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Research Article

The Effects of Smartphone Usage Preferences of Consumers on the Buying Process Under the Scope of Mobile Technologies[1]

Mobil Teknolojiler Kapsamında Tüketicilerin Akıllı Telefon Kullanım Tercihlerinin Satın Alma Sürecine Etkileri

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Abstract

Nowadays, the developments in internet and mobile device technologies allow both consumers and retailers to benefit more from the opportunities offered by mobile technologies with regards to marketing. In this context, consumer evaluations regarding mobile technologies, which have become one of the building blocks of multi-channel retailing, have come to the fore as a subject worth researching. The aim of this study is to examine the effects of usage precursor behaviours and attitudes towards the use of mobile technology on the stages of the buying decision process of consumers. In the research model developed based on the Technology Acceptance Model (TAM), the effects of perceived ease of use, perceived usefulness and attitude variables on each stage of the buying decision process were analyzed. The data required for the analyses were collected using a questionnaire that was designed online. As a result of the model test conducted using the structural equation with the data provided by 925 participants, the perceived ease of use and usefulness were found to be effective on the attitudes of consumers towards the use of mobile technology. In addition, it was determined that the consumers used their smartphones more intensively at the 'information search' and 'evaluation of alternatives' stages of the buying decision process.

Keywords: *Mobile Marketing, Use of Mobile Technology, Buying Process*

Öz

Günümüzde internet ve mobil cihaz teknolojilerindeki gelişmeler hem tüketicilerin hem de perakendecilerin pazarlama bağlamında, mobil teknolojilerin sunduğu olanaklardan daha fazla yararlanmalarına imkan vermektedir. Bu çerçevede çok kanallı perakendeciliğin yapı taşlarından biri haline gelen mobil teknolojilere yönelik tüketici değerlendirmeleri araştırılmaya değer bir konu olarak ön plana çıkmaktadır. Çalışmanın amacı; mobil teknoloji kullanımına yönelik kullanım davranış öncüllerinin ve tutumların, tüketicilerin satın alma karar süreci adımları üzerindeki etkilerini incelemektir. Teknoloji Kabul Modeli (TKM) temel alınarak geliştirilen araştırma modelinde; algılanan kullanım kolaylığı, algılanan

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fayda ve tutum değişkenlerinin satın alma karar sürecinin her bir adımı üzerindeki etkileri analiz edilmiştir. Analizler için gerekli veriler online anket aracılığıyla toplanmıştır. 925 katılımcıdan sağlanan verilerle yapısal denklem kullanılarak yapılan model testi sonucunda tüketicilerin mobil teknoloji kullanımına yönelik tutumları üzerinde algılanan kullanım kolaylığı ve faydanın etkili olduğu görülmüştür. Ayrıca tüketicilerin satın alma karar süreci adımlarından; alternatifleri belirleme ve alternatifleri değerlendirme safhalarında akıllı telefonlarını daha yoğun olarak kullandıkları tespit edilmiştir.

Anahtar Kelimeler: *Mobil Pazarlama, Mobil Teknoloji Kullanımı, Satın Alma Süreci*

1. Introduction

Thanks to the use of mobile internet, the decreased temporal and spatial limitation perception leads smartphones to be used anywhere regardless of place and time. This enables consumers to perform many transactions such as mobile application, mobile website, mobile coupon, mobile shopping, mobile payment, QR code and barcode reading on their smartphones within the scope of marketing applications (Büyükkalaycı and Karaca, 2019). Smartphones, which are used more frequently by consumers in the shopping process, are becoming one of the building blocks of multi-channel retailing. The fact that consumers can easily access information regarding price alternatives, campaigns, companies, product features etc., also affects the buying decision process stages. Considering this situation in terms of retail sector, it directs the companies operating in the sector towards making designs on multi-channel shopping alternatives. Businesses that want to develop marketing strategies in order to take advantage of the opportunities offered by mobile technologies have to work on what new generation consumers who are born and raised in technological innovations expect from them and the market presentations that can meet these expectations.

- The main purpose of this study within the scope of the above-mentioned evaluations is to examine the effects of usage precursor behaviours and attitudes towards the use of mobile technology on the stages of the buying decision process of consumers. The research questions of the study are listed below:
- For what purpose and how often do the consumers use their smartphones in their buying decisions?
- What is the effect of consumers' perceptions of finding smartphone use easy and useful on their attitudes towards shopping through the phone?

How do consumers' perceptions of finding smartphones use easy and useful and their attitudes towards shopping through phone affect the stages of the buying decision process?

Considering the contribution of mobile devices to the digital customer experience, this research aims to determine the role and effects of consumers' evaluations regarding the use of mobile technology on the buying process and to provide information that will both contribute to the literature and guide the experts who determine the marketing strategies. When the studies conducted on mobile technologies are examined in the literature, it is generally seen that they are based on measuring the attitudes and intentions of consumers towards mobile shopping. It has not been stated how the consumer is involved in the buying process with a smartphone. However, this study has integrated the buying decision process into the TAM model and has managed to analyze the behaviour of the consumer in the buying process together with the smartphone. It has contributed to the marketing literature by researching the shopping experiences of the customers involved in the buying process with their smartphones, empirically.

2. Literature Review

2.1. Mobile Technology Concept and Usage

Today, thanks to the internet service provided by the communication and technology companies operating in the telecommunication sector, the areas of use of mobile technologies that allow users to obtain and share the desired information are increasing, regardless of location and time. This

rapid increase is due to their easy portability, internet connectivity and advanced mobile operating systems. With smartphones and tablets earning the first place, the application areas of mobile technologies are becoming more and more widespread. According to the world statistics of Digital 2020 report (we are social, 2020), 67% of the world's population uses mobile phones, 59% uses internet, and 49% uses active social media. 53% of all the website traffic comes from the mobile phones. 36% of web-based or online shopping is carried out on laptops or desktop computers, while 52% is carried out on mobile devices (we are social, 2020). According to the Turkey statistics of Digital 2020 report, 89% of the population uses smartphone, 45% uses tablet, and 64% uses mobile internet and social media via their smartphones. In addition, 33% of online shopping is carried out on laptops or desktop computers, while 44% is carried out on mobile devices (we are social, 2020).

Mobile technologies that make life easier offer many opportunities to consumers and businesses. In particular, they are known to be used in the purchases that consumers make from physical stores and in processes that take place before and during shopping such as checking and comparing prices, searching and sharing product information, reading user reviews and suggestions, receiving shopping advices, receiving campaign and discount news, linking the cards to their mobile applications and making mobile payments in the store (Deloitte, 2016).

