T.C. DOĞUŞ UNIVERSITY

SOCIAL SCIENCES INSTUTUTE

DEPARTMENT OF BUSINESS MANAGEMENT

DETERMINING THE FACTORS AFFECTING PURCHASE INTENTION OF TURKISH CONSUMER TOWARDS CHINESE SMARTPHONE BRANDS

MASTER THESIS

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ISTANBUL, JUNE 2019

DECLARATION

I hereby declare that this master's thesis titled as "Determining the factors affecting purchase intention of Turkish consumer towards Chinese smartphone brands" has been written by myself in accordance with the academic rules and ethical conduct. I also declare that all materials benefited in this thesis consist of the mentioned resourses in the reference list. I verify all these with my honour.

19.09.2019

Settar Tolga Kini

FOREWORD

I really appreciate the contribution my supervisor Doctor Fatma Özge BARUÖNÜ gave during my academic research. Furthermore, I would like to thank my wife Seldağ Kini for supporting me continuously during my research.

August ,2019 Settar Tolga Kini

ABSTRACT

The purpose of this study is to identify elements which impact Turkish consumer's intent to buy Chinese smartphone brands. There are studies on purchase intention of Turkish consumer’s preferences on smartphones. In addition, this study focuses on intersection of rising Chinese brands and Turkish consumers purchase intention on smartphones. A number of hypothesis have been proposed based on theory of reasoned action in order to understand relation between purchase intention and five influential factors. These factors are economical value, perceived quality, perceived privacy, innovation and subjective norms. In addition, the effect of demographic characteristics such as age, monthly net income, education level on Chinese smartphone preference was examined. For data collection, Online survey was conducted with 364 valid participants. All responses were processed using the SPSS program. As a result, Economic value is the biggest factor affecting the Turkish consumer's intention to buy Chinese phone brands. Moreover, Turkish consumers attach importance to perceived quality and subjective norms when choosing smartphone. Unlike previous factors, consumers don't pay attention to innovation and perceived privacy when buying Chinese mobile phones. Demographic characteristics of consumers have no effect on buying Chinese phones. According to the study, Chinese brands should focus on affordable price and quality when developing and marketing mobile phones.

Anahtar Kelimeler: Cep telefonu , Ekonomik Değer , Algılanan Kalite ,Yenilik, Algılanan Gizlilik , Öznel Normlar , Satın Alma Niyeti, Çin Menşei

ÖZET

Bu çalışmanın amacı Türk tüketicinin Çinli akıllı cep telefonu markalarını satın alma niyetini etkileyen unsurları tespit etmektir. Mevcutta Türk tüketicinin akıllı cep telefonu satın alma niyetini araştırmış çalışmalar bulunmaktadır. Bu çalışma pazar payı artan Çinli akıllı telefon markları ile Türk tüketicinin satın alma niyeti kesişim alanına odaklanıyor. Satın alma niyetiyle beş etkileyici faktör arasındaki ilişkiyi anlamak için gerekçeli eylem teorisine dayanan birtakım hipotezler öne sürülmüştür. Bu faktörler ekonomik değer, algılanan kalite, algılanan mahremiyet, yenilikçilik ve öznel normlardır. Ayrıca yaş, aylık net gelir, eğitim düzeyi gibi demografik özelliklerin Çinli akıllı telefon tercihine etkisi incelenmiştir. Veri toplama için 364 geçerli katılımcı ile çevrimiçi anket yapılmıştır. Tüm cevaplar SPSS programı kullanılarak işlendi. Sonuç olarak, Ekonomik değerin Türk tüketicinin Çinli telefon markalarını satın alma niyetini etkileyen en büyük faktör olduğu görüldü. Ayrıca, Türk tüketiciler akıllı telefon seçerken algılanan kaliteye ve öznel normlara önem veriyor. Önceki faktörlerden farklı olarak, tüketiciler Çinli cep telefonları satın alırken yeniliklere ve algılanan mahremiyete dikkat etmiyor. Tüketicilerin demografik özelliklerinin Çinli akıllı telefonları almaya etkisi tespit edilmedi. Çalışmaya göre, Çinli markalar cep telefonu geliştirirken ve pazarlarken uygun fiyat ve kaliteye odaklanmalıdır.

Keywords: Smartphone, Economic Value, Perceived Quality, Innovation, Perceived Privacy, Subjective Norms, Purchase Intention, Chinese Origin

TABLE OF CONTENTS

LIST OF TABLES

LIST OF FIGURES

ABBREVIATIONS

BTK : Information technologies institution

IOS : Iphone operating system

ISP : Internet service provider

LISREL : Linear structural relations

M2M : Machine to machine

OS : Operating system

SPSS : Statistical package for the social sciences

TByte : Terabyte

TL : Turkish lira

TPB : Theory of planned behavior

xDSL : Digital subscriber line

STH : Services test head

GMPCS : Global mobile personal communications by satellite

1.INTRODUCTION

In today's world smartphones have an important place in the lives of consumers. People using smartphones for communication, do business, make payment, navigate routes, shopping, taking pictures and videos, browse web etc. Smartphone application marketplaces such as Google Play Store and App Store provides platform for individuals and corporations to develop applications which are ease consumer's daily life, find new ways to solve problems. World population nearly 7.691 billion and 3 billion people have smartphones (Newzoo,2019). Some people own more than one mobile device and 3.3 billion smartphones currently in use (Newzoo,2019). In 2018, There were 1.56 billion new mobile phone sales worldwide (Statista ,2018). By comparing worldwide phone sales with world population, one out of five people acquired new phone in 2018. As smartphone market grows continuously, mobile phone brands develop new products, creates ecosystems and build user experience in order to take more market share.

Apple release first iPhone in 2007 and launch touchscreen smartphone ecosystem. After that Samsung develop first galaxy named smartphone which use android OS, released in 2009. In June 2013, Samsung market share overtook Apple and preserve it until today (Statcounter,2019). Smartphone market overly competitive and even a single point of market share represents billions of dollars. There are brands like LG, Motorola, HTC, Sony Ericsson, Nokia which have less than five percent market share and do not have significant sign of grow in near time (Statcounter,2019). But Chinese smartphone brands differentiate themselves from other brands which have low market share. Chinese brands such as Xiaomi, Huawei, Oppo develop innovative products, try to lunch globally, build brand image, produce long range of products which covers more user profile. These operations create threat to current dominant brands of the market. In Q2 2018, Huawei surpassed Apple for the first time and move to second place on global market share (Reuters, 2019). Unlike other Chinese brands Huawei deliver ultrahigh end products and direct competitor of Apple and Samsung. Huawei sold 10 million P20/P20 Pro high-end mobile phone globally (Huawei Press,2019).

India overtook United States and became second largest smartphone market in the world (Canalys,2017). In Q4 2017, Xiaomi overtook Samsung's six-year leadership in India and became number one phone seller (Businessinsider,2018). In India, Chinese brands cover 66% of the market (Counterpointresearch,2019). This is not only Xiaomi's success, its Chinese brands overall success.

In Turkey, Mobile phone usage coverage reach 99% of the population (Btk,2018). Chinese brands not only grow globally but also grow locally. In Turkey, when release time of p20/p20 pro in Q2 2018, Huawei had second big market share (Ntv,2018). Other Chinese brands like Xiaomi, Meiuzu etc. make distributor agreements with local firms and try to enter market officially. That's why market research reports did not include some Chinese brands. These brands sold in grey market or "phone that carried with passenger from abroad". These brands form "other" in reports also have nearly 10% of total (Statcounter,2019). Market researches and news show that Chinese smartphone brands develop and launch value added products globally, create brand image and became over competitive. These brands dominate China and India which are first two row of market share list (Newzoo,2019). Chinese brands won ground both globally and locally. This study tries to explain why Turkish consumers intent to buy Chinese smartphone brands. Which factors influence this decision process? There are studies on purchase intention of smartphone in large number and Turkish consumer's preferences on smartphones. Objective is studying intersection of rising Chinese brands and Turkish consumers purchase intention on smartphones. This study includes literature review, hypothesis, methodology and results respectively.

1.1 Global Telecommunication Market

The ability of all sectors in the world to develop their technology infrastructures and perfect their customer experience has emerged as a crucial prerequisite for their competitiveness. Communication infrastructure and continuous service provision are the basis of telecom sector. Nowadays, due to increased inter-machine communication, internet connection is of vital importance, for example interruption of communication

between medical devices can affect human life. TAs communication quality and stability increase, communication between people, institutions and machines continuously increases. Increased communication forces the telecom sector to be more dynamic than other sectors. Companies in the telecom sector should prioritize service quality while investing in new technologies to improve customer experience. Increased customer satisfaction through investments will be reflected in the revenues of telecom companies. This is where the Internet of things comes into play. Nowadays, the internet of things is becoming more and more important and telecom companies need to take this into consideration. Big data created by the internet of things is very important for telecom companies. Telecom companies have a share in the production of big data. Telecom sector has big data related to communication infrastructure and this data gives telecom companies an advantage that is not in any sector. All of the solutions that will carry the telecommunications sector to the future depend on the meticulous analysis of this data and its inclusion in the system. Big data processing sheds light on future technologies and innovation. Therefore, the telecommunications industry does not have the luxury of traditional thinking.

In the vision of the world to be connected to each other, cyber security concerns arising from the geopolitical chaos environment are critical. Telecom companies are obliged to provide data security to their customers. Important services such as payment systems, mobile banking, communication between medical devices, electronic signatures use telecom infrastructures and telecom companies should respond quickly in case of security problems. In addition, marketing communication sentences are changing; speed, convenience, customer satisfaction and an advanced experience are needed; security. Because security in a new world that is connected to each other means preventing risks including human life. And it is not the crisis-solving ability that is important in this context, but the development of the ability to prevent crises by anticipating crises.

The common point of all these titles is corporate culture. For this reason, the players of the telecommunication sector have to prioritize their corporate culture. Leaders and employees who create this culture that will build big data, artificial intelligence, İnternet of things, safer networks, excellent customer experience. Nowadays, when coding age

goes down to primary school level, it is the harbinger of tomorrow. Robotic technologies may appear to be a threat to the workforce but will play a major role in the creation of thousands of new jobs that have not yet been identified. This is the side of telecommunications companies.

The network needs of almost all sectors, countries and institutions are increasing. At a minimum, the world's people are focused on visual communication, taking photos and videos, downloading, modifying, enriching and sharing. Instagram has more than 800 million active users. Over 100 million photos and videos uploaded per day. Video content views 5 times more than normal shares. These trends clearly show that the world is already ready for 5G technology, which is expected to increase the download speed to 10 GB per second (Wearesocial,2018).

When we examine the world's connection map, 80 percent of young people living in more than 100 countries use mobile communication technologies. While the rate of mobile communication usage between 15-24 years in developed countries is 94 percent, this rate decreases to 67 percent in developing countries. Only 30 percent of young people in less developed countries establish mobile communications. 39% of young people communicating on mobile reside in India and China (ICT,2017).

