accessories is pretty wasted. Not pay attention to its physical appearance. Do not see the need.	
08	F	Not want to harm it.	
09	F	Keep it clean. Not like to make something on it.	
10	F	Moved the sticker when it is peeled. Sticker was only for make it prettier.	
11	F	Not like.	
12	F	Absurd. Mobile phone need to be looking simple and old. Wrappedness makes it enjoyable. Like it as the way it is.	
13	F	Shall be bothered by its decoration! Less damaged is better.	
14	F	N/A	
15	F	Find it unnecessary. Not a fancy person. Not able to look after a case. Neck strap stays close to my heart.	
16	F	Find it unnecessary. More like to be simple.	
17	F	N/A	

Table E.5 (contd): The Content Analysis of Topic #5

18	F	N/A	
19	F	Love when it looks new.	
20	F	Love when it looks simple. Never put something on it to make it fancy.	
21	M	Like to use it simple. Its physical appearance is just as I want it to be.	
22	M	My phone does not need it.	
23	M	Like its simple look. Like to keep it original.	
24	M	Not need an additional thing with it. I am a simple person.	
25	M	Not like.	
26	M	Simplicity is important.	
27	M	Not have the need.	
28	M	Not want to corrupt its self-beauty.	
29	M	Not have the need.	
30	M	Like it simple very much and to me this way is more convenient. Original look is prettier.	
31	M	Not like accessory. Simplicity. Physical appearance is not important.	
32	M	Not like accessories like those.	
33	M	Its self-look is already beautiful. No need to look different.	
34	M	Unnecessary and absurd.	
35	M	Like it simple. Do everything sufficiently.	
36	M	Physical appearance is not important to me. Not have any obsession.	
37	M	Not have a purpose to be fancy. Like to maintain its simplicity.	
38	M	Love its original look more.	
39	M	Not like accessories.	

Table E.5 (contd): The Content Analysis of Topic #5

40	M	Love it remaining simple in its original look.	
41	M	Like everything simple. Not prefer to leave personal marks on objects that might be lost.	
42	M	Never have the need for it. Already like its color.	
43	M	Love its original state.	

Table E. 6: The Content Analysis of Topic #6

Topic #6: Users might like to use ringtones or to refuse an audible tone by using the vibration attribute.			
ID #	Gender	Words & Phrases	Context
01	F	Songs I like.	To use ringtones offered by the phone
02	F	Not use ringtones. Only vibration.	
03	F	A tune which is offered by the phone.	
04	F	In silent mode.	F: 20, 03, 14 M: 33, 27
05	F	Mostly in vibration mode.	To use downloaded ringtones or other audio files like songs
06	F	Have a special ringtone.	
07	F	Mostly in silent mode.	
08	F	New ringtone or song that I like.	F: 08, 12, 09, 17, 01, 06, 15
09	F	Songs I like.	M: 40, 30, 28, 23, 34, 43, 39, 42, 38, 37, 31, 35, 21, 36, 29
10	F	In silent mode.	To refuse using ringtones and to use vibration for maintain privacy
11	F	Always in silent mode.	
12	F	Not like tunes of the phone.	
13	F	Mostly in silent mode.	F: 19, 13, 11, 10, 02, 05, 04, 07, 16, 18
14	F	One of the tunes of the phone, because I could not find another tune that is suits me.	M: 26, 25, 24, 41, 22, 32
15	F	Have a special ringtone.	
16	F	In silent mode.	
17	F	Songs of my style.	
18	F	In silent mode.	
19	F	Mostly prefer vibration.	
20	F	Phone's tunes are classic and nice.	

Table E.6 (contd): The Content Analysis of Topic #6

21	M	A song I like.
22	M	Mostly in silent mode.
23	M	The theme song of Godfather the movie.
24	M	In vibration mode for three years.
25	M	Mostly in silent or vibration mode.
26	M	Vibration.
27	M	One of the tunes of the phone, because special ringtones draw attention to me.
28	M	A song instead of a ringtone.
29	M	A special ringtone to avoid mixing with other phones.
30	M	Music I like.
31	M	My favourite mp3.
32	M	In vibration mode.
33	M	Not need to be different.
34	M	A nice song.
35	M	A music I like.
36	M	RnB music.
37	M	A new song.
38	M	Song. Others are very classic.
39	M	A special ringtone. I like my own music taste.
40	M	A special ringtone.
41	M	Always in vibration mode.
42	M	A special ringtone.
43	M	One of the songs of my favourite band, which is easy to notice.

Table E. 7: The Content Analysis of Topic #7

Topic #7: Users might customize wallpapers due to different reasons.			
ID #	Gender	Words & Phrases	Context
01	F	Created images.	Self-portrait F: 02, 03, 16, 14, 18 M: 36 Image of a loved one: a celebrity, a movie poster, a football emblem, a football stadium, national flag, Image captured by the user, Downloaded image F: 12, 13, 11, 10, 09, 05, 06, 15, 08, 01, 07 M: 40, 23, 25, 24, 34, 43, 22, 39, 38, 37, 31, 35, 30, 28, 27, 41 An image offered by the phone F: 20, 17, 04, 19 M: 33, 26, 42, 32, 21, 29
02	F	A picture of me.	
03	F	A picture of me.	
04	F	A wallpaper of the phone.	
05	F	A picture of me.	
06	F	The picture of my favourite actor.	
07	F	Photos that I took.	
08	F	A photo that I took.	
09	F	A photo I like.	
10	F	A picture of my sister/brother.	
11	F	Photos that I took.	
12	F	A picture of Fatih Sultan Mehmet.	
13	F	Photos of me with my friends.	
14	F	A picture of me.	
15	F	A special image. Do not like the images in the phone.	
16	F	A picture of me. Not prefer any other image.	
17	F	No special image.	
18	F	A picture of me.	
19	F	Just an ordinary green wallpaper. Not care much.	
20	F	A simple image selected among the phone's gallery.	
21	M	Some images I like.	

Table E.7 (contd): The Content Analysis of Topic #7

22	M	Pictures I like.	
23	M	An image of Al Pacino captured from a scene in Scarface the movie.	
24	M	The national flag of Turkey.	
25	M	An emblem of Galatasaray.	
26	M	An image from phone's gallery.	
27	M	A picture I took.	
28	M	Yes.	
29	M	Any image from phone's gallery.	
30	M	An image of a tree looking under its broken stem.	
31	M	A picture of my girlfriend. A poster of a movie I like.	
32	M	Images from phone's gallery.	
33	M	A simple image from phone's gallery.	
34	M	The photo of Beşiktaş İnönü Stadium."	
35	M	Pictures of the people I love.	
36	M	A picture of me or a picture of me with my friends.	
37	M	A poster of a movie I like.	
38	M	An image of an anime character. To be different.	
39	M	Pictures.	
40	M	A movie poster.	
41	M	An ordinary picture of a view.	
42	M	An image from phone's gallery.	
43	M	A picture of my girlfriend.	