Therefore, it is important for businesses in terms of marketing strategies to know how popular mobile technologies such as smartphones and tablets are reflected in the buying processes of consumers.

2.2. Technology Acceptance Model (TAM)

This model is accepted to be the most effective theoretical approach in the investigation of determinants regarding the use of information technology due to its robustness, flexibility and explanatory power. TAM is based on Theory of Reasoned Action (TRA) of Fishbein and Ajzen (1975). TAM provides a link between technology acceptance and usage behaviour. Davis (1989) developed the TAM model by adding the perceived ease of use and perceived usefulness variables. All dimensions of the perceived ease of use, perceived usefulness, attitude towards use and behavioural intention of TAM are shown in Figure 1.

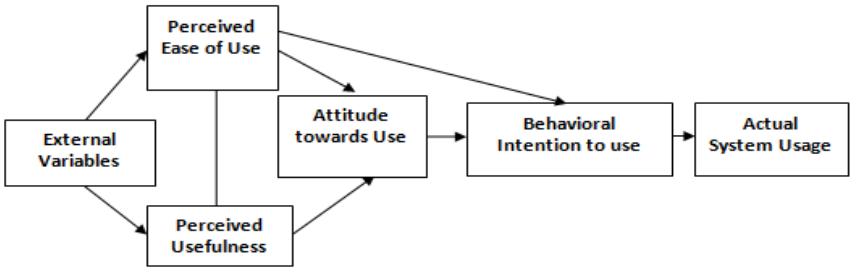

Figure1. Technology Acceptance Model (*Source:* Davis et al., 1989: 1987)

Perceived ease of use expresses the potential user's expectation of using the target system effortlessly, the degree of his belief or the practical usability of learning a particular technology without much effort (Davis, 1989). In addition, perceived ease of use has a direct effect on perceived usefulness because the ease of use of a system makes the system more useful. In many studies conducted related to TAM, perceived ease of use seems to correlate positively with the use of information systems and the user attitudes towards the use of these systems (Davis, 1989; Qiu & Li, 2008; Cheng, Sheen, & Lou, 2006; Jahangir & Begum, 2008). Perceived usefulness and ease of use perceptions of the users determine their attitudes towards using the system. It is observed that behavioural intentions are determined by these attitudes towards the use of the system. Behavioural intention is the measure of the probability that a person will use (behaviour) the application. According to the model, behavioural intentions also determine the actual system

usage (Davis et al., 1989). In addition, TAM suggests a direct relationship between behavioural intentions and perceived usefulness (Morris & Dillon, 1997).

2.3. Consumer Buying Decision Process

The consumer makes a series of decisions starting from the feeling of a need until the post-sales evaluation. This series of decisions made by the consumer is called the buying decision process (Hawkins, Coney, & Best, 2003). The buying action of consumer is either a reaction to a problem or a response. The person may develop a need for a new product. At this point, when there is a need, the process of seeking a response to the problem that has occurred also gets started. In daily life, we encounter this decision-making situation almost every day. The person realizes that they want to buy and take a series of steps in order to do this. These steps are as follows: (1) need recognition (2) pre-purchase research (3) evaluation of alternatives (4) purchase (5) post-purchase behaviours (Solomon, 2013).

Generally, the consumer decision process focuses on three steps:

- How does a person's need for a product arise? How does the person feel the existence of the problem?
- How does the person determine the alternatives? What kind of information search behaviour does the person show?
- How does the person evaluate alternatives to make a decision?

Consumers always need various information whether they shop online or offline (Hult, Sharma, Morgeson & Zhang, 2019). They use the shortest way to meet their information needs, which is the internet. It is known that the consumers, who shop especially online, watch product review videos, look at price comparison websites and read user reviews before making a buying decision (Darley, Blankson, & Luethge, 2010; Maslowska, Malthouse, & Viswanathan, 2017; Helversen, 2018). Nowadays, as mobile consumers can access the internet whenever and wherever they want and can get the information instantly, it may change their buying decisions even while in the store. In particular, the use of smartphones and tablets as shopping assistants in in-store shopping will enable different shopping experiences (Engel, Kollat & Blackwell, 1968; Howard & Sheth, 1969).

2.4. Studies Conducted on the Use of Mobile Technology

When studies conducted on the use of mobile technology are examined in the literature, the share of m-commerce in e-commerce is increasing rapidly with the adoption of smartphone use (Wang et. al., 2015). Furthermore, smartphones offer the brands many opportunities to engage in marketing activities by reaching their target consumer mass. Social media applications that have reached billions of users around the world have a big impact on this situation. Social media applications have increased the time users spend on the phone. This has led brands to further direct their marketing communication efforts to these platforms. In addition, consumers are able to shop directly on social media as well as on different online shopping sites (Agrebi & Jallais, 2015). The larger size of phone screens and the development of user-friendly mobile applications have enabled smartphones to be used more intensively in the evaluation of alternatives. However, this situation turns into purchasing in the evening when consumers spend more time on their phones (Holmes, Byrne, & Rowley, 2013). An important point in mobile shopping is to earn the trust of the consumer. In particular, credit card and personal information should be guaranteed to be safe (Gao, Waechter, & Bai, 2015).

Mobile phones are transformed into devices that can shop and pay, and share videos and photos, rather than just being used for calls. Being aware of this situation, retailers have introduced smart technologies that enable consumers to have a positive experience with their smartphones in the stores (Pantona & Naccarato, 2010). New features are being added to the transactions that can be carried out by the consumers through their phones during shopping in the store (Cliquet, Picot-Coupey, Huré, & Gahinet, 2014). The consumers can compare the prices, read the comments, get

the idea by sending the photo of the product they like to their friends, check out the campaigns through the application of the store when necessary, receive the campaign and discount codes, pay through contactless payment method etc. and can perform many more operations using their smartphones in the store (Yang, 2012). Therefore, in order to better meet the consumer needs, it is necessary to understand technology usage behaviours (knowing how, where and why consumers use their mobile phones). In this way, businesses will be able to develop their marketing efforts in a different direction (Samarhan, 2016).

Within the scope of the literature review presented above, the research model in Figure 2 was developed in accordance with the purpose of the research when the TAM model and the consumer buying decision process were evaluated together. Then, the main and sub-hypotheses were mentioned for the research model. Based on the studies conducted in the literature regarding the relationships between the determined variables, the research hypotheses formed are as follows.

