

## Chapter 5

# A Consumer Perception Research on the Subject of a New Technology in a Developing Dynamic Market: 3G Technology in Turkey

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### ABSTRACT

*The amount of demand for new products like 3G is related to adoption and spread of innovations. Research suggests that innovativeness is related to consumer behavior and characteristics. Research shows that new technologies like 3G are not evaluated by only its functional sides in the consumer perception. Consumers also perceive symbolic sides to this type of technology. This study measures the interests of the population that live in the urban area of Turkey and economically active and working for the 3G technology, their product purchasing criteria, product using habits, brand recognition levels, brand preferences, and tendencies for purchasing products and services in the near future. The research is performed with the participation of 612 persons in 12 provinces. The demographic characteristics belonging to the consumers who participate in the survey study, the reliability analysis results concerning the scale, *t* test, factor analysis, frequency analysis, correlation analysis, and variance analyses are performed in this chapter of the research. Findings show that the dynamic Turkish consumer gives significant importance to this new technology as functional and symbolic.*

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## **INTRODUCTION**

Today, innovation appears as an important factor in obtaining the competitive advantage and maintaining its existence by the company in all of the product groups, but in the technology products in particular (Batory et al., 2005). The identification and selection of innovation initiatives also intended to create cumulative social value in the society (Hazy, Moskalev, & Torras, 2010). While there is no doubt that the success of these products is the success of the companies, forming the purchasing behavior with the consumer by these new products also gives some important clues about the consumer structure and the consumer behaviors in the market (Bhatnagar et al., 2000). The telecommunication sector will also give some important clues on the subject of purchasing behavior with the consumer by these new products and the consumer orientations on this subject. Turkey, with its population more than 70 million with the age average of 28 and a developing and dynamic economy, has a great potential in the consumer services. The compliance with the new technologies and its fast adaptation in Turkey increase this potential more. In Turkey which has a dynamic technology, information and telecommunication sector, which puts forward an economical performance particularly recently and grows above the Turkey average every year, the Turkish consumer makes a positive return in the meaning of purchasing and using towards all kinds of new product developments. The rapidly developing substructure and a young population which follows the technology closely in Turkey is a crucial variable on this area.

The developments in the information technologies present unique opportunities and chances for the consumer today. The consumer increasingly started to meet a considerable part of his daily and social needs with the opportunities presented by information technology (Khasawneh, 2009). Because of this reason, there are the consumer requirements now at the focal point of the in-

formation sector. With the contribution of the rapidly developing technologies, the consumers are having brand-new opportunities in order to be informed, entertain and being in touch with the closed friends and relatives continuously (Liao & Huang, 2009). Their expectation is to have richer experiences on these areas. The information and telecommunication sector also aims at meeting the expectations of the consumers with the services having higher added values. For this purpose, not only telecommunication companies but also information and internet companies run after the approaches which will get together the PC, mobile and internet environments in a single platform with the new product developments and will be an integral part of the daily lives of the consumers by means of benefiting from the common synergy properly. 3G technology which is the latest development of the telecommunication products is also developed with such vision, and it is one of the developments with highest investments made all over the world. The purpose in this research is also to determine how this new technology is perceived by the Turkish consumer who expresses a dynamic market and how they realize their preferences, and their behaviors, their attitudes towards the new products and their personal characteristics determining such factors.

## **3G TECHNOLOGY AND TURKEY**

The cell phones in GSM standards which we currently use constitute an example for the systems which use the 2G digital technology. The mentioned 2G mobile telephones are put into market in the mid of the year 1991 and then its usage got widespread with a great speed. The third generation (3G) mobile telecommunication technology constitutes a next great step following these developments. It is seen that the most outstanding difference of this new technology, in comparison with 2G, is its focusing on data communication rather than voice. It is further stipulated that, while

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