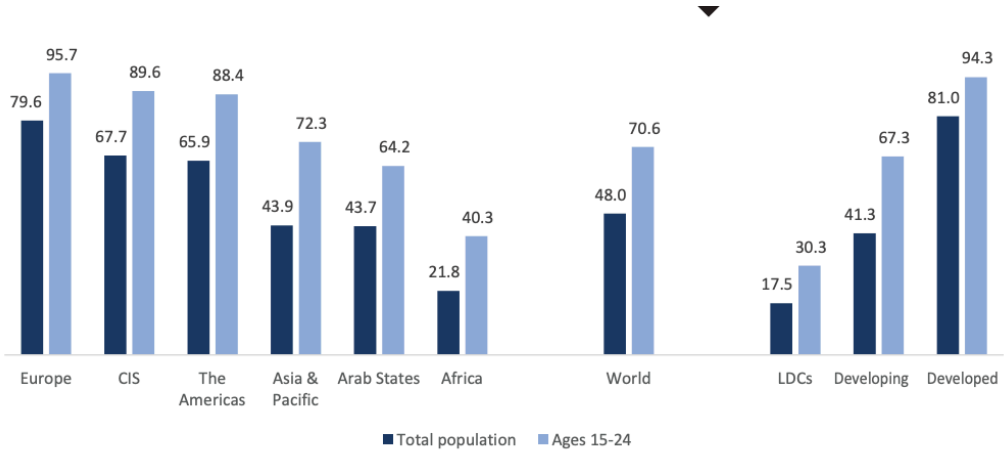

Figure 1.1 World internet usage rates of 2017

Source: Information and communication technologies figures and facts ,2017

The number of mobile broadband subscribers will reach 4.3 billion globally by the end of 2017 with the increase in recent years. High-speed internet use in developing countries is up to half of that of developed countries. The number of high-speed internet users worldwide was 650M in 2012. This figure reached 970M in 2017. While the number of high-speed Internet users in developing countries is 9 percent, this figure increases to 31 percent in developed countries. Consumers prefer mobile internet because mobile internet pricing is affordable compared to land line internet pricing. In less developed countries, the lowest priced internet connection is halved on mobile lines. Mobile internet pricing in developing and developed countries is affordable compared to fixed internet (ICT,2017).

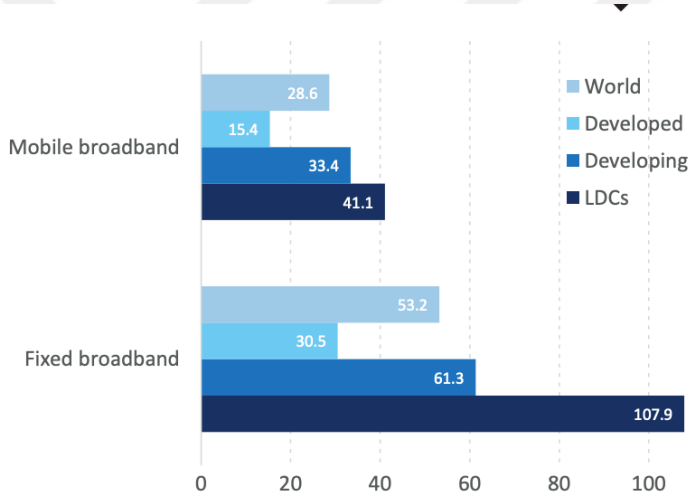

Figure 1.2 Broadband prices ,2016

Source: Information and communication technologies figures and facts , 2017

With the effect of fiber infrastructure investments, consumers started to prefer fiber lines to reach high speeds. Thanks to the investments made in fiber infrastructure, Chinese citizens preferred fiber connection. This preference constitutes 80 percent of consumers in developing countries (ICT,2017).

1.2 Turkey's Telecommunication Market

According to the data of Btk dated 2017, there are 460 companies operating in the telecom sector. The previous year, this figure was 615. As can be observed, there is a significant decrease in the number of companies operating in the telecom sector. The number of authorizations given to these operators was 994 in the first 3 quarters of 2016 and decreased to 812 with a 22 percent contraction in the first 3 quarters of 2017 (Btk,2017).

2016 Q3 data with Turkey's economy has experienced a serious decline. The telecommunications sector continued to grow faster than the overall economy as growth accelerated in the fourth quarter of 2015. Turkey's economy to have contracted even in the 3rd quarter of 2016 the telecommunications sector has continued to grow. In April 2016, the introduction of 4.5 G technology had an important role in the growth results that revealed the strength and natural potential of the sector. The growth in the sector, which gained momentum in the fourth quarter of 2016 - continued to accelerate until the fourth quarter of 2017, although the third quarter of 2016 was an exception (Btk,2016).

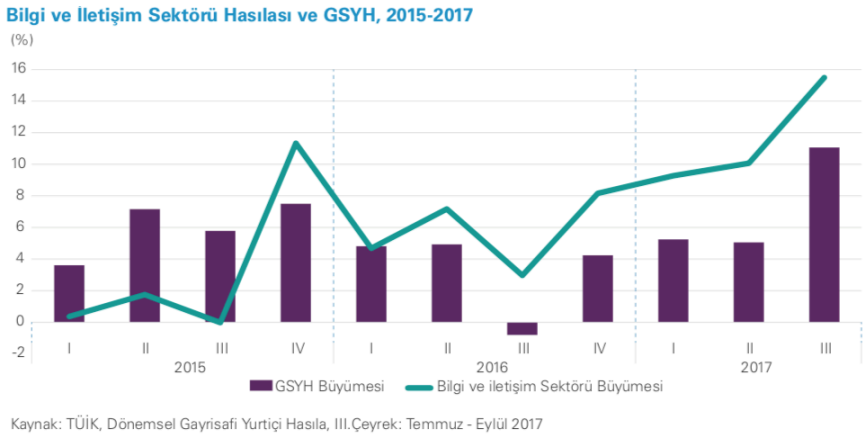

Figure 1.3 Information and communication sector revenues between 2015-2017
Source: Tuik Dönemsel Gayrisafi Yurtiçi Hasıla ,2017

When the usage rates are examined; In the 3rd quarter of 2017, a 458-minute duration of the average monthly mobile usage Turkey, as in the previous period, took first place among European countries. During this period, it carried over 2 million 600 thousand

subscriber numbers. Thus, the total number of numbers carried to date has reached 109 million. According to Btk's 2017 report, the number of consumers using 3g high-speed internet was 11.586.255. The number of 4.5G subscribers rose to 62.992.758. With the effect of 3G and 4.5G service, the number of mobile broadband subscribers receiving internet service from mobile computers and mobile phones increased to 56.508.669. In line with the data of the third quarter of 2017, total mobile internet usage amounted to 556.189 TB. The number of inter-machine communication (M2M) subscribers reached 4.3 million. When the usage of internet subscribers from the mobile computer is examined, the rate of subscribers who use more than 100 MB per month is 75.1 percent, while the rate of mobile subscribers using mobile data over 100 MB is 77.6 percent (Btk,2017).

In the second quarter of 2016, revenues of the electronic communication sector were 11.1 billion, while revenues increased by 11.8 percent in the same period of 2017 and reached 12.5 billion. 2016 year-end revenues were 12.1 billion TL. In the first quarter of 2017, we see that revenues decreased to TL 12 billion, but revenue growth continued in the second quarter. In the third quarter, revenues of the electronic communications sector were 13.1 billion TL (Btk,2017).

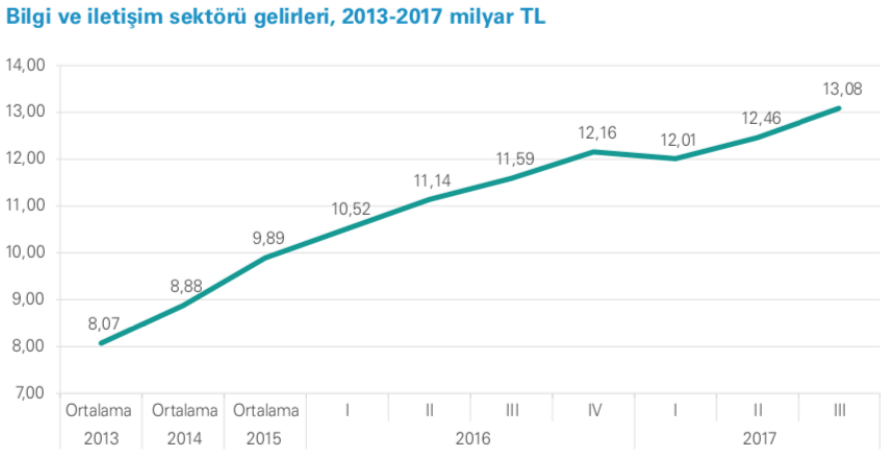

Figure 1.4 Information and communication sector revenues between 2013-2017

Source:Btk report,2017

In 2014, an investment of 5.6 billion TL was made in the telecommunications sector. As a result of the transition to 4.5G technology, the sector's investments in 2015 reached more than 17.2 billion TL. The total amount of 4.5G license payment made by the operators in the amount of approximately 10.1 billion TL has an important role in reaching this figure. In 2016, investments amounted to 8 billion TL, and operators continued to invest heavily to make 4.5G compliant infrastructure / equipment changes. 1.2 billion investments in the first quarter of 2017 followed by 1.5 billion TL in the second quarter. In the third quarter of 2017, the investment amount was 1.6 billion TL. However, the telecommunication sector is a sector that should continue its investments without interruption. The most important element that determines competition in the coming years will be the use of technology. Uninterrupted investments in this area will save time and speed in the transition to 5G, which is considered to be the next step. In terms of infrastructure investments, in the third quarter of 2017, over 9.6 percent of fiber cables were installed compared to the same period of the previous year. Fiber cable length, which was 284,044 km in the same period of the previous year, reached 311,214 km in the third quarter of 2017(Btk,2017).

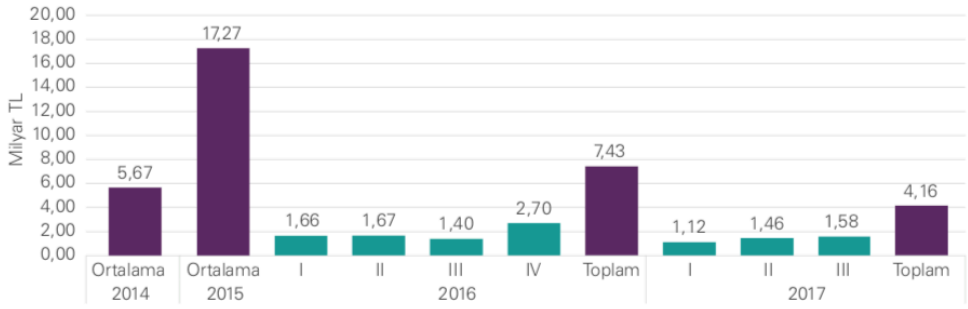

Figure 1.5 Telecommunication sector investments

Source:Btk report,2017

There are 11 million broadband internet users in Turkey. The number of mobile internet users reached 77.9 million in 2017. With the spread of mobile internet, the use of the internet over the fixed line is decreasing. Starting in 2016, 4.5G service reached 63 million users in a year. Half of the 4.5G service recipients could not make full use of the service because they did not change the sim card. In 3g technology, consumers use 3 gigabytes of internet on a monthly basis, while 4.5g technology is used to consume more

than 6 gigabytes(Btk,2017). With the speeds provided by 4.5G technology, consumers are able to consume more content. While individual users prefer the internet over less landlines, there is no change in the demand of corporate users. Telecom companies organize campaigns for the Internet over the fixed line, but could not stop the decline in demand (Btk,2017).