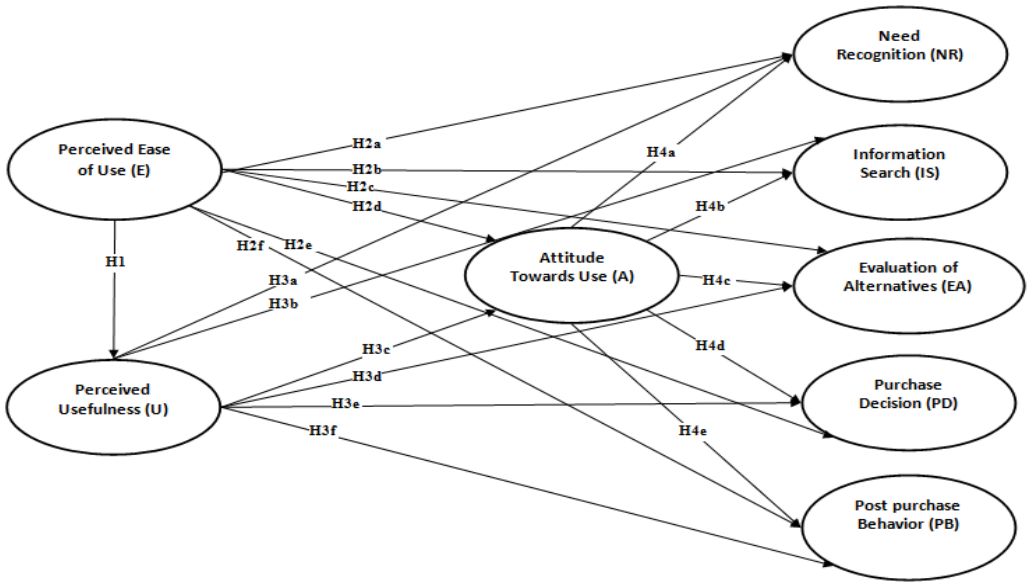

Figure 2. Research Model

3. Methodology

The study was conducted within the scope of descriptive research design in order to examine the relationships between the variables in the research model and to test the relevant hypotheses. In parallel with the widespread use of smartphones, the use of smartphones for mobile shopping is also increasing. Therefore, the necessity of collecting data from a wide range of sample had emerged. As a result of evaluations, convenience sampling method was preferred as sampling method.

Considering the experiences that the users in the target audience possess in the use of mobile technology, it was decided that the use of an online survey as a data collection tool would be appropriate. A pilot study was conducted by sharing the first questionnaire draft composed by editing the scales specified after the literature review, with the participation of 50 people in a Facebook group of university students. Within the scope of the evaluations received after the pilot study, the questionnaire form was revised and the final draft of the form was given. The field research was shared using the link "https://goo.gl/6JsKTA" on 324 Facebook groups with a total of 2,816,583 members. 1018 answered questionnaires were received with the participation of consumers who volunteered to answer the questionnaire. After the preliminary evaluation, the questionnaires of consumers who did not have online shopping experience through their smartphones and those who did not answer the control questions placed between the scales were

eliminated. As a result, a total of 925 questionnaires suitable for the analysis were evaluated. In studies where the number of units in the population is over one million, the required sample size is considered to be sufficient if it is 384 with a 95% confidence interval (Sekeran, 1992). For the application of the structural equation modelling, the sample size must be at least ten times the number of questions (Hoogland & Boomsma, 1998; Bryman & Cramer, 2001). Considering the two criteria regarding the sample size, 925 questionnaires were thought to be sufficient for analysis. In the first part of the questionnaire form comprising three parts, there were questions to investigate users' mobile usage habits, in the second part, there were thirty-eight expressions to measure the variables in the research model, and in the last part, there were questions regarding demographic features. The expressions used in the questionnaire which were taken from the previously conducted related researches in order to measure the variables in the research model, are presented in Table 1 below. The 5-point Likert scale was used as the measurement of the level of expressions (1; Strongly Disagree,…, 5; Strongly Agree).

Table 1. Sources of Scales

Constructs	Sources
Perceived Ease of Use	Davis 1989; Venkatesh & Davis, 2000
Perceived Usefulness	Davis, 1989; Kim, Yoon, & Han, 2016; Grob, 2015
Attitude towards Use	Cheng, Lam, & Yeung, 2006
Need Recognition	Schwarz et al., 2013; Shank, 2009; Cengiz & Şekerkaya, 2010
Information Search	Rapp et al., 2015; Patwardhan & Ramaprasad, 200
Evaluation of Alternatives	Blackwell et al., 2003; Karaatli, Ma, & Suntornpithug, 2010
Purchase Decision	Persaud & Azhar, 2012; Verhoef, Neslin, & Vroomen, 2007
Post purchase Behavior	Butler & Peppard, 1998; Kim & Srivastava, 2007

3.1. Data Analysis and Findings

Frequency distributions of the demographic features of the participants in the context of descriptive statistics are shown in Table 2.

Table 2. Demographic profile of respondents (n=925)

Characteristics	Descriptor	n	%	Characteristics	Descriptor	n	%
Age	Under 18	16	1.7	Education	Primary Education	4	0.4
	18-25	527	57		High school	65	7
	26-33	222	24		University	649	70.2
	34-41	111	12		Graduate	207	22.4
	42-49	33	3.6	Occupation	Student	547	59.1
	50-57	15	1.6		Public Servant	175	18.9
	58 and above	1	0.1		Housewife	15	1.6
Income	1300TRY and below	270	29.2		Tradesman	28	3.0
	1301-2600TRY	180	19.5		Worker	48	5.2
	2601-3900TRY	234	25.3		Retired	5	0.5
	3901-5200TRY	153	16.5		Private Sector	86	9.3
	5201TRY and above	88	9.5		Other	21	2.3
Gender	Female	389	42.1	Marital status	Single	700	75.7
	Male	536	57.9		Married	225	24.3

In Table 2, when the information about the demographic features of the participants are analyzed, the points that draw attention are that 57% of the smartphone users are in the 18-25 age group, 29.2% have an income of 1300TRY and below, and 70.2% of them are university graduates. When the gender distributions are examined, it is seen that 42.1% of the users are females and 57.9% are males. In terms of occupational groups, 59.1% of the participants are students and in terms of marital status, 75.7% of them are single. The reason for the higher number of students is that the majority of Facebook groups where the questionnaire was shared were created by student communities (groups with themes such as exams, questions, universities, etc.).