Table E. 8: The Content Analysis of Topic #8

Topic #8: Users might enjoy making customizations, or see it as a waste of time and effort.			
ID #	Gender	Words & Phrases	Context
01	F	I create special wallpapers. Arrange the songs I like with a special software and make them ringtones.	Enjoyable F: 08, 20, 17, 02, 01, 03, 06, 18 M: 38, 35, 36
02	F	Change when I take a new photo.	
03	F	To make it colorful.	
04	F	Do not have the need for. Do not change. Very contend with it.	Occasionally F: 13, 11, 19 M: 30, 22, 37
05	F	Unnecessary.	
06	F	My favourite song always changes.	Wasta of time and effort, unnecessary F: 12, 10, 09, 05, 04, 07, 16, 15, 14 M: 40, 28, 33, 23, 26, 25, 24, 27, 34, 43, 41, 39, 42, 32, 31, 21, 29
07	F	Do not have the need for.	
08	F	Get bored and change.	
09	F	Not change often.	
10	F	Never change.	
11	F	Occasionally.	
12	F	In the way I accustomed to.	
13	F	Change when I get bored.	
14	F	Exerting effort on it is boring.	
15	F	Unnecessary.	
16	F	Change if I get bored too much.	
17	F	Look original.	
18	F	Change with different pictures.	
19	F	Not care too much. Change once in 2 or 3 months time, if I get bored.	

Table E.8 (contd): The Content Analysis of Topic #8

20	F	Change often. Depend on my mood.	
21	M	Do not regard as necessary.	
22	M	Change when I get bored. Once in a two weeks time.	
23	M	Never change.	
24	M	Do not regard as necessary.	
25	M	Not like putting effort on these things.	
26	M	Prefer to keep it stable in its setting.	
27	M	Not like putting effort on these things.	
28	M	Waste of time.	
29	M	Already suit my needs.	
30	M	Change when there is a new song that I like.	
31	M	It is sufficient if it makes call, sends text and plays mp3.	
32	M	Do not regard as necessary.	
33	M	Do not regard as necessary.	
34	M	Unnecessary.	
35	M	Yes. I get bored with it.	
36	M	I like newers rather than older ones.	
37	M	A new song. A movie I like.	
38	M	Change wallpaper every day. To make it different.	
39	M	I am lazy.	
40	M	Unnecessary. Waste of effort.	
41	M	Make a stable setting for once.	
42	M	Do not have the need ever.	
43	M	Never change.	

Table E. 9: The Content Analysis of Topic #9

Topic #9: Users might regard using customized products as being showy and pretentious.			
ID #	Gender	Words & Phrases	Context
01	F	Not like it when it draws attention to itself.	Agree F: 12, 09, 20, 02, 01, 04, 07, 06, 16, 15 M: 27, 24, 26, 23, 28, 30, 40, 43, 39, 42, 37, 32, 31, 35, 21, 36
02	F	Ordinary state is beautiful.	
03	F	To make is colorful. I believe that it differentiates it. Not everybody has that sticker.	
04	F	Its ordinary look is beautiful.	
05	F	Not like charms.	
06	F	Prefer simplicity over being fancy.	Disagree or Not against F: 08, 19, 17, 05, 03, 18, 13, 11, 10, 14 M: 22, 38, 25, 33, 34, 29, 41
07	F	Do not care for its physical appearance.	
08	F	Creates a difference. But not too much. Everybody use a case.	
09	F	Not like to make something on it. Not like to add or extract something.	
10	F	N/A	
11	F	N/A	
12	F	Absurd. Mobile phone need to be looking simple and old. Wrappedness makes it enjoyable. Like it as the way it is.	
13	F	N/A	
14	F	N/A	
15	F	I am not a fancy person.	
16	F	I prefer simplicity. To damage its original look is not differentiating.	
17	F	Like to express my style.	
18	F	N/A	

Table E.9 (contd): The Content Analysis of Topic #9

19	F	Those would disturb me when it is in my pocket. I find charms aesthetic. Not care too much.	
20	F	My phone is in the way it is. I like simple things.	
21	M	Like to use it simple.	
22	M	I make a difference.	
23	M	Prefer its simple look. Like to keep it in its original state.	
24	M	Do not have the need for. I am a simple person.	
25	M	Unnecessary.	
26	M	I care for simplicity.	
27	M	Like simplicity. Do not have the need for.	
28	M	Not want to corrupt its self-beauty.	
29	M	Suit my needs.	
30	M	Not think that I create a difference. Everybody uses. I find its original look more beautiful.	
31	M	Physical appearance is not important.	
32	M	Contend. Do not have the need for.	
33	M	N/A	
34	M	It is sufficient.	
35	M	Like it simple.	
36	M	Not have any obsession.	
37	M	Prefer to keep it in its own simplicity. Not have an urge to be fancy.	
38	M	It was dull. To differentiate it.	

Table E.9 (contd): The Content Analysis of Topic #9

39	M	Not like accessories.	
40	M	No. Prefer to keep it simple in its original state.	
41	M	Not like to leave personal marks.	
42	M	Unnecessary. Already like its color.	
43	M	Love its original state.	

Table E. 10: The Content Analysis of Topic #10

Topic #10: Users might demand other customizable features or might be very contend of what manufacturers have offered or would offer.			
ID #	Gender	Words & Phrases	Context
01	F	An accessory.	Having trust in manufacturers would produce what is needed
02	F	It is beautiful in its original look.	
03	F	A mirror and a pen.	
04	F	Contend with its physical appearance. Prefer this one.	F: 08, 12, 09, 20, 02, 04, 07, 06, 16, 10
05	F	Enhance its capacity of memory. A touch screen. Louder speakers.	M: 40, 28, 25, 24, 34, 43, 22, 37, 32, 31, 35 29, 41, 27
06	F	I already chose this phone, because I like its physical appearance. I like simplicity, not being fancy.	
07	F	Just a tool for speaking and texting.	
08	F	Already have what I need within my phone.	To enhance its technological functions or durability
09	F	Mostly contend with my mobile phone. Do not like to add something.	
10	F	N/A	
11	F	To be able to save more music and pictures without a memory card.	F: 19, 13, 11, 17, 05, 03, 14, 18
12	F	If I had any desire, I would buy a mobile phone that has them.	
13	F	To be able to send handwritings on a paper as text messages.	
14	F	Use as a transport id. A camera with higher resolution.	M: 30, 33, 23, 26, 39, 42, 38, 21, 36
15	F	Selectable shell colour.	
16	F	It has everything that it has to have.	
17	F	To be unbreakable.	To enhance its appearance
18	F	A camera with higher resolution.	
19	F	To have a louder sound as 4+1 speakers have. Then, we would entertain ourselves everywhere.	