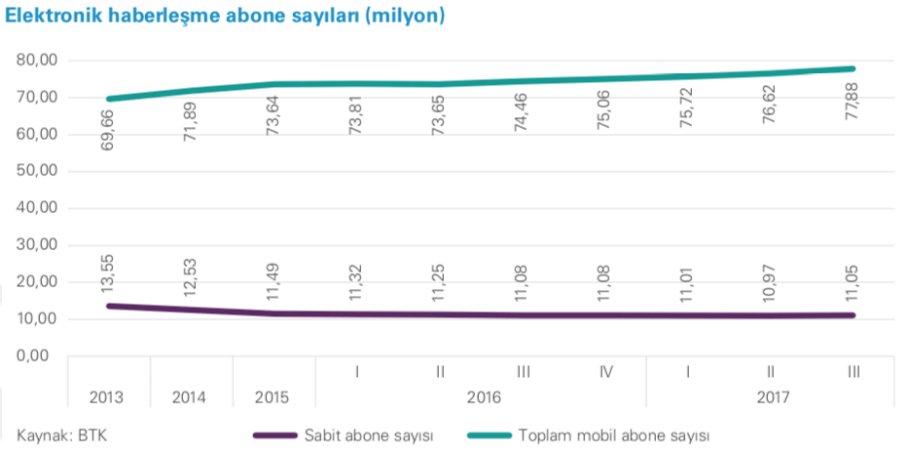

Figure 1.6 Number of communications over telecom infrastructure

Source:Btk report,2017

According to data released by the Information Technologies Authority in 2017, 67.9M consumers have internet usage. Last year, the figure was 59.2M. If we compare 2016 data with 2017 data, an increase of 15% is observed. 16 percent increase in mobile Internet connection in one year. 16.4% percent increase in the number of consumers using mobile internet in one year. xDsl users increased by 10.3% in same period. With the expansion of fiber internet, consumers chose fiber connection for high-speed internet. Therefore, the number of fiber users increased 20.1% in one year. Due to the developments in the sector, 23.1% fall in the internet used on mobile computers over mobile network (Btk,2017).

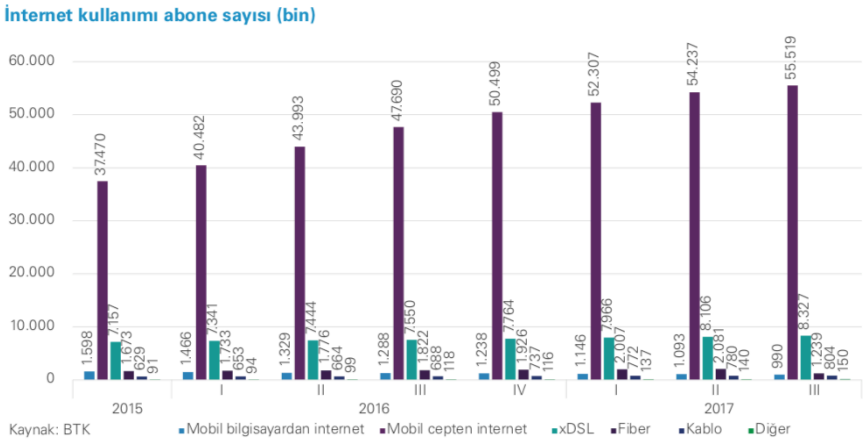

Figure 1.7 Number of internet consumers

Source:Btk report,2017

The figures show a steady increase in mobile internet usage. The increase in the number of consumers using fiber internet, mobile internet and xDsl is very low compared to the increases in previous periods. The reason for this; Companies cannot differentiate and increase consumer demand by offering new services to their consumers because the conditions of commercial activity in the telecom sector are not equal.In order to increase the number of fiber users, equal opportunities should be provided in the telecom sector and investors should be given opportunities (Btk,2017).

In Turkey, import and export figures for the telecom industry, located above the average. According to the Btk reports, the telecom sector imported 4 billion dollars' worth of products in 2013. In the following years, imports increased steadily to $ 4.6 billion in 2017. Exports showed similar performance in the same period. A record of 224 million dollars was achieved in 2016. Until November 2017, exports of $ 162 million were made by telecom companies (Tüik ,2018).

As of 2017, 3 mobile operators are operating in our country. In 2017, Turkcell had 44.5 percent, Vodafone 30.9 percent and Avea 24.6 percent, according to the to customer numbers (Btk,2017).

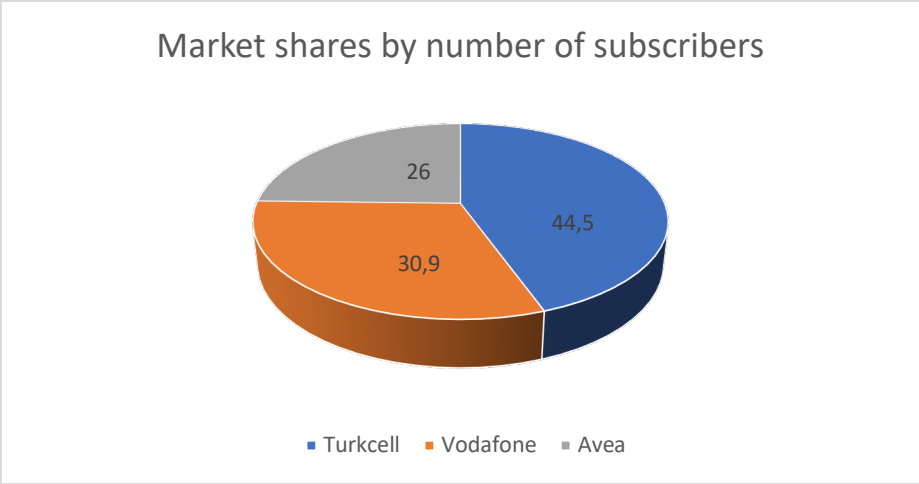

Figure 1.8 Market shares by number of subscribers

Turkcell maintains its leadership according to the distribution of market shares in the sector according to revenues. According to the third quarter of 2017, Turkcell's market share is 41.3 percent, Vodafone's market share is 36.6 percent and Avea's share is 22.1 percent (Btk,2017).

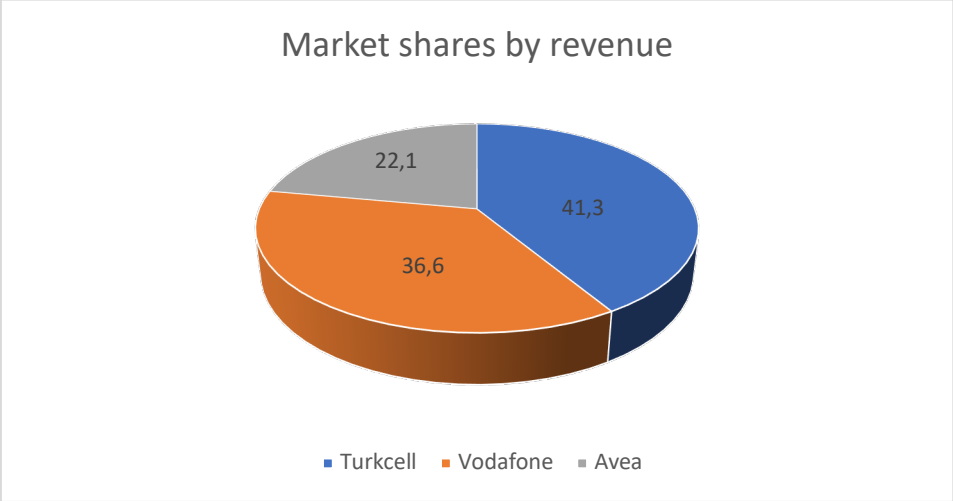

Figure 1.9 Market shares by revenue

Türk Telekom and mobile operators' net sales revenue in the third quarter of 2017 was 10.1 billion TL. Turkcell ranks first with TL 3.2 billion in net sales revenue. Vodafone announced a net sales revenue of 2.8 billion TL, Türk Telekom 2.3 billion TL and Avea 1.7 billion TL. The net sales revenue of all companies providing services in the sector such as ISS, STH, infrastructure, satellite communication, guidance, cable TV,

GMPCS and OKTH is 3 billion TL. Total revenue generated by alternative infrastructure operators such as Türksat and Teledünya in the third quarter of 2017 was approximately 499.4 million TL. In Q2 2017, Number of consumers purchasing cable tv service from Türksat company was 1,206,083 and the number of digital cable TV subscribers offered by the Teledünya brand was 1,019,570. In addition, there are 369,958 Türksat subscribers who benefit from cable telephone service. Operators authorized for Satellite Communication Services provide services to 10,480 subscribers as of the second quarter of 2017. Total revenues for this service in the second quarter of 2017 amounted to approximately 121 million TL. Satellite Platform Service revenues reached TL 51.5M in Q3, 2017. In Q3 2017, Number of consumers purchasing GMPCS Mobile Phone service was 6,880 and the revenue related to GMPCS services was TL 2.7 million (Btk,2017).

2.LITEREATURE REVIEW

2.1 Purchase Decision Process of Consumer

Comprehending consumer's conclusion on a product or service is a challenging task for advertisers. Consumer behavior is a topic which try to understand how consumers choose product and how they use it or experience it. Consumer decisions change frequently. There are lots of factors which impact consumer's decision. Sometimes consumers spend lots of time and energy to choose product or service. Other times consumers could make impulsive decisions or make routine shops without spend any time or energy. In purchase process, consumer's involvement level, risk perception like financial or social, could affect the process but in the end consumer follow set of procedures as in order problem recognition, lookup information, assessment of choices, buy choice, post-buy assessment. Fallowing topics examine all of them in detail (Khosla,2010).

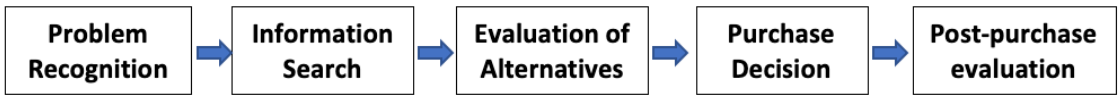

Figure 2.1 Buying decision process

2.1.1 Problem recognition

Buying decision procedure starts with issue acknowledgment. This is the point at which the buyer defines a need, commonly characterized as the distinction between the customer's present state and their ideal aspect. Depend on the need or want, consumer's product or service search shaped. There are three kind of process on fulfilling the need or want in buying decisions. Firstly, High risk decisions like costly buying or apparent products usually require extensive problem solving. Secondly, If the consumer has

experience with the product or service and the product is affordable, this type named as limited issue solving. In the last, If the consumer purchases the product on a regular basis, this type named routinized issue solving (Sirgy,1987).