Table 3. Online and Mobile Shopping Preferences of the Participants

Characteristics	Descriptor	n	%
Device preference in online shopping	Laptop	535	57.8
	Smartphone	293	31.7
	Desktop computer	75	8.1
	Tablet	22	2.4
Device preference in product research and comparisons	Laptop	463	50.1
	Smartphone	336	39.6
	Desktop computer	76	8.2
	Tablet	20	2.2
Mobile website and application preference in mobile shopping	Mobile website	269	29.1
	Mobile shopping application	142	15.4
	Both	328	35.5
	None	186	20.1
Product categories examined on smartphone	Clothing, fashion, sports	597	21.8
	Electronics	541	19.8
	Books, music, games	451	16.5
	Traveling	371	13.6
	Real estate, vehicle	288	10.5
	Household products	243	8.9
	Health, cosmetics, baby	206	7.5
	None	24	0.9
	Other	17	0.6
Product preference in mobile shopping via smart phones	Clothing, fashion, sports	470	23.2
	Electronics	366	18.0
	Travel, ticket, accommodation	360	17.7
	Books, music, games	293	14.4
	Household products	161	7.9
	Health, cosmetics, baby	134	6.6
	Market, food	84	4.1
	None	148	7.3
	Other	13	0.6

According to Table 3, the most preferred device of the participants when it comes to online shopping is laptops with a rate of 57.8%, followed by smartphones with a rate of 31.7%, and then 8.1% and 2.4% of the participants prefer desktop computers and tablets, respectively. Regardless of the device, all types of online shopping carried out fall under the umbrella of e-commerce. However, the increasing share of m-commerce in e-commerce also leads to the expansion of e-commerce. When looking at the devices the participants use to conduct product research and comparison, it is seen that 50% of the users prefer laptops, 39.6% prefer smart phones, 8.2% prefer desktop computers and 2.2% of the users prefer tablets.

Also, if we take a look at whether the consumers prefer mobile websites or mobile applications in their mobile shopping, it is observed that 29.1% of the consumers prefer mobile websites, 15.4% prefer mobile shopping applications, 35.5% prefer both and 20.1% of them prefer none. When looking at the product categories that are searched on the smartphones, it is observed that 21.8% of the consumers search for clothing, fashion, and sports, 19.8% search for electronics, 16.5% search for books, music, and games, 13.6% search for traveling, 10.5% search for real estate and vehicles, 8.9% search for household products, 7.5% search for health, cosmetics, and baby products, 0.9% of them do not search for any product categories and 0.6% of them search for other categories. Finally, when the product preferences of the participants in their mobile shopping on smartphones are reviewed, it is observed that 23.2% of the participants prefer buying products from clothing, fashion and sports category, 18% from Electronics category, 17.7% from travel, tickets and accommodation category, 14.4% from books, music and games category, 7.9% from household products category, 6.6% health, cosmetics and baby products category, 4.1% market and food category, 7.3% from none of the categories and 0.6% prefer buying products from other categories.

3.2. Exploratory Factor Analysis

In order to test the model, all 38 expressions directed to the participants were subjected to analysis and the Cronbach's Alpha coefficient was calculated as α=0.92. According to this calculated value, it is concluded that the expressions in the scale have high reliability. According to the results of the factor analysis, the KMO value found to be 0.924 and the significance level of Bartlett Sphericity Test found to be p=0.000 indicate that the data set is suitable for factor analysis. It is known that the higher the variance rate in factor analysis, the stronger is the factor structure of the scale. When the total variance rate of the study is analyzed, this ratio is found to be calculated as 64.05%. The reliability analysis results for each scale are shown below in Table 4.

Table 4. Exploratory Factor Analysis Results

Construct Indicators	Measurement Items	Factor loadings	Cronbach's alpha	KMO test value	Bartlett test value: Sig.	% of variance explained
E1	Using the internet from my smartphone is easy for me.	.802	.873	.804	.000	68.37
E2	I can comfortably use any mobile application that I download from my smartphone.	.829				
E3	I don't have difficulty sharing (photos, videos etc.) from the smartphone.	.790				
E4	It is easy for me to compare products with my smartphone.	.759				
E5	It is easy for me to shop online from my smartphone.	.942				
U1	Using a smart phone allows me to perform many online transactions wherever and whenever I want.	.711	.886	.851	.000	69.36
U2	Using a smart phone allows me to quickly search for many different models, products and brands in the shopping process.	.857				
U3	Using a smart phone allows me to be aware of discounts, offers and promotions.	.808				
U4	Using a smart phone provides more practical payment option in my online purchases.	.934				
U5	Using a smart phone allows me to make more accurate product selection and purchase decisions.	.838				
A1	According to me, it is useful to read consumer and user reviews using a smartphone.	.776	.691	.715	.000	52.90

A2	Comparing products and prices using a smartphone helps my purchase decisions.	.819				
A4	I think it is a smart idea to buy products (shopping online) using a smartphone.	.616				
A5	I think it is unnecessary to search for products and services using a smartphone.	.681				
NR1	Advertisements and messages that I receive on my smartphone draw my attention to the products.	.874	.900	.860	.000	71.88
NR2	Ads and messages on my smartphone encourage me to buy.	.904				
NR3	Ads and messages that I receive on my smartphone reveal my needs.	.891				
NR4	Mobile advertisements and messages that I receive on my smartphone give birth to new needs (requests).	.836				
NR5	I am interested in other's shared products and services that I receive on my smartphone.	.721				
IS1	Before I make a purchase decision using my smartphone, I collect information about the products.	.893	.905	.796	.000	79.21
IS2	Before I make a decision to purchase using my smartphone, I make a product review while determining the alternatives.	.905				
IS3	Using my smartphone, I get people's thoughts and advices about products.	.809				
IS4	By using my smartphone, I get informed about the campaigns and discounts on time.	.947				
EA1	I make a price comparison before purchasing a product or service using my smartphone.	.840	.796	.751	.000	63.58
EA2	I compare products using my smartphone. (in terms of quality, warranty, technical specifications etc.)	.858				
EA3	I look at product reviews and comments using my smartphone. (from forum, social media etc.)	.820				
EA4	I consult the people around me about the products I intend to buy using my smartphone.	.654				
PD1	As a result of the comparisons I make on my smartphone, I determine the most suitable place and brand to purchase.	.794	.795	.835	.000	55.11
PD2	Reviews I read on my smartphone affect my buying decision.	.769				
PD3	I make my decision to purchase a product using my smartphone by checking if it is on sale, in stock, in the promotion.	.732				
PD4	I do not shop from the shopping site and mobile applications that I do not trust from my smartphone.	.677				
PD5	I shop quickly and conveniently whenever I want from my smartphone.	.735				
PB1	Using my smartphone, I share my degree of satisfaction about products and services after purchasing.	.856	.822	.806	.000	59.11
PB2	Using my smartphone, I forward my complaints about products and services after purchasing.	.794				
PB3	I make comments and give advices on products and services using my smartphone.	.856				
PB4	Using my smartphone, I look for solutions to problems I encounter with products and services.	.734				
PB5	After purchasing using my smartphone, I continue to search for information about other brands and new products.	.611				

When the factor scores of the variables related to the attitude dimension of the consumers towards the use of mobile technology were examined, the TUT3 variable was removed from the scale since it disrupted the factor structure. Then, EFA values (factor loads, KMO, Bartlett Sphericity

Test and reliability analysis results) of the Attitude scale were found to be at the desired levels, and it was concluded that the scale was both reliable and consistent with the expressions forming the scale.