Table E.10 (contd): The Content Analysis of Topic #10

20	F	Contend with its simple look.	
21	M	Its physical appearance is just as I want it to be.	
22	M	Do not have any desire due to my phone has it all.	
23	M	Unbreakable screen. Steel shell.	
24	M	My device is already perfect.	
25	M	Do not have the need.	
26	M	I changed 4 mobile phones in previous year. ~~I would like to have them in steel, and with~~	
27	M	Companies would offer it.	
28	M	This one has everything.	
29	M	Meet all my needs.	
30	M	Louder sound.	
31	M	Contend with my phone. Calling, texting and playing mp3 are sufficient.	
32	M	Contend.	
33	M	3D display.	
34	M	Sufficient with its original state.	
35	M	Like it simple. ~~Sufficient.~~	
36	M	Add a sports channel.	
37	M	Its own simplicity. ~~Not want to add a difference.~~	
38	M	Solar powered battery.	
39	M	Watch concerts.	
40	M	Like it in its original state.	
41	M	N/A	
42	M	Add 3G.	
43	M	Like it in its original state.	

APPENDIX F: The Qualitative Analyses of the Narrated Content (Turkish Version – Original Format)

Table F. 1: The Content Analysis of Topic #1 in Turkish

1. Konu: Kullanıcılar mobil telefonlarının farklı sebeplerden ötürü kullanabilirler.			
ID #	Cinsiyet	Kelimeler & Söz öbekleri	Bağlam
01	F	"Her zaman birini aramak veya mesaj çekmek gerekiyor. İçinde hesap makinesi, müzik çalar barındırması da önemli."	Tabi olma: F: 08, 13, 11, 10, 02, 01, 05, 04, 07, 06, 14 M: 23, 30, 25, 24, 27, 43, 22, 42, 38, 32, 29, 28, 33, 41, 39, 31, 35, 21 Bağımlılık: F: 19, 12, 20, 17, 15, 16 M: 40, 26, 34, 36 Zorunluluk: F: 09, 03, 18 M: 37
02	F	"Arkadaşlarımla konuşmamı sağlıyor."	
03	F	"Sadece işimi görmesi için kullanıyorum."	
04	F	"Arkadaşlarımla istediğim an iletişim kurmamı sağlıyor."	
05	F	"Yanımda taşımadığım zaman azdır."	
06	F	"İnsanlarla iletişim kurabiliyorum. Fotoğraf çekerek o anı ölümsüzleştirebiliyorum. Müzik dinleyebiliyorum."	
07	F	"Sadece konuşma ya da mesaj aracı."	
08	F	"O yanımda olmayınca kendimi güvende hissetmiyorum."	
09	F	"Sadece dershaneye ve dışarıda bir yere gideceğim zaman."	
10	F	"Sadece bir ihtiyaç."	
11	F	"Müzik dinliyorum ve insanlarla konuşmam için ya da mesajlaşmak için sürekli yanımda."	
12	F	"Müziği onunla dinliyorum, iletişimim onunla, fotoğraf vs. Her işimi görüyor."	
13	F	"Konuşmaktan başka bir değeri olduğunu düşünmüyorum."	
14	F	"Ailem ve arkadaşlarımla beraber olmadığım zaman iletişim kurmam için gerekli."	

Table F.1 (contd): The Content Analysis of Topic #1 in Turkish

15	F	"Olmayınca yalnız hissediyorum kendimi."	
16	F	"O olmadan kendimi arkadaşlarımdan uzak hissediyorum. Evde ödev yaparken, ders çalışırken veya müzik dinlerken aklıma gelen her şeyi arkadaşlarıma iletebiliyorum."	
17	F	"Hayatımı oluşturuyor. Cep telefonu yanımda olmadığı zaman eksik hissediyorum."	
18	F	"İletişim kurmak zorunda olduğum kişiler için."	
19	F	"Tüm arkadaşlarımla iletişim; can sıkıntısına iyi geliyor; telefonla konuşmayı ve mesajlaşmayı çok seviyorum."	
20	F	"Mesajlaşmadan duramıyorum."	
21	M	"Çoğu işimde yardımcı oluyor."	
22	M	"Her işime yarıyor. Yaşamıma kolaylık getiriyor."	
23	M	"Benim için ihtiyaç çünkü aileme her an ulaşabilmeliyim."	
24	M	"Haberleşmemi sağlıyor."	
25	M	"Büyük ihtiyaç."	
26	M	"Arkadaşlarımla iletişimimi sağlıyor."	
27	M	"İletişim aracı."	
28	M	N/A	
29	M	"Müzik dinlediğim ve insanlarla iletişim sağladığı için."	
30	M	"her zaman her yerde yakınlarımla iletişim kurabiliyorum."	

Table F.1 (contd): The Content Analysis of Topic #1 in Turkish

31	M	"Her gün her saniye. Olmazsa olmaz değil."	
32	M	"Lazım oluyor."	
33	M	"Okula giderken kullanıyorum."	
34	M	"Ayrılmaz parçam. Her ortamda her zaman ihtiyacım oluyor."	
35	M	"Her zaman." (No reason)	
36	M	"Hayatımın her alanında kullanıyorum."	
37	M	"Ev dışında ve okul dışında." "Manevi değeri yok."	
38	M	"Kaza anında yardım için."	
39	M	"Çünkü mesajlaşıyorum."	
40	M	"2 yıl sürekli taşımak bağımlılık yaratıyor." "tel numaralarını ve sınva tarihlerini telefonuma not ediyorum."	
41	M	"Her gün." "Çok değerli değil."	
42	M	"İletişim kurmak için."	
43	M	"Herkesle iletişim sağlıyor."	

Table F. 2: The Content Analysis of Topic #2 in Turkish

2. Konu: Kullanıcılar mobil telefonlarını her zaman ya da özel durumlarda kullanabilirler.			
ID #	Cinsiyet	Kelimeler & Söz öbekleri	Bağlam
01	F	"Her zaman."	Ayrılmaz: F: 19, 12, 20, 17, 16, 15 M: 26, 36, 34 Her zaman: F: 08, 13, 11, 10, 01, 05, 04, 07, 06, 14, 18, 02 M: 40, 30, 28, 23, 25, 43, 41, 22, 39, 42, 38, 32, 31, 35, 21, 29, 24 Duruma göre değişken: F: 09, 03 M: 33, 27, 37
02	F	"Hep yanımda."	
03	F	"Haftasonu dershaneye giderken."	
04	F	"Genelde."	
05	F	"Genelde yanımdadır."	
06	F	"Her gün"	
07	F	"Her gün"	
08	F	"Her gün"	
09	F	"Sadece dershaneye ve dışarıda bir yere gideceğim zaman."	
10	F	"Yanımdan hiç ayırmıyorum."	
11	F	"Sürekli."	
12	F	"Her daim, uyurken bile."	
13	F	"Her dakika."	
14	F	"Her gün"	
15	F	"Sürekli."	
16	F	"Her zaman."	
17	F	"Her zaman."	
18	F	"Her gün"	
19	F	"Her zaman; tuvalete bile telefonla girerim."	
20	F	"Her dakika."	
21	M	"Her zaman."	