Consumer could realize an issue for the following reasons; buyer out of stock for their needs , buyer could make regular purchase for products , buyer could be dissatisfied with current product, buying one product could trigger shopping for accessories , buyer could realize , he or she has unsatisfied need by observing other people or innovative products creates new way to solve need or wants for people (Kollat & Engel,1986).

The social cognition model explains the mental process in problem recognition. Problem recognition begins when the current situation of the consumer is different from the situation that he or she sees as a reference. Problem recognition begins with a negative incongruity and continues until fewer problems are perceived (Sirgy, 1987).

2.1.2 Information search

Consumers try to find out about alternative products to complement their needs and desires. Consumers first consider what they know for alternative products. Earlier experiences or knowledge about brands provide limited number of choices for their need or want. Consumer could want to extent this limited set of brands by making external search such as browsing brand websites, visiting blogs, looking for store/shops, taking advice from other people (Brisoux et al.,1980).

In today's world, information about product or service commonly available. Consumers can access detailed information about products or services. Knowing the brand does not indicate that this brand will be in the final list. Consumer could not like the brand or not interested the brand. So, the consumer creates a final list by eliminating the brands he does not want to choose with the information he has, and this is called the evaluation set. Brands try to increase their exposure by using advertisement in order to

create brand awareness so try to become the number one in the final list. But consumers access lots of information and not only relay on internal knowledge. As a result, brands should create value for buyers and develop connection with consumers in order to be chosen (Roberts & McBurney,1988).

It is important to look for information when choosing durable consumer goods. Punj & Staelin (1983) conducted a survey to investigate how consumers are looking for information when buying a new car. Consumers' prior knowledge is based on two basics; general product class information and specific product information. While users with general product information benefit external sources, users with specific product information did not consider external information sources much. The cost of searching for information adversely affects the acquisition of information from external sources. Conversely, accessing information from external sources affects consumers finding products at cheaper prices.

Urbany et al. (1989) researched uncertainty before purchase through interview with consumers nationwide. Two kinds of uncertainty were found in the participants; uncertainty of information and uncertainty of choice. Participants with uncertainty of choice tend to look for more information on the product category. Conversely, Participants with information uncertainty tend to look for less information for the product category.

If the consumer has knowledge of the product class, pre-purchase information research is affected accordingly. Consumers with knowledge of the product class can access new information in less time and more efficiently (Brucks ,1985).

2.1.3 Evaluation of alternatives

Consumers elimination of options is a continuous process from the beginning of the decision period. There are two alternatives for evaluation. First one is functional benefits which are real outcomes that present performance of the product. Second one is psycho-social benefits which are intangible outcomes that effect social status of consumer or satisfies psycho-social needs. Brand image has significant importance in psycho-social benefit. Buyers could have positive or negative perspective towards a brand. Buyers intent to prefer brands that match their personality. If consumer internalize brand image, this could affect consumer's choosing, satisfaction and loyalty. Advertisers should understand the consumer's point of view for the product in order to effect buying decision. Also, Marketers should pay attention to other brands which are under consideration of the buyer, so they position themselves as a better solution (McGill & Anand,1989).

Staff friendliness, quality, personalization, perceived risk and price factors were tested for consumer's evaluation of services. Also, importance of service plays a role when it comes to evaluate service. Consumers prefer affordable prices for low-risk services, while spending increases as risk increases. While all these factors played an important role in the evaluation of the services, risk perception was the main indicator (Ostrom & Lacobucci,1995).

Cunningham et al. (2005) examined the risk perception and assessment between online and physical channel when buying airline tickets. 263 participants were asked about risk perceptions throughout the consumer buying process. Consumers perceive risk throughout the entire purchasing process. Perceived risk in online ticket buying process showed more fluctuating changes than physical agency. As a result, physical agents will be preferred in the evaluation process of consumers with high risk perception.

2.1.4 Purchase decision

After eliminating the alternatives, Buyer intent to make the purchase. The consumer's decision to buy the brand is called purchase intent. But not always these intents turn into sale and this creates a problem for marketers. The consumer decides to buy the product or service and actually buy it is called conversion rate. In order to increase sales conversion rate, marketers use tools such as various payment options, discounts, getting premiums, call to action word and ads in order to motivate consumer to buy now. When consumers really decide to buy the product, they depend on personal views. So, salesperson should provide good information and direction to the consumer in order to make sale. Salesperson could use social evidence or could use scarcity attraction (Lam et al., 2001).

Consumers can use online or physical stores when choosing products and services. While online shopping is widespread, demand for physical stores is still high. Marketers organize campaigns for both online websites and physical stores. When it comes to consumer purchasing, brands with both physical and online stores get additional advantages because they can sell products according to the preferences of the consumer (Constantinides,2004).

Ganesh et al. (2007) did research to determine whether consumers prefer physical stores or online stores. In these sales channels, authors tried to determine whether they prefer products or services. Questionnaire was conducted by mail with 689 people residing in USA. According to the findings, different shopping motivations and customer convenience affected the results. Services are preferred over online purchases, while tangible products are preferred over physical stores. Consumers can choose different channels when purchasing products or services. this should be taken into consideration in marketing.

2.1.5 Post-purchase evaluation

After making the purchase, Consumer experiences the product or service and has an opinion about it. These opinions are very important for marketers in order to shape future shopping experience and developing the product. In this process, buyer compare the product with own expectations and shape an idea on its price, quality, functionality etc. If this idea became positive, consumer will make purchase this brand in future and could recommend it to other people. But if the idea is negative, it could prevent consumer to buy this brand in future and consumer express negative opinion to others. In some scenarios, buyer feel uncertainty about product and maybe regret it. This is called cognitive dissonance. Consumer cannot be sure if this is the right choice. What if another brand is better? These questions create anxiety and could affect future purchases. In order to reduce cognitive dissonance and validate their choice on brand, consumers look other people's choices. (Yu & Kindace,2001).

Consumer requests, complaints and feedbacks provide valuable information for product development and marketing. Consumers' post-purchase assessments provided significant insight into the improvement and development of products (May-Plumlee & Little,2006).

Kuo et al. (2009) studied to determine the factors for the evaluation of value-added mobile services. Authors examined the relationship among post purchase intentions, customer satisfaction, service quality and perceived value. Necessary calculations were made with the data obtained from the students of 15 universities in Taiwan. According to the results, perceived quality positively affects both customer satisfaction and post-purchase intention. Customer satisfaction directly and service quality indirectly affects post-purchase intent. As can be observed in this research, factors affecting post-purchase intention are perceived quality, customer satisfaction and service quality.

2.2 Factors Which Affect Buying Decision

There are many factors affecting the consumer's intention to purchase. Brand awareness, which is one of these factors, indicates that the consumer has sufficient information about the product or service. As market condition getting tough, Rivals release branded products for distinction. As branded products dominate the market, consumer's awareness increases accordingly. When people choose branded products, companies realize that they have built brand image and make market analysis in order to make sales and create brand loyalty (Chisnall,1995).

2.2.1 Internal factors which affect buying decision

There are two internal factors that influence the consumer's intention to purchase. Internal factors consist of personal identity and social identity. Personal identity defined by person's own character traits such as interests, hobbies, preferences, abilities. On the other hand, Social identity is person's perception of belonging to groups such as lifestyle choices, educational level or religious belief. Consumer's buying choice affected by both social and personal identity. As a result, demographic factors, lifestyle choices, personality factors, physiological factors have an effect on purchase. For example, religious consumer wouldn’t consume product which are forbidden in his faith (Simon & Brexendorf, 2016).

2.2.1.1 Motivation & feelings

The shopper's motivation drives customer activity and trigger purchase decision process. There are two motivations for consumers: negative and positive. Negative motivation could be abstained from pain or not to be disturbed. Positive motivation could be reward, satisfaction or pleasure (Rossiter & Percy, 1991).

Abraham Maslow make a study in order to comprehend motivations of people by bring out "Maslow's hierarchy of needs". Five levels in the pyramid are respectively self-actualization, esteem, belonging, safety, physiological.

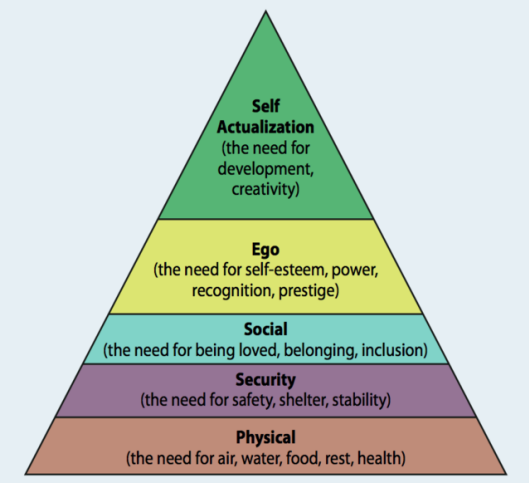

Figure 2.2 Maslow's Hierarchy of Needs

Source: https://www.simplypsychology.org/maslow.html

The lower two levels consume most of the consumer's resources because they are compulsory needs. After that higher order needs became important as level by level. Marketers should understand to which Maslow level fulfilled in their communication (Chisnall,1995).

There is another model named Rossiter and Percy's purchase motivations & emotions which explains motivations of consumers. There are three positive and five negative motivation which could change decision of consumers. Negatives are problem removal, problem avoidance, incomplete satisfaction, mixed approach avoidance, normal depletion. Positives are sensory gratification, intellectual simulation, social approval. Buyer's motivation to follow buying decision process, named as involvement. If consumer face a small risk when make bad decision, it identified as low involvement. but there is a high risk for consumer, it identified as high involvement (Rossiter & Percy, 1991).

2.2.1.2 Previous experiences

Buyer's pervious experiences on product or service has a big influence on purchase decision. Consumers who have extensive knowledge or resource to search information, compare products and services accurately, named experts. In contrast, inexperienced consumers intent to spend less time for information gathering which cause less knowledge about product and face more risk. If buyer has previous experience, they don't make extensive research but focus on new information about desired item (Mangleburg et al.,1998).

Stoel & Park (2015) investigated the effect of previous experiences, brand familiarity and product information on purchase intention and perceived risk. Data were collected with a survey of 166 students. Brand familiarity and previous experiences have been found to have an impact on the purchase intention and perceived risk. Product information has no effect on results. As seen in this study, previous experiences have an impact on purchase intention.

Hernández et al. (2010) examined the effect of previous experiences of consumers on purchasing experiences. To see the difference, two different experimental groups were created. The first consists of consumers who have not done online shopping before and the other group consists of experienced consumers. Research results showed that the consumer behavior changes as they shop and gain experience. As consumers shop online, their behavior changes according to their experience.

2.2.2 External factors which affect buying decision

There are external factors which affect buy decision such as family and friends, social class, culture, reference groups, subcultures. Culture means overall experiences, beliefs, values shared by society in broadest way (Tamu,2019). Cultural values do not change frequently that's why it has an influence on buyer's decision. When advertisers

expand their product or service to global market, cultural differences became important because people's values differ (Gaur et al.,2019).