3.3. Confirmatory Factor Analysis

After the Exploratory Factor Analysis, Confirmatory Factor Analysis (CFA) was performed before the application of Structural Equation Modelling (SEM). After each factor in the model was tested, necessary modifications were made to obtain the adequate goodness of fit values. Accordingly, each scale (latent variable) in the model was tested with CFA. After CFA analyses were performed to each of the dimensions of the model, the CFA result, which was achieved by including all dimensions in the model, was evaluated with the measurement model; goodness of fit and modification values of the latent variables in the structural model, in terms of regression and correlation coefficients, and is shown is Figure 3.

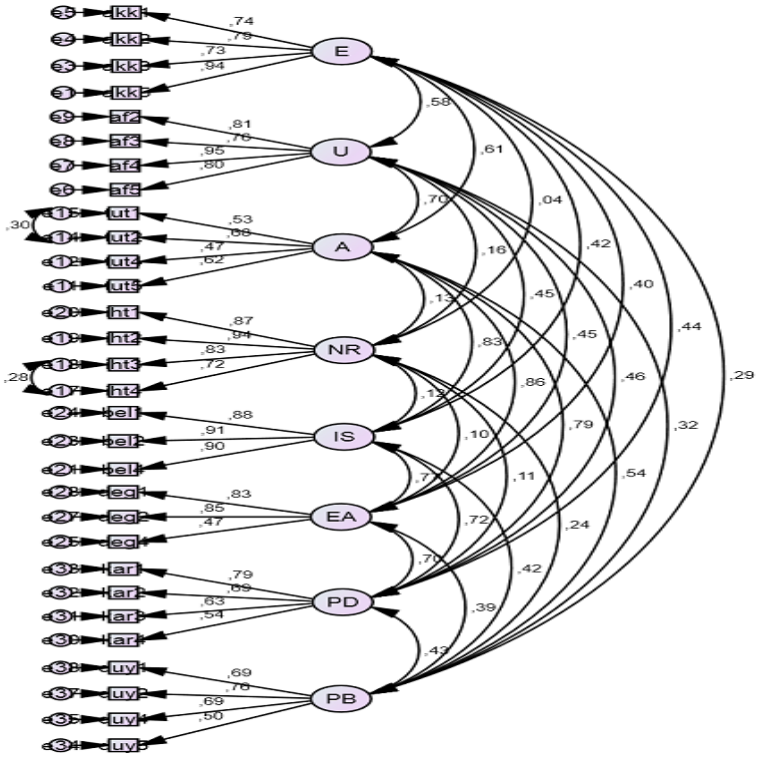

Figure 3: CFA of the Whole Model

The goodness of fit indices obtained after the CFA analysis applied to all dimensions related to the measurement model are shown in Table 5.

Table 5. Goodness of Fit Values for the Post-CFA Structural Model

Model Fit Indices	Results	Reference values	Evaluations
$\chi 2/df$	885.659/375=2.362	$0 \leq \chi 2/df \leq 5$	Acceptable
GFI	.938	.85≤ GFI ≤1	Good
AGFI	.923	.85≤ AGFI ≤1	Good
TLI	.962	.90≤ TLI ≤1	Good
CFI	.967	.95≤ CFI ≤1	Acceptable
RMSEA	.038	0≤ RMSEA≤.09	Good

In Table 6, when the AVE (Average Variance Extracted-AVE > .50) and CR (Composite Reliability-CR > .70) values of the structural model are examined, it is seen that the model is reliable. Furthermore, the goodness of fit values of the model at the desired levels, show that the path analysis can be made to the structural model after CFA.

Table 6. AVE and CR Values of the Structural Model

Variables	Composite Reliability	Average Variance Extracted
Perceived Ease of Use	.873	.579
Perceived Usefulness	.896	.633
Attitude Toward Use	.809	.519
Need Recognition	.906	.662
Information Search	.872	.639
Evaluation of Alternatives	.887	.667
Purchase Decision	.832	.501
Post-purchase Behaviour	.848	.529

C.R.= Composite Reliability= (Σλ2)2/(Σλ2)2+Σe, A.V.E.= Average Variance Extracted= Σ (λ)2/Σ(λ)2+Σe

As a result of the CFA, the fact that the fit values of the model are at the acceptable level indicates that the items are loaded towards the factors and the factor loadings values of the items are statistically significant. Thus, it proves that the data of the sample matches the factor structure that we put together in the research model.

3.4. Structural Equation Modelling

When the results of the measurement model, including all latent variables (factors), were examined, CFA and reliability analyzes were found to be at an acceptable level. All the latent variables included in the measurement model were also included in the research model, and thus, the structural equation model was adopted. The hypotheses suggested theoretically in the structural model were tested. After the improvement, when the values of the final form of the model were examined, it was seen that the goodness of fit values were at an acceptable level. The results of the first model obtained by including all latent variables in the analysis, the model with significant relationships obtained by removing the insignificant paths from the model and the test results of the last model after improvement are given in Table 7.

Table 7. Goodness of Fit Values for Models

Model	**χ2/df**	**GFI**	**AGFI**	**TLI**	**CFI**	**RMSEA**
First model	1054.253/387 2.724	.927	.913	.951	.957	.043
Model for significant relationships	1057.154/391 2.704	.927	.913	.952	.957	.043
Final model after improvement	924.726/388 2.387	.935	.922	.961	.965	.039

In this context, the relationships between the variables in the model were researched and the suggested hypotheses were tested. The path analysis of the tested research model and the relationships between the structures are shown in Figure 5.