Table F.2 (contd): The Content Analysis of Topic #2 in Turkish

22	M	"Her zaman."	
23	M	"Her zaman."	
24	M	"Her zaman."	
25	M	"Her zaman."	
26	M	"Her zaman taşıyım. Gece bile yastığımın altındadır."	
27	M	"Okula geitmem, çünkü kurallar bunu gerektiriyor ve zaten okulda kullanmıyorum."	
28	M	"Sürekli."	
29	M	"Hemen her zaman."	
30	M	"Her zaman."	
31	M	"Her gün, her saniye."	
32	M	"Her gün."	
33	M	"Her gün okula giderken."	
34	M	"Her zaman."	
35	M	"Her zaman."	
36	M	"Her zaman."	
37	M	"Ev dışında ve okul dışında."	
38	M	"Olabildiğince yanımda tutmaya çalışırım."	
39	M	"Her zaman."	
40	M	"Sürekli."	
41	M	"Her gün"	
42	M	"Her gün"	
43	M	"Her zaman."	

Table F. 3: The Content Analysis of Topic #3 in Turkish

3. Konu: Kullanıcılar mobil telefonlarına değişik değerler verebilirler.			
ID #	Cinsiyet	Kelimeler & Söz öbekleri	Bağlam
01	F	"Çok değerli değilse bile önemli."	Yüksek: F: 08, 19, 12, 11, 20, 17, 02, 04, 16, 15, 10, 09, 01, 14 M: 40, 26, 25, 24, 34, 39, 38, 31, 21, 36, 29, 30, 22
02	F	"Çok değerli."	
03	F	"Çok fazla değerli değil."	
04	F	"Çok değerli."	
05	F	"Bazen taşıması bile canımı sıkıyor."	
06	F	"Yeteri kadar değerli."	Ortalama: F: 05, 06, 18 M: 23, 27, 43, 42, 32, 35
07	F	"Önemsemiyorum."	
08	F	"Çok değerli."	
09	F	"Birçok işlemi gerçekleştirebildiğim için önemli."	
10	F	"Sadece bir ihtiyaç."	
11	F	"Çok değerli."	Düşük: F: 13, 03, 07 M: 41, 37, 28, 33
12	F	"En değerli eşyalarımдан biri."	
13	F	"Telefon kullanmak zaten gıcık bir şey." "Ona zarar gelirse başka bir tane alması zor olacağı için."	
14	F	"Önemli ama olmazsa olmaz değil."	
15	F	"Çok değerli."	
16	F	"Benim için çok gerekli."	
17	F	"Hayatımı oluşturuyor."	
18	F	N/A	
19	F	"çok çok değerli."	
20	F	"Çok önemli."	
21	M	"Çok değerli."	

Table F.3 (contd): The Content Analysis of Topic #3 in Turkish

22	M	"Değerli.""Sıkılmadan kullandığım tek telefon."	
23	M	"İhtiyaç."	
24	M	"Çok değerli."	
25	M	"Çok değerli."	
26	M	"Çok değerli."	
27	M	"Değerli sayılır."	
28	M	"Hiç değeri yok."	
29	M	"Çok önemli."	
30	M	"Önemli."	
31	M	"Çok değerli."	
32	M	"Normal."	
33	M	N/A	
34	M	"Ayrılmaz parçam."	
35	M	"Seviyorum, ama cepte ağırlık yapıyor."	
36	M	"Ayrılmaz bir parçam."	
37	M	"Çok fazla değerli değil. Manevi değeri yok."	
38	M	"Çok değer veririm."	
39	M	"Oldukça değerli."	
40	M	"Benim için çok önemli."	
41	M	"Çok değil."	
42	M	"Normal."	
43	M	"Her zaman yanımdadır."	

Table F. 4: The Content Analysis of Topic #4 in Turkish

4. Konu: Kullanıcılar mobil telefonlarının kabuğuna değişik sebeplerden ötürü kişiselleştirebilirler.			
ID #	Cinsiyet	Kelimeler & Söz öbekleri	Bağlam
01	F	"Güzel duruyor."	Cihazı korumak: F: 08, 09, 03, 06, 16, 14 M: 40, 22, 37, 36
02	F	"Korumak için." "Renk katmak için."	
03	F	"Çizilmemesi için."	
04	F	N/A	
05	F	"Hoşuma gidiyor."	Belirtilmemiş: F: 19, 12, 13, 11, 20, 04, 07, 10 M: 28, 33, 23, 26, 24, 27, 34, 43, 39, 30, 42, 32, 31, 35, 21, 29, 25, 41
06	F	"Belki kılıf kullanabilirdim. Telefonu koruduğu için diğerlerinden daha önemli. Fakat ben kullanmıyorum."	
07	F	N/A	
08	F	"Korumak için.", "Manevi değeri yok."	
09	F	"Temiz kalsın, düştüğünde çizilmesin."	Estetik sebepler: F: 01, 05, 15, 18 M: 38
10	F	N/A	
11	F	N/A	
12	F	N/A	
13	F	N/A	Hem estetik hem koruma amaçlı: F: 02, 17 M:
14	F	"Zarar görmesin diye." "Kırıldığı için yara bandı yapıştırdım.""Bazıları estetik açıdan hoş bazıları korumak için."	
15	F	"Beyaz rengini daha çok severim. Telefonum griydi."	
16	F	"Çizilmesin diye."	
17	F	"Hoşuma gidiyor." "Kullanım kolaylığı." "Estetik gözüktüğünü düşünüyorum." "Kendimi yansıtacak stickerları seviyorum." "Tarzımı yansıtmayı seviyorum." "Değişik bir görünüm veriyor."	

Table F.4 (contd): The Content Analysis of Topic #4 in Turkish

18	F	"Kırıldığı için kamerayı kapatıyorum. Bundan rahatsız oldum."
19	F	N/A
20	F	N/A
21	M	N/A
22	M	"Çizilmesin diye."
23	M	N/A
24	M	N/A
25	M	N/A
26	M	N/A
27	M	N/A
28	M	"Gerek görmüyorum."
29	M	N/A
30	M	N/A
31	M	N/A
32	M	N/A
33	M	"İhtiyaç duymuyorum."
34	M	"Gereksiz buluyorum."
35	M	N/A
36	M	"Telefonum full dokunmatik. Çizilmesi, tozlanması durumunda çalışmayabilir."
37	M	"Zarar görmesin diye."
38	M	"Tamamen siyah hoşuma gitmemişti. Gümüş renkli bir çıkartma yapıp yapıştırdım."
39	M	"Gerek görmüyorum."
40	M	"zarar görmesini engellemek."
41	M	N/A
42	M	N/A
43	M	"Kendi halini seviyorum."