Marketers should determine market segmentation in order to achieve good results. Income level and cultural change, regardless of each other, equally affect luxury product consumption (Dubois & Duquesne,1993).

Oliver & Lee (2010) investigated the cultural difference of the American and Korean consumers' intention to buy hybrid cars. With the participation of 1083 Americans and 783 Koreans, the impact of culture on purchasing was questioned. Consumers in both countries are looking for environmentally friendly cars to suit their own image. While the social value of environmental products in the US has a negative impact on buying hybrid cars, there is a positive relationship between environmental car and social value in Korea. This research shows the effects of cultural difference on purchasing.

Subcultures formed by people who has same identities or values such as religion, race, age, preferences, interest or lifestyle etc. There are consumption subcultures which related to a brand. Best example is Harley Davidson which has owners club and distinctive type of clothing. Subcultures could occupy large share of total market and their need or wants should be considered by marketers in order to increase sales. Also, another point is trends start in subcultures and after that get mainstream (Sharon,2009).

Social class is part of society which has similar socio-economic status such as working title, income level, educational status. Marketers classify people into five socio-economic level. As in order top to bottom AB, C, D, E, FG are the socio-economic levels. Marketers aim that groups depend on their income level and get better sale conversions (Chisnall,1995).

Media exposure defined as “the extent to which audience members have encountered specific messages or classes of messages/media content” (Slater,2014).

Qader & Zainuddin (2011) investigated the effect of media exposure on academicians' intention to buy green electronic products. A survey was conducted with the participation of 170 academicians from a university. According to the results of the study, being exposed to the media positively affected the purchasing intent of the academicians.

Reference group is a group of people who has effect on consumer's attitudes, decision and values. There are five type reference group such as formal, dissociative, aspirational, primary and secondary. Primary group represent family whose have high influence on us. Secondary group represents not personal, goal driven groups such as political parties, religious organizations which are less influence compared to primary group (Hawkins et al.,2008).

Religious values have a direct impact on consumer decision-making and lifestyle. It has been observed that people of religious value perceive more risk when buying products. Increased risk perception affects consumers' purchasing decisions (Delener,1990).

Chen & Lin (2009) investigated the effects of reference groups and perceived risk on purchase intention. Survey was conducted with the participation of 1155 Taiwanese tourists traveling by train. According to the data processed, informative reference groups and reference groups expressing value had a positive effect on the purchasing decision. Conversely, psychological risk has a negative impact on purchasing decisions.

With the widespread use of internet and communication tools, the communication among consumers increased compared to the past. Thanks to social media sites, consumers can communicate and exchange ideas, talk about their experiences about the products. As a result, these activities influence other users' decisions. Brands can learn about consumers and communicate better by using social media (Pookulangara & Koesler,2011).

Aspirational groups as its name refers, people want to be member of the group because they appreciated the group's aspect. Dissociative reference is a group of people who has an unwanted image. People don't like their values or actions, so they distract from this type of refence group (MacInnis,2014).

Sangkakoon et al. (2014) researched the effect of reference groups when buying a house in Thailand. Buying a home involves a high financial risk. Because of the extended family tradition in Thailand, many relatives have an impact on the process of buying a house. The authors examined the family members in the context of subjective norms using theory of planned behavior. According to the results, Children are the most influential factor in the consumer's decision to buy a house. Other factors affecting the decision to buy, respectively spouse, family elders and friends. Large family members are more influential in purchasing decisions when living with family elders in the general family structure, but when the consumer comes to make their own family home decision, the reference group changes to match the results of this study.

2.3 Conceptual Framework Based on Theory of Reasoned Action

Xu et al. (2014) examined secondhand clothing and effect of cultural differences in this study. Conceptual framework based on the Theory of Reasoned Action includes perceived value, perceived concerns and subjective norms. All of them determine purchase intention on product. These headlines include sub headlines. Such as perceived value includes economic value, hedonic value, uniqueness and environmental value in this study. Also perceived concerns depends on the product and expectation of users. In order to get data, researchers prepare survey about students secondhand clotting preferences. There are 195 students in US university and 262 students in Chinese university as participant. As a result, perceived values have a significant importance on purchase intention because economic value as part of perceived values which also differentiate US and China. In US brand new and secondhand product preference has a significant difference but in China price range is very low. This has a direct impact on purchase intention. Secondly, US consumers want to be more unique and they evaluate

second-hand clothing positively. But Chinese consumers perceived environmental value for purchase second hand. Considering all data, Chinese consumers pay more attention to subjective norms, followed by economic value and hedonic value. Hedonic values are first for American consumers, then being unique, followed by perceived concerns and subjective norms.

In this study, the theory of reasoned action was adapted in order to determine the factors affecting the purchasing intention of consumers. There are three main factors that affect the intention of buying: perceived values, perceived concerns and subjective norms. These factors include sub factors depend on the case. In this study perceived value examined which include economic value as in Xu et al. (2014), innovation as in Komulainen et al. (2004) and perceived quality which natively related to perceived value. Another main headline, perceived concerns examined as perceived privacy accordingly Kehr et al. (2015) research. Subjective norm does not have any sub headlines, it examined as it is.

2.3.1 Economic value

Grewal et al. (1998) studied the effects of price comparison advertising on buyers' perceptions of acquisition value, transaction value and behavioral intentions. The creators expand and coordinate earlier cost apparent worth models inside the setting of value correlation advertising. All the more explicitly, the theoretical model define the impacts of promoted selling and reference costs on purchasers' inside reference costs, impression of value, procurement value, exchange worth, and buy and search expectations. the conceptual form tested by two exploratory examinations. The outcomes over these two examinations, both independently and joined, bolster the speculation that purchasers' inner reference costs are impacted by both promoted selling and reference costs just as the purchasers' view of the item's quality. The creators likewise find that the impact of promoted selling cost on purchasers' obtaining worth was interceded by their view of exchange value. Likewise, the impacts of apparent exchange an incentive on purchasers'

behavioral expectations were interceded by their owning value grasp. By taking advantage of economic value question of Grewal's study as reference for this study.

Haba et al. (2017) researched the effect of consumers' perceived value among the professionals in Malaysia on the intention of buying a mobile phone. Research explores the impact of perceived ease of use, social value, brand image, perceived usefulness and economic value on the intention of buying a mobile phone. An online questionnaire was conducted with 302 participants from Kuala Lumpur and the data obtained were subjected to necessary checks and processed with IBM Amos. According to research results, perceived ease of use and social value have no effect on purchase intention. Consumers' intention to purchase mobile phones were influenced by economic value, brand image and perceived usefulness. This positive impact of economic value on the intention of buying a mobile phone was taken as reference for this study.

Arhan et al. (2018) have investigated the effect of elements such as quality, cost, product characteristics and country of origin on the intention of consumers to buy mobile phones in Nepal. A questionnaire was conducted with 340 participants from business schools in Kathmandu valley and valid data were processed. As a result of the research it was found that the price, quality and origin of the country has no effect on the purchase intention. However, product characteristics and social effects have a positive effect on the purchase intention. Nepali consumers focus on social impacts and product characteristics when buying a mobile phone. This result shows that when examining purchase intention, it is more accurate to accept economic value as a factor rather than only price.

2.3.2 Perceived quality

Yoo et al. (2000) searched the connection among combination of specific marketing components and brand equity. Authors offer a framework look for relationship between marketing mix components and parts of brand equity as brand loyalty, perceived quality and brand recall. Brand equity considered with brand awareness. In the study,

authors conduct empirical examinations by make use of a confirmatory factor analysis in order to back hypotheses. As a result, study reveal that often change in price like discounts, has a connection with low brand equity. High promotion expense, premium price, impressive stores and high product availability are associated with strong brand equity. By taking advantage of perceived quality question of Yoo's study as reference for this study.

Naing & Chaipoopirutana (2014) examined the consumer hesitation, perceived quality, consumer aspiration, brand image and emotional value factors that affect the intention of buying mobile phones and products. Paper-based surveys were conducted with 400 participants in five different locations in Myanmar in order to determine relationships. It was found that factors such as emotional value, brand image, perceived quality and consumer aspiration had a positive effect on mobile phone purchase intention. The perceived quality, as confirmed by the Naing & Chaipoopirutana study, has a positive impact on the purchase intention and confirms the determination of the independent variables in this study. According to the results of the study, the consumer's uncertainty adversely affects the purchase intention.

Vo & Nguyen (2015) examines how risk factors and shop image impact perceived quality and intention to purchase store branded (private label) products in Vietnam. A survey was conducted with 380 participants residing in Vietnam and the results were processed using the SEM method. Performance risk and physical risk negatively affect perceived quality, while shop image positively affects. Since perceived quality affects purchase intention, risk factors also indirectly influence the buying decision. The results of Vo & Nguyen's research confirm our independent variable that perceived quality has a positive impact on the purchase intention.

2.3.3 Innovation

Innovation activities of firms impact on brand effect. Zameer et al. (2018) researched how the innovation activities of companies support brand effect. The research sought a relationship between brand recommendations, brand prototype, company innovation and brand preferences. Necessary calculations were made with the data provided by 546 participants participating in the online survey. According to the results, brand prototype positively affects the perception of innovation and this increases brand preference. Consumer's perception of innovation contributes to product development, brand preference and brand recommendation. The most important result of the research if consumers perceive innovation uses brand preferences in this direction. When evaluated in general product prototype, brand suggestions and brand preferences shape the brand effect. The questionnaire was based on the innovation questions of this study.

Wu & Ho (2014) did empirical research to find out the reasons affecting consumers' mobile phone choices. The effect of perceived innovation and brand awareness on consumers' perceived quality, perceived value and purchase intention was investigated. Necessary data were collected from 595 participant. Consumers' perception of innovation increases their intention to purchase mobile phones and their perception of quality. Brand awareness positively affects consumers' perceived quality. As a result of the research, the consumer's perception of innovation from the product affects the purchasing decision more than brand awareness. The positive effect of the innovation obtained from this study on purchasing intention played a role in determining the independent variables included in this study.

Aydın (2009) has researched personal and product-based innovation through his studies on mobile phone users. It is seen that consumer innovation is a concept that is examined both personally and at the level of a certain product category. In this study, the concept of consumer innovation is considered at the level of both personal characteristics and a certain product category; the effects of personal characteristics such as risk-taking and self-esteem and product category-specific characteristics such as idea leadership,

expertise and social identity function on these two dimensions of innovation were examined. As a result, both product-based innovation and personal innovation were found to have a positive impact on the intention of buying mobile phones. These inferences confirm that innovation from independent variables is the right choice for understanding the purchase intention on smartphone.

2.3.4 Perceived privacy

In the current studies on information privacy, privacy calculation model is used. This model predicts that people will evaluate risks and make reasonable decisions accordingly. Kehr et al. (2015) extends this model with the impact of special situation assessment and benefits related with previously owned privacy concerns and intuitive - limited thinking. With the experimental study, mobile application data of the users residing in Switzerland and United States were collected. The mobile application records users' driving characteristics and provides useful information by processing. Case specific assessments were effective in sharing confidential information. Also, if the mobile application's interface has a positive impact on users, users are more positive about sharing information. The perceived privacy questions in Kehr's study were adapted for this study.