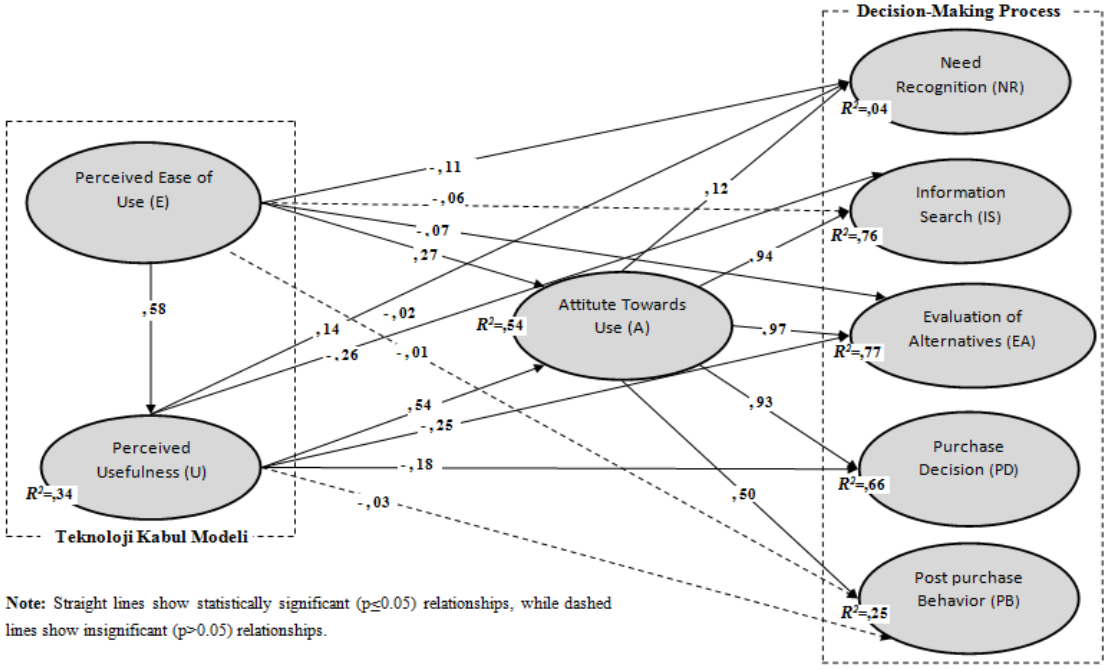

Figure 4. Hypothesis test

In the model, the one-sided dashed arrows showing the research hypotheses show the insignificant paths (p> 0.005), and the non-dashed ones show significant relationships. R^2 values (explained variance in the related variable) expressing the explained variance of each latent variable in the model are shown in the outer circumference of the balloon diagrams. Table 8 shows the standardized regression coefficients and significance levels obtained as a result of the path analysis of the structural model. In addition, since 4 relationships (p>0.05) that were not statistically significant were rejected as a result of Path Analysis before improvement, the results of remaining 14 relationships from a total of 18 relationships are included in this table. Based on these findings, the relationships and the acceptance of the hypotheses were determined.

Table 8. Hypothesis test result.

Structural Relationship			S.Estimate (β)	S.Error	C.R. (t- value)	p	Hypothesis	Result
Benefit	<---	ease	.583	031	17.139	.000	(H1)	Accepted
Need	<---	ease	-.113	075	-2.384	.017	(H2a)	Accepted
Evaluation	<---	ease	-.075	035	-2.076	.038	(H2c)	Accepted
Attitude	<---	ease	.267	025	7.097	.000	(H2d)	Accepted
Need	<---	benefit	.140	093	2.595	.009	(H3a)	Accepted
Information Search	<---	benefit	-.263	052	-5.528	.000	(H3b)	Accepted
Attitude	<---	benefit	.536	034	11.139	.000	(H3c)	Accepted
Evaluation	<---	benefit	-.250	055	-4.783	.000	(H3d)	Accepted
Decision	<---	benefit	-.178	034	-3.411	.000	(H3e)	Accepted
Need	<---	attitude	.121	131	2.199	.028	(H4a)	Accepted
Information Search	<---	attitude	.940	095	16.244	.000	(H4b)	Accepted
Evaluation	<---	attitude	.970	102	15.365	.000	(H4c)	Accepted

Decision	<---	attitude	.926	072	11.491	.000	(H4d)	Accepted
Behaviors	<---	attitude	.497	079	10.960	.000	(H4e)	Accepted

When the path analysis results were examined, the hypotheses for the 14 relationship estimates from the proposed model were accepted.

4. Conclusion and Suggestions

The results of the research show that smartphones are mostly used as a channel for searching for information. As Baglione (2014: 28) stated, the fact that the consumers are increasingly using their smartphones to perform many tasks during the day makes the mobile more valuable to reach the consumers.

Marketing practitioners or those determining marketing strategies;

- Should strive to provide their customers with the best experience in these channels by noticing the contribution of mobile devices to the digital customer experience. In addition, they should follow the behaviour of consumers on multiple channels and make these channels compatible and consistent with each other, and then update their current business models accordingly.
- Should provide their consumers with a fast and smooth mobile experience in all channels and stages (good interface, useful menus, easy membership and order completion, etc.) in such a period, when mobile devices turn into stores and web traffic through mobile leaves all other devices behind, by making their websites mobile-friendly. They should provide the users with the best experience and the increased possibilities of purchasing at the end of visits by making the various processing steps such as membership, product search, filtering, purchasing, payment, order tracking etc. simple, easy and fast via mobile site and application.
- Should offer personalized promotions (demographic features, shopping habits, location etc.) on mobile devices using "Big Data" effectively and efficiently. Also, they should see the mobile not only as a sales channel but also as a promotional and marketing channel.

Technological developments that will be experienced nowadays and in the future will have different impacts due to their characteristics and nature, but in future studies on this subject, it can be investigated whether or not the use of smartphones in the store has some risk-reducing effects perceived by consumers. Also, an answer can be sought to see whether or not the use of smartphones in the information search, evaluation of alternatives and buying processes of consumers will cause a change in the pricing strategies of the enterprises. After defining the concept of bargaining and the consumer's approach to this concept on an international scale, the impact of mobile technologies on the concept of bargaining can be discussed. By designing other technology acceptance and usage models and research models in which the buying process is included, emotional dimensions affecting the attitude can be emphasized. In the behavioural part, the researcher may investigate the effect on unplanned, hedonic, compulsive etc. buying styles. Digital/mobile wallet applications can be approached in the context of the diffusion of innovations theory. If consumers using mobile technologies are able to be classified into basic, intermediate and advanced level by cluster analysis, smartphone usage and differences in the buying processes of these consumer groups can be revealed.