Table F. 5: The Content Analysis of Topic #5 in Turkish

5. Konu: Kullanıcılar kişiselleştirmeyi değişik sebeplerden ötürü reddedebilirler.			
ID #	Cinsiyet	Kelimeler & Söz öbekleri	Bağlam
01	F	"Fazla göze batmasını sevmiyorum."	Zarar vermeye çekinmek: F: 08, 13, 09 M: Orijinal hâlini korumak, sade kullanmak: F: 19, 12, 11, 10, 20, 02, 01, 05, 04, 07, 06, 16 M: 40, 30, 28, 33, 23, 26, 25, 24, 27, 34, 43, 41, 22, 39, 42, 38, 37, 32, 31, 35, 21, 36, 29 Belirtilmemiş: F: 17, 03, 15, 14, 18 M:
02	F	"Normal hali güzel."	
03	F	N/A	
04	F	"Gerek duymuyorum." "Dış görünüşünden memnunum."	
05	F	"Gerek bulmuyorum."	
06	F	"O kadar da önemli gelmiyor."	
07	F	"Aksesuarlarla uğraşmak oldukça gereksiz." "Dış görünümü de dikkatimi çekmiyor." "Gerek duymuyorum."	
08	F	"zedelemek istemedim."	
09	F	"Temiz kalsın.""Üzerine bir şeyler yapmayı sevmem."	
10	F	"Sticker soyulunca çıkarttım bir daha da takmadım. Amaç sadece güzel görünmesiydi."	
11	F	"Hoşuma gitmiyor."	
12	F	"Saçma! Telefon sade ve eski olmalıdır. Yıprandıkça tat verir.""Ben onu olduğu gibi seviyorum."	
13	F	"Süsüyle mi uğraşacağım." "Ne kadar az zarar görürse o kadar iyi."	
14	F	N/A	
15	F	"Gereksiz buluyorum. Süslü biri değilimdir. Kılıfa sahip çıkamam. Boyun askısı kalbime yakın duruyor."	
16	F	"Gereksiz buluyorum." "Sadelikten yanayım."	
17	F	N/A	
18	F	N/A	

Table F.5 (contd): The Content Analysis of Topic #5 in Turkish

19	F	"Yeni gibi durmasını seviyorum."
20	F	"Sade olmasını seviyorum. Süs için herhangi bir şey takmam."
21	M	"Sade kullanmayı seviyorum." "Dış görünümü tam istediğim gibi."
22	M	"Gerek duymayacağım bir telefon."
23	M	"Sade hali daha çok hoşuma gidiyor." "Orijinal kalmasını seviyorum."
24	M	"Ek eşyalara gerek duymuyorum. Sade bir insanım."
25	M	"Sevmem."
26	M	"Sadeliğe önem veririm."
27	M	"Gereksinim duymuyorum."
28	M	"Kendi güzelliğini bozmak istemiyorum."
29	M	"Gereksinim duymuyorum."
30	M	"sade hali daha çok hoşuma gidiyor ve bana göre böyle daha kullanışlı." "orijinal hali daha güzel."
31	M	"Aksesuar sevmiyorum." "Sadelik. Telefonun dış görünüşü önemli değil."
32	M	"Beğenmiyorum böyle aksesuarları."
33	M	"Kendi görünüşü güzel zaten." "Farklı olması gerekmiyor."
34	M	"Gereksiz buluyorum, saçma buluyorum."
35	M	"Sade seviyorum." "Her şey yeterli şekilde yapılıyor."
36	M	"Dış görünüşü pek önemli değildir benim için. Herhangi bir takıntım yok."
37	M	"Şık olmak gibi bir amacım yok." "Kendi sadeliğinde kalmasını istedim."
38	M	"Orijinal görünüşünü daha çok seviyorum."
39	M	"Aksesuar sevmiyorum."
40	M	"Orijinal haliyle sade kalmasını seviyorum."

Table F.5 (contd): The Content Analysis of Topic #5 in Turkish

41	M	"Her şeyi sade severim.""Kaybolabilecek eşyalarda kişisel izler bırakmayı tercih etmem."	
42	M	"Gerek olmadı. Zaten rengini beğeniyorum."	
43	M	"Kendi halini seviyorum."	

Table F. 6: The Content Analysis of Topic #6 in Turkish

6. Konu: Kullanıcılar telefon melodileri kullanabilir veya titreşim/sessiz durumunda kullanarak sesli bir uyarıdan kaçınabilirler.			
ID #	Cinsiyet	Kelimeler & Söz öbekleri	Bağlam
01	F	"Sevdiğim şarkılar."	Telefondaki melodiler: F: 20, 03, 14 M: 33, 27
02	F	"Melodi kullanmam. Sadece titreşim kullanırım."	
03	F	"Ürünle beraber gelenlerden biri."	
04	F	"Sessizde kullanıyorum."	Telefona yüklenen şarkı veya benzer ses dosyaları: F: 08, 12, 09, 17, 01, 06, 15 M: 40, 30, 28, 23, 34, 43, 39, 42, 38, 37, 31, 35, 21, 36, 29
05	F	"Titreşimde genellikle."	
06	F	"Özel bir melodim var."	
07	F	"Genelde sessizde."	
08	F	"yeni hoşuma giden melodi ya da şarkı."	
09	F	"Sevdiğim müzikler"	
10	F	"Sessizde."	
11	F	"Sürekli sessizdedir."	Sesli uyarılar yerine titreşim veya sessiz hâlde kullanmak: F: 19, 13, 11, 10, 02, 05, 04, 07, 16, 18 M: 26, 25, 24, 41, 22, 32
12	F	"Telefonunkileri beğenmiyorum."	
13	F	"Sessizde oluyor genelde."	
14	F	"Ürünle gelenlerden biri, çünkü kendime uygun başka bir şey bulamadım."	
15	F	"Özel melodi var."	
16	F	"Sessiz kullanıyorum."	
17	F	"Tarzım olan müzikler."	
18	F	"Sessizde."	
19	F	"Genelde titreşimi tercih ediyorum."	

Table F.6 (contd): The Content Analysis of Topic #6 in Turkish

20	F	"Ürünün melodileri klasik ve hoş."
21	M	"Sevdiğim şarkı."
22	M	"Genel olarak sessizde."
23	M	"Godfather filminin müziği."
24	M	"3 senedir titreşimde."
25	M	"Genelde sessizde veya sadece titreşim."
26	M	"Titreşim."
27	M	"Ürünle gelenlerden birini kullanıyorum, çünkü özel melodiler diğer insanların
28	M	"Melodi yerine şarkı"
29	M	"Özel bir melodi. Karışmaması için ayrıca hoşuma gittiği için."
30	M	"beğendiğim müzikler."
31	M	"En sevdiğim mp3."
32	M	"Titreşimde."
33	M	"Farklı olması gerekmiyor."
34	M	"Güzel bir şarkı."
35	M	"Sevdiğim müzik."
36	M	"RnB tarzı müzik."
37	M	"Yeni çıkan bir şarkı."
38	M	"Şarkı kullanıyorum. Diğerleri çok klasik."
39	M	"Özel melodi. Kendi müzik tarzımı seviyorum."
40	M	"özel melodi."
41	M	"Sürekli titreşimdedir."
42	M	"özel melodi."
43	M	"Sevdiğim grubun rahatça duyabileceğim bir şarkısı."