Enrique et al. (2015) investigated perceived trust, perceived security, perceived privacy and perceived value factors that could affect online purchase intention. Data were collected using a questionnaire in the experiment with the contribution of 451 participants. The evaluation of the data revealed that the intention to purchase online depends on perceived trust and perceived value. Perceived trust based on previous results depends on quality of information and perceived security. Consumers' perception of security depends on website investment, perceived privacy and 3rd party security certificates. As a result, perceived privacy indirectly affects the intention of buying online, which supports the choice of independent variable of this study.

Tsai & Yeh (2010), researched website characteristics of consumer in terms of intention to purchase and perceived risk using technology adoption model. Online research was conducted with the help of 387 participants and the data obtained were processed with SPSS and LISREL programs to obtain results. According to the results of the research, the risk of information security and perceived privacy have an impact on the intention of purchasing through the website. According to the findings of this study, the effect of perceived privacy, which is an independent variable in this study, on the purchase intention is supported.

Janice et al. (2011) researched whether the privacy policies on the websites affected the purchase intent of consumers by making the article more explanatory and visible. Authors have provided privacy information in search results using the shopping search engine they designed. According to research results, consumers who shop online prefer businesses that respect their privacy, and some customers even agree to pay for more in order to stay private.

2.3.5 Subjective norm

Chena & Tungb (2013) adapted the theory of planned behavior model and examined the effects of environmental concerns and ethical values on hotel visits. Data were obtained through survey conducted with 559 participants from Taiwan. Consumers' environmental concerns, subjective norms and perceived behavioral controls enabled green hotels to be chosen. As can be seen in this study, subjective norms have a positive effect on purchase intention. Taking advantage of subjective norm question of Chena's study as reference for this study.

Filieri & Lin (2017) had face-to-face interviews with 30 young Chinese smartphone consumers to develop a new experimental framework which includes perceived quality, subjective norms, cultural influences(mianzi), brand popularity and design appeal. 321 young Chinese consumers answered the questionnaire containing developed framework questions. The results show that cultural influences affect Chinese

consumers' intention to purchase mobile phones more than other factors. In addition, design appeal, brand popularity and perceived quality affect Chinese youth's intention to purchase smartphone. According to research results design appeal, perceived quality and subjective norms affect consumers' mianzi, which indirectly implies effects on purchase intention. As found in this study, the relationship between subjective norms and purchase intention was the basis for determining independent variables.

Tarkiainen & Sundqvist (2005) investigated the intention to buy organic food using the theory of planned behavior. The authors made changes on the TPB model since subjective norms in organic food considered differently. According to research subjective norms have an effect on consumer attitude, consumer attitude has an effect on the intention to buy organic food. As a result, subjective norms indirectly influence the intention of buying organic food.

Summers et al. (2006) researched the intention of wealthy female consumers to purchase luxury products made of American alligator leather by using theory of reasoned action. Many variables were examined in the model such as subjective norms, perceived price demographics, involvement, attitude and controversy perception. A survey was conducted by mail with 430 valid participants in accordance with the criteria residing in the US. Processed data showed that involvement, controversy perception and subjective norm factors had significant impact on purchase intention. As a result, the direct effect of subjective norms on purchasing intention was observed.

2.3.6 Purchase intention

Tien et al. (2018) explored the impact of word-of-mouth marketing on cosmetics consumers who are also social media users. The word-of-mouth factor among consumers on social media has not been understood fully. Data provided by 314 surveyed consumers were processed with SPSS and Smart Pls. As a result, there must be resource expertise, perceived persuasiveness and perceived informativeness in order for the word-of-mouth factor to be effective. These factors also positively influence the credibility of word of

mouth communication. Source credibility Perceived and usefulness allow consumers to spread the message of word of mouth. As seen in this study, word-of-mouth communication has an impact on purchasing intentions. By taking advantage of purchase intention question of Tien's study as reference for this study.

3.METHODOLOGY

3.1 Purpose of Research

Chinese brands develop innovative products, ship worldwide and continuously increase their market share. They penetrate markets other than Chinese market, so they grow rapidly both globally and locally. Share of Chinese brands in Turkish market started to increase. Why Turkish consumer prefer Chinese brands? What effect Turkish consumer purchase decision? How Turkish consumer perceive these brands? This research examines the relationship between Turkish consumers and Chinese telephone brands. Existing studies focus on the intention to purchase, while this study focuses on the intention to purchase Chinese phones.

3.2 Scope & Limitations

This study explains the factors which affecting purchase intention of Turkish consumer towards Chinese smartphone brands. The survey was published online to reach the whole country. The survey was distributed over social media, instant communication applications and blogs in order to reach a large number of people. The survey was prepared in Turkish so that foreigners could not answer and pollute the data. Because of the nature of online survey, there are people from many providences.364 people were asked for their ideas on Chinese brands which are listed in survey as HUAWEI, XIAOMI, MEIUZU, OPPO, ONEPLUS, HONOR. Chinese brands with small market share could not be measured. Also, old people who don’t have any social media account or people who has high privacy concerns about social media and online communication, cannot be reached and out of scope. Another concern is smartphone prices increase unfairly in one year. Premium-high priced smartphones charged high percentage tax rate and cheaper phones have low percentage tax rate. Before this all tax rates flat for all smartphones. This taxing could affect the price and time related questions.

3.3 Research Model and Sampling

Research method is descriptive research. In research model, there are five independent variables as economical value, perceived quality, innovation, perceived privacy, subjective norm. In study, regression analysis used in order to get result and define the relationships. By testing the independent and dependent variables relation, study explained Turkish consumer's purchase intention towards Chinese smartphones.

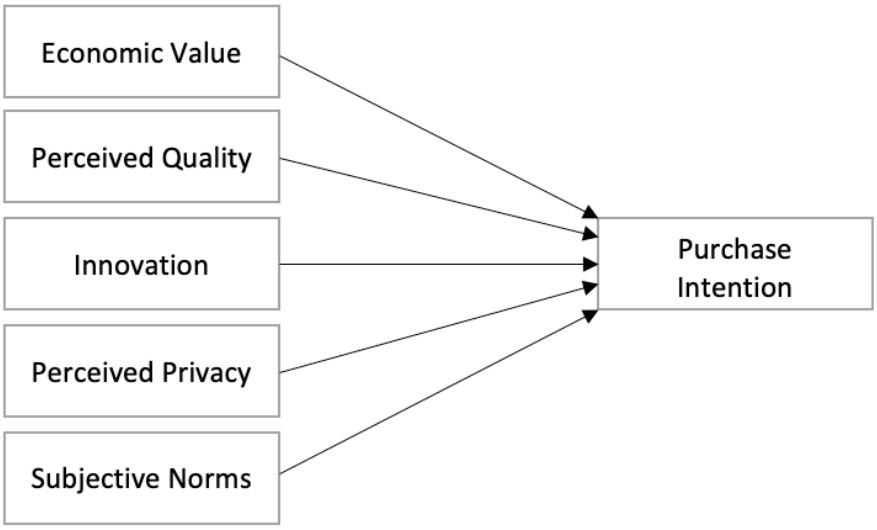

Figure 3.1 Research Model

Research aims to cover adult population of Turkey. In the study, convenience sampling technic used. Sample size considered 50000 and more accepted. In the population more than 50000 and margin of error min +-0.10 accepted and resulting min 96 sample size required. In one month, 364 people participate the survey and people who are not eligible eliminated.

3.4 Research Variables and Hypothesis

The survey consists of two stages. First, there are demographic questions and then 22 questions asking consumer's perception and preferences on Chinese smartphones. There are five independent variables as economic value, perceived quality, perceived

privacy, innovation and subjective norms. In the survey, five level likert scale used as follows; 1. Strongly Disagree, 2. Disagree, 3. Undecided, 4. Agree, 5. Strongly Agree

Economic value questions were adapted from Grewal et al. (1998).

1-If I acquired Chinese smartphone, I think I would be getting good value for the money I spend

2-I think that given Chinese smartphone features, it is good value for the money

3-I feel that acquiring Chinese smartphone meets both my high quality and low-price requirements

4-Compared to the maximum price I would be willing to pay for Chinese smartphone, the sale price conveys good value

5-I would value Chinese smartphone as it would meet my needs for a reasonable price

Innovation questions were adapted from Zameer et al. (2018).

6-Chineses smartphones uses latest technology in its products

7-Chineses smartphones uses innovative technology on frequent bases

8-Chineses smartphones is offering considerable innovation products as compare to its competitors

9-Chineses smartphones are using leading technology in its products

Perceived quality questions were adapted from Yoo et al. (2000).

10-Chinese smartphone are of high quality.

11-The likely quality of Chinese smartphones are extremely high.

12-The likelihood that Chinese smartphones would be functional is very high.

13-The likelihood that Chinese smartphones are reliable is very high.

Perceived privacy questions were adapted from Kehr et al. (2015).

14-I feel I'll have enough privacy when using Chinese smartphone

15-I am comfortable with the amount of privacy I will have when using Chinese smartphone

16-I think my privacy is preserved when I use Chinese smartphone

Subjective norms questions were adapted from Chena & Tungb (2013).

17-Most people who are important to me think I should buy Chinese smartphone

18-Most people who are important to me would want me to buy Chinese smartphone

19-People whose opinions I value would prefer that I buy Chinese smartphone

Purchase intention questions were adapted from Tien et al. (2018).

20-It is very likely that I will buy Chinese smartphones

21-I will purchase Chinese smartphones next time I need a smartphone

22-I will definitely try the Chinese smartphones

Research hypotheses are listed below;

H1: Economical value has positive effect on purchase intention of Turkish consumer towards Chinese smartphone brands.

H2: Innovation has positive effect on purchase intention of Turkish consumer towards Chinese smartphone brands.

H3: Perceived quality has positive effect on purchase intention of Turkish consumer towards Chinese smartphone brands.

H4: Perceived privacy has positive effect on purchase intention of Turkish consumer towards Chinese smartphone brands.

H5: Subjective norms has positive effect on purchase intention of Turkish consumer towards Chinese smartphone brands.

H6: There are some difference among monthly net income of consumers in terms of purchase intention towards Chinese smartphones.

H7: There are some difference among educational status of consumers in terms of purchase intention towards Chinese smartphones.

H8: There are some difference among age of consumers in terms of purchase intention towards Chinese smartphones.

3.5 Data Analysis and Findings

SPSS program was used for data processing. In the first part of the survey, 364 users shared their information as follows;

Table 3.1 Participant's gender distribution

Gender	N	%
Female	103	28.3
Male	261	71.7

In the survey, participants answered the gender question as seen above. 71% of the participants were male equivalent to 261 and 28.3% were female equivalent to 103.As seen that male participants were majority in here.

Table 3.2 Participant's marital status distribution

Marital Status	N	%
Married	167	45.9
Single	197	54.1

Participants answered the martial status question as seen above, 54.1% of the participants equivalent to 197 were single and 45.9% of the participants equivalent to 167 were married.