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Araştırma Makalesi

The Effects of Smartphone Usage Preferences of Consumers on the Buying Process Under the Scope of Mobile Technologies[2]

Mobil Teknolojiler Kapsamında Tüketicilerin Akıllı Telefon Kullanım Tercihlerinin Satın Alma Sürecine Etkileri

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Genişletilmiş Özet

Giriş

Tüketiciler akıllı telefonları üzerinden bir çok online işlemi gerçekleştirebildiği gibi ürünlerle ilgili bir çok bilgiye de ulaşarak alışverişlerini yapabilmektedir. Özellikle mobil internet sayesinde tüketiciye zaman ve mekandan bağımsız ürün bilgisi elde etme ve alışveriş yapma imkanı vermesi satın alma karar süreci üzerinde etkili olmasına neden olmaktadır. Bu durum perakende sektörü açısından ele alındığında sektörde faaliyet gösteren işletmeleri çok kanallı alışveriş alternatifleri konusunda tasarımlar yapmaya yönlendirmektedir. Mobil teknolojilerin olanaklarından yararlanmak üzere pazarlama stratejileri geliştirmek isteyen işletmeler, teknolojik yenilikler içinde doğup büyüyen yeni kuşak tüketicilerin, kendilerinden beklentilerinin neler olduğu ve bu beklentileri karşılayabilecek pazar sunumları üzerine çalışmak durumundadırlar. Yukarıdaki tespitler kapsamında bu çalışmanın temel amacı; mobil teknoloji kullanımına yönelik kullanım davranış öncüllerinin ve tutumların, tüketicilerin satın alma karar süreci adımları üzerindeki etkilerini incelemektir. Çalışmanın araştırma soruları aşağıda sıralanmıştır:

Tüketiciler akıllı telefonlarını satın alma kararlarında hangi amaçla ve ne sıklıkta kullanmaktadırlar?

Tüketicilerin akıllı telefon kullanımını kolay ve faydalı bulmalarına yönelik algılarının, telefon aracılığı ile alışverişe yönelik tutumları üzerindeki etkisi nedir?

Tüketicilerin akıllı telefon kullanımını kolay ve faydalı bulmalarına yönelik algıları ve telefon aracılığı ile alışverişe yönelik tutumları satın alma karar sürecinin aşamalarını nasıl etkilemektedir?

Mobil cihazların dijital müşteri deneyimine sağladığı katkı göz önüne alındığında, bu araştırma ile tüketicilerin mobil teknoloji kullanımına yönelik değerlendirmelerinin satın alma süreci üzerindeki rolü ve etkileri tespit edilerek hem alan yazına katkı sağlamak hem de pazarlama stratejilerini belirleyen uzmanlara rehberlik edecek bilgilerin sunulması hedeflenmektedir.

2 Bu çalışma birinci yazar tarafından Sakarya Üniversitesi Sosyal Bilimler Enstitüsü için hazırlanmış olan "Mobil Teknoloji Kullanımının Satın Alma Sürecine Etkisi" başlıklı doktora tezinden üretilmiştir.

Yöntem

Araştırma modelinde yer alan değişkenler arasındaki ilişkileri incelemek ve ilgili hipotezleri test etmek üzere tanımlayıcı araştırma tasarımı kapsamında bir çalışma yürütülmüştür. Akıllı telefon kullanımının yaygınlaşmasına paralel olarak akıllı telefonların mobil alışveriş amacıyla kullanımıda artmaktadır. Bu nedenle geniş bir örneklemden veri toplama gerekliliği ortaya çıkmıştır. Yapılan değerlendirmeler sonucunda örnekleme yöntemi olarak kolayda örnekleme yöntemi tercih edilmiştir.

Hedef kitlede yer alan kullanıcıların mobil teknoloji kullanımı konusunda deneyimlerinin olması da dikkate alındığında veri toplama aracı olarak online anket kullanmanın uygun olduğuna karar verilmiştir. Literatur taraması sonrası belirlenen ölçeklerin düzenlenmesi ile oluşturulan ilk anket taslağı üniversite öğrencilerinden oluşan bir Facebook grubunda paylaşılarak 50 kişinin katılımı ile bir pilot çalışma gerçekleştirilmiştir. Pilot çalışma sonrası gelen değerlendirmeler kapsamında anket formu revize edilerek formun son hali verilmiştir. Saha araştırması 2016 Temmuz, Ağustos, Eylül ayları boyunca "https://goo.gl/6JsKTA" linki ile toplam 2.816.583 üyesi bulunan 324 Facebook grubunda paylaşılmıştır. Anketi cevaplamaya gönüllü olan tüketicilerin katılımı ile 1018 adet cevaplanmış ankete ulaşılmıştır. Ön değerlendirme sonrasında akıllı telefonu ile online alışveriş deneyimi olmayan tüketiciler ve ölçekler arasına yerleştirilen kontrol sorularını uygun cevaplamayan katılımcıların anketleri elenmiştir. Sonuç olarak analize uygun toplam 925 anket değerlendirmeye alınmıştır. Araştırma evrenindeki birim sayısının bir milyonun üzerinde olduğu araştırmalarda gerekli örnek büyüklüğünün % 95 güven aralığında 384 olması yeterli görülmektedir (Sekeran, 1992: 253). Yapısal eşitlik modeli uygulaması için örneklem büyüklüğünün soru sayısının en az on katı olması gerekmektedir (Hoogland ve Boomsma, 1998; Bryman ve Cramer, 2001). Örneklem büyüklüğü ile ilgili söz konusu iki kriter dikkate alındığında 925 adet anketin analizler için yeterli olduğu düşünülmüştür. Üç bölümden oluşan anket formunun ilk bölümünde kullanıcıların mobil kullanım alışkanlıklarını incelemeye yönelik sorular, ikinci bölümde araştırma modelinde yer alan değişkenleri ölçmeye yönelik otuz sekiz ifade ve son bölümde ise demografik özellikler ile ilgili sorular yer almıştır. Araştırma modelinde yer alan değişkenleri ölçmek üzere anket formunda kullanılan ifadelerin alındığı daha önce yürütülmüş ilgili araştırmalar aşağıda Tablo 1'de sunulmuştur. İfadelerin ölçüm düzeyi olarak 5 noktalı Likert ölçeği kullanılmıştır (1; Hiç katılmıyorum, …, 5; Kesinlikle Katılıyorum).