Table F. 7: The Content Analysis of Topic #7 in Turkish

7. Konu: Kullanıcılar duvar kağıtlarını farklı şekillerde kişiselleştirebilirler.			
ID #	Cinsiyet	Kelimeler & Söz öbekleri	Bağlam
01	F	"Özel temalar oluştuyorum."	Kullanıcının resmi: F: 02, 03, 16, 14, 18 M: 36
02	F	"Kendi resmim."	
03	F	"Kendi fotoğrafım."	
04	F	"Telefonun teması."	
05	F	"Ölü gelin filminin teması."	Başka birisinin, nesnenin, yerin fotoğrafı, film afişi, futbol takımı amblemi, vb. Ayrıca telefona yüklenen görsel dosyalar:
06	F	"En sevdiğim aktörün fotoğrafı."	
07	F	"Kendi çektiğim fotoğraflar."	
08	F	"Kendi çektiğim bir fotoğraf."	
09	F	"Sevdiğim bir fotoğraf."	F: 12, 13, 11, 10, 09, 05, 06, 15, 08, 01, 07 M: 40, 23, 25, 24, 34, 43, 22, 39, 38, 37, 31, 35, 30, 28, 27, 41
10	F	"Kardeşimin resmi."	
11	F	"Çektiğim fotoğraflar."	
12	F	"Fatih Sultan Mehmet'in resmi var."	
13	F	"Yakın arkadaşlarımla çektiğim fotoğraflar."	Cihazın galerisinden seçilen görsel dosyalar: F: 20, 17, 04, 19 M: 33, 26, 42, 32, 21, 29
14	F	"Kendi fotoğrafımı kullanıyorum."	
15	F	"Özel tema. Nokia temaları hoşuma gitmiyor."	
16	F	"Kendi resmimi kullanıyorum, onun dışında tercih etmiyorum."	
17	F	"Hayır."	
18	F	"Kendi resmim."	
19	F	"Öylesine yeşil renk bir duvar kağıdı. Çok fazla önemsemiyorum."	
20	F	"Telefonumdaki sade tema."	
21	M	"Beğendiğim varsa onu koyuyorum."	

Table F.7 (contd): The Content Analysis of Topic #7 in Turkish

22	M	"Beğendiğim fotoğraflar."	
23	M	"Al Pacino'nun Scarface filminden alınan bir resmi"	
24	M	"Türk bayrağı."	
25	M	"Galatasaray amblemi."	
26	M	"Telefonun kendi teması."	
27	M	"Kendi çektiğim bir fotoğraf."	
28	M	"Evet."	
29	M	"Cihazda olan herhangi bir resim."	
30	M	"Bir ağacın kırılan dalının altındaki görüntü."	
31	M	"Sevgilimin resmi. Sevdiğim filmin resmi."	
32	M	"Telefonun kendi duvar kağıtları."	
33	M	"Menüdeki düz sade bir resim."	
34	M	"Beşiktaş İnönü Stadyumu."	
35	M	"Sevdiğim kişilerin fotosu."	
36	M	"Kendi fotoğrafımı ya da arkadaşlarımla olan resimlerimi koyarım."	
37	M	"Sevdiğim bir filmin posterı."	
38	M	"Bir anime karakterinin resmi var. Farklı olsun diye."	
39	M	"Resim koyuyorum."	
40	M	Movie poster	
41	M	"Sıradan bir manzara resmi."	
42	M	"Telefondaki bir tema."	
43	M	"Kız arkadaşımın resmi."	

Table F. 8: The Content Analysis of Topic #8 in Turkish

8. Konu: Kullanıcılar ürünü kişiselleştirmekten zevk alabilir ya da bunu boşuna harcanan bir zaman ve uğraş olarak görebilirler.			
ID #	Cinsiyet	Kelimeler & Söz öbekleri	Bağlam
01	F	"Özel temalar oluşturuyorum." "Sevdiğim şarkıları bilgisayar programıyla kısaltıp zil sesi yapıyorum."	Eğlenceli: F: 08, 20, 17, 02, 01, 03, 06, 18 M: 38, 35, 36
02	F	"Resim çektikçe değiştiririm."	
03	F	"Renk katmak için."	
04	F	"Gerek duymuyorum." "Değiştirmiyorum." "Çok memnunum."	Arada sırada, ihtiyaç duyulursa: F: 13, 11, 19 M: 30, 22, 37
05	F	"Gerek yok."	
06	F	"Sevdiğim müzikler sürekli değişiyor."	
07	F	"Gerek duymuyorum."	Zaman kaybı, gereksiz: F: 12, 10, 09, 05, 04, 07, 16, 15, 14 M: 40, 28, 33, 23, 26, 25, 24, 27, 34, 43, 41, 39, 42, 32, 31, 21, 29
08	F	"Sıkılırım." "değiştiririm."	
09	F	"Sık değiştirmem."	
10	F	"Değiştirmem."	
11	F		
12	F	"Alıştığım gibi."	
13	F	"Canım sıkıldığı zaman değiştiriyorum."	
14	F	"Uğraşmak sıkıcı geliyor."	
15	F	"Gereksiz buluyorum."	
16	F	"Çok fazla sıkılırsam değiştiririm."	
17	F	"Orijinal bir tasarım gibi gözüküyor."	
18	F	"Farklı resimler koyarım."	
19	F	"Çok fazla önemsemiyorum; 2-3 ayda bir sıkılırsam değiştiririm."	
20	F	"Sık sık değiştiriyorum. Ruh halime göre."	

Table F.8 (contd): The Content Analysis of Topic #8 in Turkish

21	M	"Gerek görmüyorum."
22	M	"Sıkıldıkça değiştiririm. 2 haftada bir."
23	M	"Değiştirmiyorum."
24	M	"Yapma gereği duymadım."
25	M	"Sevmem böyle şeyler."
26	M	"Kendi ayarlarında kalmasını tercih ederim."
27	M	"Böyle şeylerden hoşlanmıyorum."
28	M	"Vakit kaybı."
29	M	"İhtiyaçlarımı karşılıyor."
30	M	"Daha beğendiğim müzikler elime geçtikçe değiştiririm."
31	M	"Arasın, mesaj atsin, mp3 çalsın yeter."
32	M	"Gerek duymuyorum."
33	M	"Gerek duymuyorum."
34	M	"Gereksiz."
35	M	"Evet. Sıkıyor."
36	M	"Yeniler eskilerden daha çok hoşuma gidiyor."
37	M	"Yeni çıkan bir şarkı." "Sevdiğim bir film."
38	M	"Her gün farklı resim koyarım. Farklı olsun diye."
39	M	"Üşengecim."
40	M	"gereksiz." "boş bir uğraş."
41	M	"Bir kere kalıcı bir ayar yaparım."
42	M	"Gerek olmadı."
43	M	"Değiştirmem."