Table 3.3 Participant's education level distribution

Education Level	N	%
Unschooled	0	0
Elementary School	2	0.5
Middle School	7	1.9
High School	57	15.7
University	245	67.3
Postgraduate	53	14.6

In the survey, Participants asked about their education level. Majority of the participants were university graduate with the percentage of 67.3 which is about 245 people. After that, High school graduates took 15.7% of the total share and represents 57 people. Postgraduates had 14.6% share and 53 participants answered this way. There were seven participants for middle school and 2 participants for elementary school.

Table 3.4 Participant's age distribution

Age	N	%
Less than 18	23	6.3
19 - 24	94	25.8
25 - 34	104	28.6
35 - 44	54	14.8
45 - 64	83	22.8
64 and more	6	1.6

In the questionnaire, there was question about age. 28.6% share of the total participants which were about 104 people, ages between 25 to 34. 25.8% of the total participants which were about 94 people, ages between 19 to 24. 22.8% share of the total participants which were about 83 people, ages between 45 to 64. 14.8% share of the total participants which were about 54 people, ages between 35 to 44. Major age groups mention before. Remaining 23 participants represented below 18 and had 6.3% share in total. Six participants represented above 64 and has 1.6% share in total.

Table 3.5 Participant's occupation distribution

Occupation	N	%
Other	109	29.9
Students	88	24.2
Officer	54	14.8
Independent Business	43	11.8
Worker	34	9.3
Retired	31	8.5
Housewives	5	1.4

Survey participants were asked about their professions. 29.9% of the total participants equivalent to 109 people represented "other" option. Not all of them were included in the survey due to the large number of occupations. 24.2% of the total participants equivalent to 88 people were students. 14.8% of the total participants equivalent to 54 people were officer. 11.8% of the total participants equivalent to 43 people had independent business. 9.3% of the total participants equivalent to 34 people were worker. 8.5% of the total participants equivalent to 31 people were retired. 1.4% of the total participants equivalent to five people were housewives.

Table 3.6 Participant's monthly net income distribution

Monthly Net Income	N	%
Less than 2020TL	101	27.7
2021TL – 3500TL	81	22.3
3501TL – 5000TL	59	16.2
5001TL – 6500TL	52	14.3
6501TL – 8000TL	25	6.9
8001TL and more	46	12.6

Participants in the survey were asked about their monthly net income.101 people, corresponding to 27.7% of respondents earn less than 2020TL .The following group consists of 81 participants with a share of 22.3% and earnings between 2021TL – 3500TL. 16.2% of total users had revenue between 3501TL-5000TL. 12.6% of total participants'

monthly net income was between 5001TL - 6500TL.12.6% of the total participants had 8001TL and more monthly. Last and smallest shares of the total belong to participants who had income level between 6501TL to 8000TL and occupy 6.9%.

Table 3.7 Participant's current smartphone ownership distribution

Current Smartphone Brand	N	%
Apple	98	26.9
Samsung	119	32.7
Huawei	41	11.3
Meizu	3	0.8
Xiaomi	48	13.2
Oppo	0	0.0
One Plus	7	1.9
General Mobile	10	2.7
Vestel	2	0.5
Casper	4	1.1
Honor	0	0.0
LG	10	2.7
Asus	4	1.1
Nokia	2	0.5
Blackberry	0	0.0
HTC	4	1.1
Google-Nexus	0	0.0
Sony	4	1.1
Lenovo	2	0.5
Vodafone	1	0.3
Oukitel	1	0.3
Zuk	1	0.3
Tp Link	1	0.3
Lenovo p2	1	0.3
Reeder	1	0.3

Participants were asked which brand of mobile phones they use. Samsung has the largest share with 32.7% and 119 respondents. The largest share after Samsung is the Apple with 26.9 percent and 98 participants. Chinese brand Xiaomi in third place represented 48 participants with 13.2 percent. Huawei, another Chinese brand, covered 11.3% of the total. Huawei preferred by 41 participants. After brands with large shares, the market becomes fragmented and market shares fall below 5%.

Table 3.8 Participant's current smartphone price distribution

Current Smartphone Price	N	%
0TL – 1250TL	65	17.9
1250TL – 2000TL	103	28.3
2001TL – 3000TL	93	25.5
3001TL – 4000TL	45	12.4
4001TL – 5000TL	23	6.3
5001TL and more	35	9.6

The respondents were asked how much they paid to buy their existing phone. 103 participants, representing 28.3 percent of the total, paid between 1250 TL and 2000 TL for their mobile phones. 25.5 percent of the participants paid 2001TL-3000TL to mobile phones. 65 participants, representing 17.9 percent of the total, paid less than 1250 TL. 45 participants, who cover 12.4% of total, paid 3001TL to 4000TL for mobile telephone. 9.6% of the total which represents 35 participants paid more than 5001TL and above. The remaining 6.3 percent have paid between 4001TL and 5000TL when purchased a mobile phone. Majority of the participants opted for affordable mobile phone.

Table 3.9 Participant's current smartphone purchase date distribution

Current phone purchase date	N	%
0 – 5 month ago	56	15.4
6 – 11 month ago	61	16.8
12 – 17 month ago	86	23.6
18 – 23 month ago	51	14
24 or more month ago	110	30.2

Users were asked when they purchased their current mobile phone. 30.2 percent of respondents bought their mobile phone more than 24 months ago.86 participants represented 23.6 percent of the total and purchased their mobile phones 12-17 months ago. 16.8% of respondents bought their cell phones 6-11 months ago. 15.4 percent of respondents have purchased their mobile phones in the last 5 months. last participant group covering 14 percent purchased mobile phones 18-23 months ago.

Table 3.10 Survey answer's distribution and means

Question	Strongly Disagree		Disagree		Undecided		Agree		Strongly Agree		Mean
	N	%	N	%	N	%	N	%	N	%	$\bar{x}$
1	40	11	36	9.9	82	22.5	93	25.5	113	31	3.558
2	36	9.9	26	7.1	69	19	98	26.9	135	37.1	3.742
3	31	8.5	29	8	75	20.6	96	26.4	133	36.5	3.745
4	39	10.7	42	11.5	85	23.4	88	24.2	110	30.2	3.516
5	45	12.4	36	9.9	70	19.2	77	21.2	136	37.4	3.613
6	33	9.1	25	6.9	93	25.5	97	26.6	116	31.9	3.654
7	29	8	27	7.4	82	22.5	97	26.6	129	35.4	3.742
8	30	8.2	39	10.7	110	30.2	77	21.2	108	29.7	3.533
9	31	8.5	40	11	109	29.9	86	23.6	98	26.9	3.495
10	43	11.9	49	13.6	114	31.7	92	25.6	62	17.2	3.225
11	46	12.6	46	12.6	108	29.7	96	26.4	68	18.7	3.258
12	28	7.7	33	9.1	80	22	121	33.2	102	28	3.648
13	42	11.5	61	16.8	114	31.3	82	22.5	65	17.9	3.184
14	81	22.3	78	21.4	101	27.7	55	15.1	49	13.5	2.761
15	82	22.5	62	17	113	31	55	15.1	52	14.3	2.816
16	83	22.8	60	16.5	120	33	49	13.5	52	14.3	2.799
17	82	22.5	79	21.	102	28	51	14	50	13.7	2.747
18	82	22.5	90	24.7	98	26.9	43	11.8	51	14	2.701
19	85	23.4	65	17.9	105	28.8	62	17	47	12.9	2.783
20	58	15.9	34	9.3	88	24.2	78	21.4	106	29.1	3.385
21	65	17.9	38	10.4	84	23.1	76	20.9	101	27.7	3.302
22	51	14	36	9.9	73	20.1	61	16.8	143	39.3	3.574

Table 3.11 Cronbach's Alpha reliability test

	Cronbach's Alpha	Cronbach's Alpha Based on Standardize d Items	N of Items
Economical Value	.892	.893	5
Innovation	.905	.905	4
Perceived Quality	.909	.909	4
Perceived Privacy	.953	.953	3
Subjective Norms	.942	.942	3
Purchase Intention	.934	.934	3

In order to check the reliability of scales, Cronbach's alpha test was performed using SPSS. Appropriate cronbach's alpha test results are mandatory for further testing. Cronbach's Alpha values compared with values in table below (Tavakol&Dennick,2011).

Table 3.12 Cronbach's Alpha evaluation table

Cronbach's Alpha	Internal Consistency
$\alpha \geq 0.9$	Excellent
$0.9 \geq \alpha. \geq 0.8$	Good
$0.8 \geq \alpha \geq 0.7$	Acceptable
$0.7 \geq \alpha \geq 0.6$	Questionable
$0.6 > \alpha \geq 0.5$	Poor
$0.5 > \alpha$	Unacceptable

As observed innovation, perceived quality, perceived privacy, subjective norms and purchase intention have excellent reliability and valid for further research. Economical value has good reliability and accepted for further research. Based on the table 0.7 and more always accepted yet this study's values much higher.

Table 3.13 Kolmogorov-Smirnov table

	Statistic	df	Sig
Economical Value	.111	364	.000
Innovation	.102	364	.000
Perceived Quality	.097	364	.000
Perceived Privacy	.113	364	.000
Subjective Norms	.100	364	.000
Purchase Intention	.134	364	.000

In Kolmogorov-Smirnov table, Sig values less than 0.05 indicates that the data did not distributed normally but It is not final judgment. Skewness value and Kurtosis value should be considered as well.

Kurtosis value less than 1.0 and more than -1.0 is evaluated excellent but value less than 2.0 and more than -2.0 is also acceptable depending on the case (George & Mallery,2012). Skewness value less than 1.0 and more than -1.0 is evaluated excellent (Hair et al., 2013). As a result, skewness and kurtosis values are within accepted limits.

Table 3.14 Descriptive table with skewness and kurtosis

		Statistic	Std. Error
Economic Value	Skewness	-.625	.128
	Kurtosis	-.436	.255
Innovation	Skewness	-.563	.128
	Kurtosis	-.375	.255
Perceived Quality	Skewness	-.384	.128
	Kurtosis	-.438	.255
Perceived Privacy	Skewness	.154	.128
	Kurtosis	-.971	.255
Subjective Norm	Skewness	.256	.128
	Kurtosis	-.880	.255
Purchase Intention	Skewness	-.436	.128
	Kurtosis	-.981	.255

Multiple regression test was performed to validate hypotheses. As a precondition, independent variables should not collate with each other. For controlling multicollinearity, all correlation values should be less than 0.8 for further research.

Table 3.15 Correlations table

	Purchase Intention	Economical Value	Innovation	Perceived Quality	Perceived Privacy	Subjective Norms
Pearson Correlation						
Purchase Intention	1.000	.753	.605	.709	.505	.631
Economical Value	.753	1.000	.685	.729	.439	.538
Innovation	.605	.685	1.000	.603	.532	.550
Perceived Quality	.709	.729	.603	1.000	.627	.656
Perceived Privacy	.505	.439	.532	.627	1.000	.622
Subjective Norms	.631	.538	.550	.656	.622	1.000
Sig						
Purchase Intention	.	.000	.000	.000	.000	.000
Economical Value	.000	.	.000	.000	.000	.000
Innovation	.000	.000	.	.000	.000	.000
Perceived Quality	.000	.000	.000	.	.000	.000
Perceived Privacy	.000	.000	.000	.000	.	.000
Subjective Norms	.000	.000	.000	.000	.000	.
N						
Purchase Intention	364	364	364	364	364	364
Economical Value	364	364	364	364	364	364
Innovation	364	364	364	364	364	364
Perceived Quality	364	364	364	364	364	364
Perceived Privacy	364	364	364	364	364	364
Subjective Norms	364	364	364	364	364	364

Table 3.16 Model summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.810	.656	.651	.79110

By considering adjusted R square, independent variables explain 65% change in independent variable.