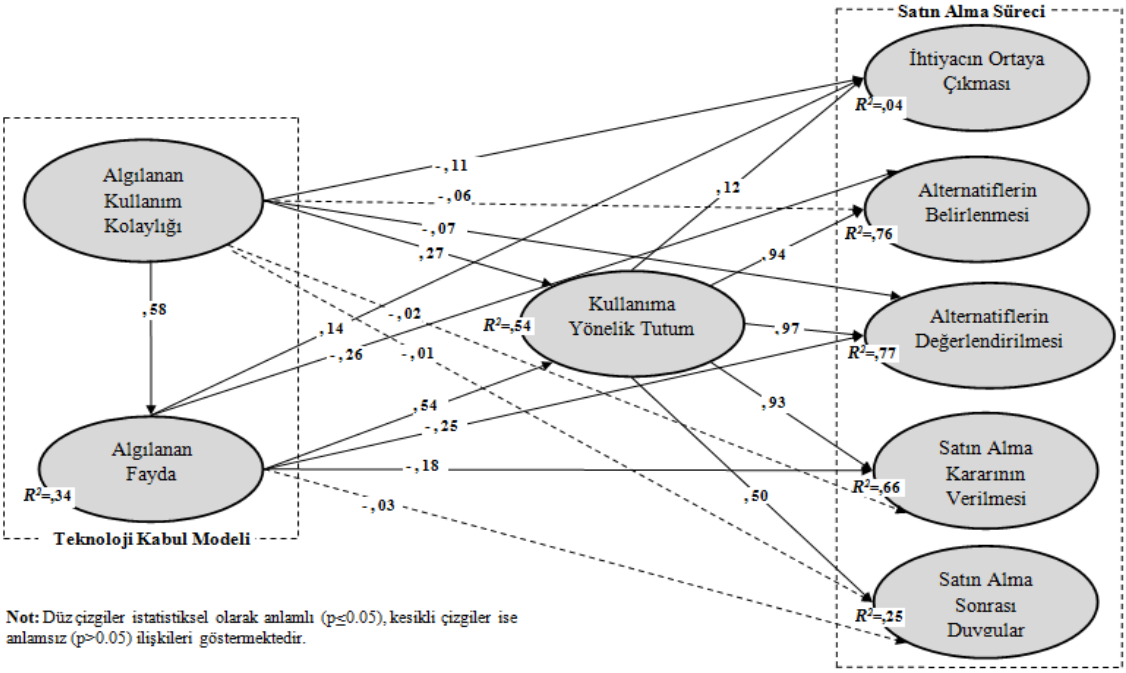
Bulgular

Tüm gizil değişkenlerin (faktörlerin) dahil edildiği ölçüm modeli sonuçları incelendiğinde DFA ve güvenilirlik analizlerinin kabul edilebilir düzeyde olduğu görülmüştür. Ölçüm modeline dahil edilen tüm gizil değişkenler araştırma modeline de dahil edilerek yapısal eşitlik modeline geçilmiştir. Yapısal modelde kuramsal olarak önerilen hipotezler test edilerek modelde yer alan yapılar arasındaki ilişkiler incelenmiştir. Gerekli İyileştirme sonrası modelin son durumuna ait değerler incelendiğinde uyum iyiliği değerlerinin kabul edilebilir düzeyde olduğu görülmüştür. Tüm gizil değişkenlerin analize dahil edilerek elde edilen ilk modele ait sonuçlar, anlamlı olmayan yolların modelden çıkarılması ile elde edilen anlamlı ilişkilere ait model ve iyileştirme sonrası son modele ait test sonuçları Tablo 1'da verilmektedir.

Tablo 1. Modellere Ait Uyum İyiliği Değerleri

Model	$\chi 2$/df	GFI	AGFI	TLI	CFI	RMSEA
İlk model	1054,253/387 2,724	,927	,913	,951	,957	,043
Anlamlı ilişkilere ait model	1057,154/391 2,704	,927	,913	,952	,957	,043
İyileştirme sonrası son model	924,726/388 2,387	,935	,922	,961	,965	,039

Bu bağlamda modelde yer alan değişkenler arasındaki ilişkiler araştırılmış ve önerilen hipotezler test edilmiştir. Test edilen araştırma modeline ait yol analizi ve yapılar arasındaki ilişkiler Şekil 1'de gösterilmektedir.



Sonuç

Artan dijitalleşme ile bir çok işlem online platformlara taşınmıştır. Bu platformalara akıllı telefonundan erişebilen tüketici bankacılık işlemlerinden online alışverişine kadar hepsini gerçekleştirebilmektedir. Akıllı telefonlar internetin gücü sayesinde tüketiciye istediği yer ve zamanda bilgiye ulaşabilme imkanı sunmaktadır. Bu imkan tüketicinin elini daha kuvvetli hale getirirken işletmelerin de tüketiciye ulaşmasını kolaylaştırmıştır. Tüketicinin telefonunda mobil uygulaması yüklü olan bir işletme daima tüketicinin yanında sayılmaktadır. Tüketici bir tuşla binlerce satıcının fiyatını ayna kıyaslayabilirken dünyanın öbür ucundan ürünü sipariş edebilmektedir. Sadece tüketicinin online fiyat karşılaştırabilme imkanı bile üretimdeki rekabeti değiştirebilecek güçtedir. Hatta tüketicinin yerine fiyat karşılaştırması yapan arama motorları mevcuttur. Tüketicinin bu fiyat avcılığı en başta üreticileri baskı altına almış ve maliyetleri düşürmek için daha fazla otomasyona yöneltmiştir. Önceden en fazla on mağazayı gezerek fiyat teklifi alabilen ortalama bir tüketici bugün yüzlerce satıcının fiyatını tek bir tuşla kıyaslayabilmektedir. Ayrıca daha isabetli satın alma kararı verebilmek için bir çok filtreleme seçeniğinin yanında ürünün inceleme videolarını izleyerek kullanıcı yorumlarını okuyabilmektedir. Bu açıdan tüketicinin geleneksel satın alma süreci de değişikliliğe uğrayarak hayatımıza showrooming ve webrooming gibi kavramların girmesine neden olmuştur. Tüketicilerin akıllı telefonları üzerinden online alışverişlerini rahat gerçekleştirebiliyor olmaları kendilerinin teknoloji kullanım düzeyleri ile ilgilidir. Bunun yanında online işlemlerini daha hızlı, pratik ve düşük maliyetli halledebilen tüketicinin elde ettiği faydaya dayalı olarak memnuniyetide artacaktır. Bu memnuniyet tüketicilerin satın alma sürecinde akıllı telefon kullanımına yönelik tutumlarını olumlu yönde etkileyecektir. Oluşan bu olumlu tutumun satın alma karar sürecinin aşamalarına etkisi de daha fazla olacaktır. Bu etkinin hangi noktalarda daha fazla olduğu araştırıldığında ise en çok alternatiflerin belirlenmesi ve değerlendirilmesi aşamlarında olduğu görülmüştür.