Table F. 9: The Content Analysis of Topic #9 in Turkish

9. Konu: Kullanıcılar kişiselleştirilmiş bir mobil telefon kullanmayı fazla gösterişli ve yapmacık bulabilirler.			
ID #	Cinsiyet	Kelimeler & Söz öbekleri	Bağlam
01	F	"Fazla göze batmasını sevmiyorum."	Katılanlar: F: 12, 09, 20, 02, 01, 04, 07, 06, 16, 15 M: 27, 24, 26, 23, 28, 30, 40, 43, 39, 42, 37, 32, 31, 35, 21, 36 Katılmayanlar ya da fikir belirtmeyenler: F: 08, 19, 17, 05, 03, 18, 13, 11, 10, 14 M: 22, 38, 25, 33, 34, 29, 41
02	F	"Normal hali güzel."	
03	F	"Renk katmak için." "Fark yarattığımı düşünüyorum. Bu yapıştırmadan herkeste yok."	
04	F	"Bu hali güzel."	
05	F	"Sallantılı süsler hoşuma gidiyor."	
06	F	"Süslülüğü değil, sadeliği severim."	
07	F	"Dış görünümü de dikkatimi çekmiyor."	
08	F	"Fark yaratıyor. Ama çok da değil. Herkes kılıf kullanıyor."	
09	F	"Üzerine bir şey yapmayı sevmem.""Ekleme çıkarmaktan hoşlanmıyorum."	
10	F	N/A	
11	F	N/A	
12	F	"Saçma! Telefon sade ve eski olmalıdır. Yıprandıkça tat verir.""Ben onu olduğu gibi seviyorum."	
13	F	N/A	
14	F	N/A	
15	F	"Süslü biri değilimdir."	
16	F	"Sadelikten yanayım. Orijinalini bozmak, fark yaratmak değildir."	
17	F	"Tarzımı yansıtmayı seviyorum."	
18	F	N/A	

Table F.9 (contd): The Content Analysis of Topic #9 in Turkish

19	F	"Cebime koyduğumda felan rahatsız edici olur.""Sallantılı süslerin daha estetik durduğu düşüncesindeyim.""Çok fazla önemsemiyorum."
20	F	"Telefonum olduğu gibi. Sade şeyleri seviyorum."
21	M	"Sade kullanmayı seviyorum."
22	M	"Fark yaratıyorum."
23	M	"Sade hali daha çok hoşuma gidiyor." "Orijinal kalmasını seviyorum."
24	M	"Yapma gereği duymadım.""Sade bir insanım."
25	M	"Gerek yok."
26	M	"Sadeliğe önem veririm."
27	M	"Sadeliği severim." "Gereksinim duymuyorum."
28	M	"Kendi güzelliğini bozmak istemiyorum."
29	M	"İhtiyaçlarımı karşılıyor."
30	M	"Düşünmüyorum. Herkes kullanıyor.""Orijinal halinin daha güzel olduğunu düşünüyorum."
31	M	"Dış görünüşü önemli değil."
32	M	"Memnunum. Değiştirme gereği duymuyorum."
33	M	N/A
34	M	"Kendi haliyle yeterli."
35	M	"Sade seviyorum."
36	M	"Herhangi bir takıntım yok."
37	M	"Kendi sadeliğinde kalmasını istedim.""Şık olmak gibi bir amacım yok."
38	M	"Banal duruyordu." "Farklı olsun diye."
39	M	"Aksesuar sevmiyorum."
40	M	"Hayır.""Orijinal haliyle sade kalmasını seviyorum."

Table F.9 (contd): The Content Analysis of Topic #9 in Turkish

41	M	"Kişisel iz bırakmayı sevmem."	
42	M	"Gerek yok. Zaten rengini beğeniyorum."	
43	M	"Kendi halini seviyorum."	

Table F. 10: The Content Analysis of Topic #10 in Turkish

10. Konu: Kullanıcılar farklı kişiselleştirilebilir özellikler talep ediyor olabilirler veya üreticilerin sunduklarını ve sunacaklarını yeterli görebilirler.			
ID #	Cinsiyet	Kelimeler & Söz öbekleri	Bağlam
01	F	"Sadece aksesuar."	İhtiyacı olanın üretici tarafından belirleneceğini düşünenler: F: 08, 12, 09, 20, 02, 04, 07, 06, 16, 10 M: 40, 28, 25, 24, 34, 43, 22, 37, 32, 31, 35 29, 41, 27
02	F	"Normal hali güzel."	
03	F	"Bir ayna ve kalem aracı yerleştirmek."	
04	F	"Dış görünüşünden memnunum." "Bu hali güzel."	
05	F	"Kapasitesini arttırmak." "Dokunmatik ekran." "Daha fazla ses çıkarmasını sağladım."	
06	F	"Zaten dış görünüşünü beğendiğim için o telefonu seçtim." "Süslülüğü değil, sadeliği severim."	
07	F	"Sadece konuşma ya da mesaj aracı."	Teknolojik özelliklerinin ve sağlamlığının artırılması: F: 19, 13, 11, 17, 05, 03, 14, 18 M: 30, 33, 23, 26, 39, 42, 38, 21, 36
08	F	"Gerekli olan şeyler zaten telefonumda var."	
09	F	"Genel olarak beğeniyorum." "Eklemek çıkarmaktan hoşlanmam."	
10	F	N/A	
11	F	"Hafıza kartı takmadan daha fazla müzik ve fotoğraf yükleyebilmek."	
12	F	"Eğer daha farklı hayal etseydim, ona uygun bir şey alırdım."	
13	F	"Kağıda yazınca tlf msj olarak çıkması."	Ürün estetiğiyle ilgili değişiklikler: F: 01, 15 M:
14	F	"Pasom telefonda olabilirdi. Daha yüksek çözünürlüklü kamera."	
15	F	"Rengini belirlemek."	
16	F	"Olması gerektiği gibi olduğunu düşünüyorum."	
17	F	"Hiç kırılmasın, bozulmasın."	
18	F	"Kameranın çözünürlüğü daha fazla olabilir."	

Table F.10 (contd): The Content Analysis of Topic #10 in Turkish

19	F	"4'lü kolonların verdiği kadar ses verebilmesini istedim. Böylece her yerde eğlenebilirdik."
20	F	"Memnunum bu sade halinden."
21	M	"Dış görünümü tam istediğim gibi." "Kolon takmak istedim."
22	M	"Gerek duymayacağım bir telefon."
23	M	"Camları kırılmaz, dış tarafı çelik olsun."
24	M	"Cihaz zaten mükemmel."
25	M	"Gerek yok."
26	M	"1 senede 4 tane telefon değiştirdim. Artık telefonlar çelik, camları kurşun geçirmez olsun."
27	M	Üretilir.
28	M	"Her şeyi var."
29	M	"İhtiyaçlarımı karşılıyor."
30	M	"Ses artırıcı."
31	M	"Telefonumdan mutluyum. Arasın, mesaj atsın, mp3 çalsın yeter."
32	M	"Memnunum."
33	M	"3 boyutlu görüntü."
34	M	"Kendi haliyle yeterli."
35	M	"Sade seviyorum.""Her şey yeterli."
36	M	"Lig TV eklemek istiyorum."
37	M	"Kendi sadeliği." "Eklemek istediğim bir değişiklik yok."
38	M	"Güneşe koyulduğunda şarj olan bir pil."
39	M	"Konser izlemek."
40	M	"Orijinal haliyle seviyorum."