Table 3.17 Anova table

Model		Sum of Squares	df	Mean Square	F	Sig
1	Regression	427.306	5	85.461	136.555	.000[b]
	Residual	224.050	358	.626		
	Total	651.356	363			

In anova table, Sig value less than 0.05 which means that one or more independent variables have meaningful relation with depended variable.

Table 3.18 Coefficients table

Model		Unstandardized Coefficients B	Standardized Coefficients Beta	t	Sig
1	Constant	-.191		-1.226	.221
	Economic Value	.595	.488	10.346	.000
	Innovation	-.065	-.053	-.993	.321
	Perceived Quality	.271	.221	3.480	.001
	Perceived Privacy	.041	.039	.908	.364
	Subjective Norms	.244	.228	5.142	.000

H1: Economical value has positive effect on purchase intention of Turkish consumer towards Chinese smartphone brands.

Sig value less than 0.05 which means that there is a meaningful relation between economical value and purchase intention. Also, beta value is positive which indicates economical value has positive effect on purchase intention of Turkish consumer towards Chinese smartphone brands. H1 accepted.

H2: Innovation has positive effect on purchase intention of Turkish consumer towards Chinese smartphone brands.

Sig value more than 0.05 which means that there is no meaningful relation between innovation and purchase intention.H2 rejected.

H3: Perceived quality has positive effect on purchase intention of Turkish consumer towards Chinese smartphone brands.

Sig value less than 0.05 which means that there is a meaningful relation between perceived quality and purchase intention. Also, beta value is positive which indicates perceived quality has positive effect on purchase intention of Turkish consumer towards Chinese smartphone brands. H3 accepted.

H4: Perceived privacy has positive effect on purchase intention of Turkish consumer towards Chinese smartphone brands.

Sig value more than 0.05 which means that there is no meaningful relation between perceived privacy and purchase intention.H4 rejected.

H5: Subjective norms has positive effect on purchase intention of Turkish consumer towards Chinese smartphone brands.

Sig value less than 0.05 which means that there is a meaningful relation between subjective norms and purchase intention. Also, beta value is positive which indicates

subjective norms have positive effect on purchase intention of Turkish consumer towards Chinese smartphone brands. H5 accepted.

H6: There are some difference among monthly net income of consumers in terms of purchase intention towards Chinese smartphones.

Sig value in homogeneity of variances table is greater than 0.05 which allows further research. Sig value in anova table greater than 0.05 which indicates there is no significant difference among monthly net income of consumers in terms of purchase intention towards Chinese smartphones. As a result, H6 rejected.

Table 3.19 Test of homogeneity of variances for monthly net income

Levene Statistic	df1	df2	Sig.
.229	5	358	.950

Table 3.20 Anova table for monthly net income

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	3.876	5	.775	.429	.829
Within Groups	647.480	358	1.809		
Total	651.356	363			

H7: There are some difference among educational status of consumers in terms of purchase intention towards Chinese smartphones

Sig value in homogeneity of variances table is greater than 0.05 which allows further research. Sig value in anova table greater than 0.05 which indicates there is no significant among educational status of consumers in terms of purchase intention towards Chinese smartphones. As a result, H7 rejected.

Table 3.21 Test of homogeneity of variances for educational status

Levene Statistic	df1	df2	Sig.
1.384	4	359	.239

Table 3.22 Anova table for educational status

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	4.995	4	1.249	.694	.597
Within Groups	646.361	359	1.800		
Total	651.356	363			

H8: There are some difference among age of consumers in terms of purchase intention towards Chinese smartphones.

Sig value in homogeneity of variances table is greater than 0.05 which allows further research. Sig value in anova table greater than 0.05 which indicates there is no significant difference among age of consumers in terms of purchase intention towards Chinese smartphones. As a result, H8 rejected.

Table 3.23 Test of homogeneity of variances for age

Levene Statistic	df1	df2	Sig.
1.138	5	358	.340

Table 3.24 Anova table for age

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	15.901	5	3.180	1.792	.114
Within Groups	635.455	358	1.775		
Total	651.356	363			

4. CONCLUSION

Taking into consideration the continuous growth and sales figures of Chinese smartphone brands worldwide, the purchase intent of Turkish consumer should be determined in order to achieve the same success in the local market. In this study, Chinese mobile phones were considered as the focus, although there are researches affecting the Turkish consumer's intention to purchase mobile phones. This research is important for Chinese brands to understand the buying intent of Turkish consumers.

In the research, the elements that affect the purchase intention were searched and theory of reasoned action was found in the study of Xu et al. (2014) and adapted for this study. Using this theory, our independent variables, economic value, perceived quality, perceived privacy, innovation and subjective norms were determined and their effects on purchasing intention were investigated.

364 participants were asked 22 questions in addition to demographic questions via online survey. The questionnaire prepared in Turkish was distributed via social media in order to reach only Turkish consumers. Survey's data were tested for reliability with Cronbach’s alpha. Kolmogorov-Smirnov test was used to check the normality of the questionnaire data and it was assumed that the distribution was normal according to the studies of George & Mallery (2012) and Hair et al. (2013) by considering skewness and kurtosis. Regression test was used to determine the relationship between dependent and independent variables, and it was observed that there was no multicollinearity problem.

As a result, it was determined that the economic value had the most effect on Turkish consumers' intention to buy Chinese phone. Haba et al. (2017) found a similar relationship between economic value and purchase intention on smartphone as in this study. According to the results of the research, it was found that perceived quality had a positive impact on purchasing as in study of Vo & Nguyen (2015). Another result of the research is that Turkish consumers attach importance to subjective norms when buying mobile phones. Findings of Summers et al. (2006) validate the results of this study.

On the contrary, perceived privacy and innovation were not perceived by Turkish consumers as purchasing criteria. The users who believe in privacy are excluded from the scope of the survey applied in this study because they do not have a social media account. Since privacy-focused people cannot participate in the survey, the relationship between perceived privacy and purchase intention may not be found. Ko et al. (2008) investigated the impact of innovation on smart devices and found that the complexity of innovation had a negative impact on smart device purchasing and adaptation. Research by Laukkanen et al. (2007) found that older consumers are resistant to innovative products and do not take into account. These reference studies may explain why Turkish consumers do not see innovation as a purchasing factor.

The research hypotheses also investigated the effect of demographic characteristics such as age, educational status, and monthly net income on Chinese smartphone purchase intention. According to the results of the anova test, no significant relationship was found. The study which belongs to Oskay (2014) has observed that consumers' age, net income and educational status have no effect on the intention of buying a mobile phone, as in this study.

In addition to the online survey, future studies may include more people who value privacy by conducting a paper survey to achieve healthier results. The results of this study provide insights into product development and marketing of Chinese brands in the Turkish mobile market.

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ATTACHMENTS

Attachment-1:

This survey aims to determine the factors affecting purchase intention of Turkish consumer towards Chinese smartphone brands. Survey takes 5-6 minute to complete. Survey is answered anonymously, and your answers will be private. Thanks for your contribution

Doctor Fatma Özge BARUÖNÜ — Thesis Advisor

Settar Tolga KİNİ — Graduate Student

Attachment-2:

PART 1:

1.Gender

- Male
- Female

2.Marital Status

- Married
- Single

3. Educational Status

- Illiterate
- Primary School
- Middle School
- High School
- University
- Postgraduate / Doctorate

4.Age

- 18 and below
- 19-24
- 25-34

- 35-44
- 45-64
- 64 and above

5. Occupation

- Government Official
- Worker
- Independent Business
- Retired
- Housewive
- Student
- Other

6. Montly Net Income

- 2020TL and below
- 2021TL – 3500TL
- 3501TL – 5000TL
- 5001TL – 6500TL
- 6501TL – 8000TL
- 8000TL and above

7.What is your cell phone brand ?

- Apple
- Samsung
- Huawei
- Meizu
- Xiaomi
- Oppo

- One Plus
- General Mobile
- Vestel
- Casper
- Honor
- Lg
- Asus
- Nokia
- Blackberry
- Htc
- Google/Nexus
- Other

8.How much did you pay for the mobile phone you used?

- 1250TL and less
- 1251TL – 2000TL
- 2001TL – 3000TL
- 3001TL – 4000TL
- 4001TL – 5000TL
- 5001TL and more

9.When did you buy the mobile phone you were using?

- 0 – 5 month ago
- 6 – 11 month ago
- 12 – 17 month ago
- 18 – 23 month ago
- 24 month and older

PART 2:

Chinese phone brands are Huawei , Xiaomi , Meiuzu , Oppo , OnePlus, Honor and other well known brands. Please consider this when answer the questions below.

1-Strongly Disagree 2-Disagree 3-Don't Know 4-Agree 5-Strongly Agree

Questions	1	2	3	4	5
1-If I acquired Chinese smartphone , I think I would be getting good value for the money I spend					
2-I think that given Chinese smartphone features , it is good value for the money					
3-I feel that acquiring Chinese smartphone meets both my high quality and low price requirements					
4-Compared to the maximum price I would be willing to pay for chinese smartphone , the sale price conveys good value					
5-I would value Chinese smartphone as it would meet my needs for a reasonable price					
6-Chineses smartphones uses latest technology in its products					
7-Chineses smartphones uses innovative technology on frequent bases					
8-Chineses smartphones is offering considerable innovation products as compare to its competitors					
9-Chineses smartphones are using leading technology in its products					
10-Chinese smartphone are of high quality.					

11-The likely quality of Chinese smartphones are extremely high.					
12-The likelihood that chineses smartphones would be functional is very high.					
13-The likelihood that chineses smartphones are reliable is very high.					
14-I feel I'll have enough privacy when using chinese smartphone					
15-I am comfortable with the amount of privacy I will have when using chinese smartphone					
16-I think my privacy is preserved when I use chinese smartphone					
17-Most people who are important to me think I should buy chinese smartphone					
18-Most people who are important to me would want me to buy chinese smartphone					
19-People whose opinions I value would prefer that I buy chinese smartphone					
20-It is very likely that I will buy chinese smartphones					
21-I will purchase chinese smartphones next time I need a smartphones					
22-I will definitely try the chinese smartphones					

ABOUT THE AUTHOR

Settar Tolga Kini was graduated from Doğuş University Computer Engineering. During being student, He participate Doğuş University Information Technology department and develop Doğuş Mobile application and launch it live for student use for free. After graduation took part in various companies for project base developer. During projects, He examine user problems and develop solutions for it. He founded Mobilge IT and provide consultancy for people who need IT help. He participates ITU Cekirdek mini-MBA program for 3 months in order to learn entrepreneurship. Currently student of Doğuş University Mba program.