Table F.10 (contd): The Content Analysis of Topic #10 in Turkish

41	M	N/A	
42	M	"3G eklemek isterdim."	
43	M	"Kendi halini seviyorum."	

APPENDIX G: The Physical Presentation of the Analyses in Brief

Table G. 1: The Physical Presentation of the Analyses in Brief

ID #	Gender	Brand of Mobile Phone	Frequency of usage	Reasons for mobile phone usage	Importance	Wrist strap	Neck strap	Case	Charms	Stickers	Other	Wallpaper	Audible ringtone or vibration	Desired customization
12	F	Samsung	Inseparable	Addiction	High	-	-	-	-	-	wrapped look	others/things	Songs	Depend on companies
15	F	Nokia	Inseparable	Addiction	High	-	-	-	-	-	white cover	others/things	Songs	appearal
16	F	Nokia	Inseparable	Addiction	High	-	-	+	-	-	-	Self-image	Vibration	Depend on companies
17	F	Motorola	Inseparable	Addiction	High	-	+	+	+	+	extracted keypad	Phone image	Songs	functional
19	F	Nokia	Inseparable	Addiction	High	-	-	-	-	-	-	Phone image	Vibration	functional
20	F	Sony Ericsson	Inseparable	Addiction	High	-	-	-	-	-	-	Phone image	Phone tunes	Depend on companies
26	E	Nokia	Inseparable	Addiction	High	-	-	-	-	-	-	Phone image	Vibration	functional
34	E	Nokia	Inseparable	Addiction	High	-	-	-	-	-	-	others/things	Songs	Depend on companies
36	E	I-Phone	Inseparable	Addiction	High	-	-	+	-	-	-	Self-image	Songs	functional
01	F	Siemens	All the time	Dependency	High	+	-	-	-	-	-	others/things	Songs	appearal
02	F	Generale Mobile	All the time	Dependency	High	-	-	+	-	-	-	Self-image	Vibration	Depend on companies
04	F	Sony Ericsson	All the time	Dependency	High	-	-	-	-	-	-	Phone image	Vibration	Depend on companies
05	F	Nokia	All the time	Dependency	Moderate	-	-	-	+	-	-	others/things	Vibration	functional
06	F	Samsung	All the time	Dependency	Moderate	-	-	-	-	-	-	others/things	Songs	Depend on companies
07	F	Nokia	All the time	Dependency	Low	-	-	-	-	-	-	others/things	Vibration	Depend on companies
08	F	Nokia	All the time	Dependency	High	-	-	+	-	-	-	others/things	Songs	Depend on companies
10	F	Nokia	All the time	Dependency	High	-	-	-	-	+	-	others/things	Vibration	Depend on companies
11	F	Samsung	All the time	Dependency	High	-	-	-	-	-	-	others/things	Vibration	functional
13	F	Samsung	All the time	Dependency	Low	-	-	-	-	-	-	others/things	Vibration	functional
14	F	Nokia	All the time	Dependency	High	-	-	+	-	-	A plaster instead	Self-image	Phone tunes	functional
18	F	N/A	All the time	Mandatory	Moderate	-	-	-	-	-	A glued cap	Self-image	Vibration	functional
21	E	Nokia	All the time	Dependency	High	-	-	-	-	-	-	Phone image	Songs	functional
22	E	I-Phone	All the time	Dependency	High	-	-	+	-	-	-	others/things	Vibration	Depend on companies
23	E	Nokia	All the time	Dependency	Moderate	-	-	-	-	-	-	others/things	Songs	functional

Table G.1 (contd): The Physical Presentation of the Analyses in Brief

24	E	Motorola	All the time	Dependency	High	-	-	-	-	-	-	others/ things	Vibration	Depend on companies
25	E	Motorola	All the time	Dependency	High	-	-	-	-	-	-	others/ things	Vibration	Depend on companies
28	E	Samsung	All the time	Dependency	Low	-	-	-	-	-	-	others/ things	Songs	Depend on companies
29	E	Samsung	All the time	Dependency	High	-	-	-	-	-	-	Phone image	Songs	Depend on companies
30	E	Samsung	All the time	Dependency	High	-	-	-	-	-	-	others/ things	Songs	functional
31	E	LG	All the time	Dependency	High	-	-	-	-	-	-	others/ things	Songs	Depend on companies
32	E	Samsung	All the time	Dependency	Moderate	-	-	-	-	-	-	Phone image	Vibration	Depend on companies
35	E	Samsung	All the time	Dependency	Moderate	-	-	-	-	-	-	others/ things	Songs	Depend on companies
38	E	Nokia	All the time	Dependency	High	-	-	-	-	+	-	others/ things	Songs	functional
39	E	Nokia	All the time	Dependency	High	-	-	-	-	-	-	others/ things	Songs	functional
40	E	Samsung	All the time	Addiction	High	-	-	+	-	-	-	others/ things	Songs	Depend on companies
41	E	Nokia	All the time	Dependency	Low	-	-	-	-	-	-	others/ things	Vibration	Depend on companies
42	E	Nokia	All the time	Dependency	Moderate	-	-	-	-	-	-	Phone image	Songs	functional
43	E	Sony Ericsson	All the time	Dependency	Moderate	-	-	-	-	-	-	others/ things	Songs	Depend on companies
03	F	Siemens	Occasionally	Mandatory	Low	-	-	+	-	+	-	Self-image	Phone tunes	functional
09	F	Nokia	Occasionally	Mandatory	High	-	-	+	-	-	-	others/ things	Songs	Depend on companies
27	E	Nokia	Occasionally	Dependency	Moderate	-	-	-	-	-	-	others/ things	Phone tunes	Depend on companies
33	E	Motorola	Occasionally	Dependency	Low	-	-	-	-	-	-	Phone image	Phone tunes	functional
37	E	N/A	Occasionally	Mandatory	Low	-	-	+	-	-	-	others/ things	Songs	Depend on companies

CURRICULUM VITAE



Candidate's full name: Emel ŞENALP

Place and date of birth: London/U.K., 22.11.1982

Permanent Address: Atakoy 5. Kisim E/1/1-C Daire:43
34158 Bakirkoy / Istanbul - TURKEY

Universities and

Colleges attended: 09.2007 – 02.2008 Design Produit -
l'Ecole Supérieure d'Art et de Design de Reims / FRANCE
(as an ERASMUS Exchange Student)

2006 - ... M.Sc. in Industrial Product Design -
Institute of Science and Technology -
Istanbul Technical University

2000 - 2005 B.Sc. in Aerospace Engineering -
Faculty of Aeronautics & Astronautics -
Istanbul Technical University