

THE PURCHASING BEHAVIOURS OF UNIVERSITY STUDENTS TOWARDS NEW TECHNOLOGIES, AN APPLICATION AT ADNAN MENDERES UNIVERSITY, NAZILLI FACULTY OF ECONOMICS AND ADMINISTRATIVE SCIENCES

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Abstract

Rapidly developing technology makes today's consumers face a new technological product every single day. While some consumers open to discovering and adopting the newest technological products some show serious hesitations to find out about and try these new products. New technological products attract the attention of and arouse curiosity among young costumers who are more familiar with new technologies.

In this research which is carried out to examine the purchasing behaviors of university students towards new technologies, a survey with the students of Adnan Menderes University, Nazilli Faculty of Economics and Administrative Sciences, in accordance with the stated purpose is conducted. About 450 students among 5500 students, who study at this faculty, are selected to conduct the survey.

Key Words: New Technologies, College Students, Purchasing Behaviors

Topic Area: Marketing (Business and Management)

JEL Codes: M31, M37

1. INTRODUCTION

The speed of technological improvements has reached a level that complicates consumers' keeping abreast of all these latest developments. The products and services which are not novated and improved at an equal rate with technology stay out of technology market most of the time. This situation forces the firms to be innovative and that results in expansion of product range. What is up to consumers is to buy or not the products and services which are congenial and affordable from this wide product range.

1.1. Literature Review

The importance of technology in consumer-company relationship and the range of new technology services and products have been increasing speedily (Parasuraman, 2000:307). According to the researches that were done by GfK Temax, consumer technology products market shows a tendency to expand year by year in Turkey. Rapid developments turn the technological products market into a lively, nonconformist and highly competitive market (Erdal, 2003). The root reason for the growth of the technology market is doubtlessly the positive contribution of technological products and services to the human life. While companies are always releasing new products to the technology market or trying to get differentiated products by adding new features to their existing products (Ezer 2008:9), consumer groups are reacting differently towards these new technology products. Some consumers immediately adopt these products and demand the next ones. However, some other consumer groups show hesitations and postpone the trial of the new products. In other words, consumers' readiness to embrace new technology shows differences. Readiness to embrace new technology is people's adopting and using new technology to enhance their living standards. (Parasuraman, 2000:308). Parasuraman (2000:308), also indicates that people's readiness to embrace new technology is more rapid compared to past and he gives the example of number of customers who have automobile has reached the level of %25 in 50 years while number of customers who have cell phone has got the same level only in 13 years . While there is a group of consumers who are ready to welcome the new technological products and services and their number is increasing, the amount of consumers who sees new technology as a challenge or risk is in considerable level.

Hedonism, visibility and open-mindedness have also been regarded as typical of the consumption of young people. The consumption styles of young people represent everything that theorists argue to be typical of today's postmodern lifestyles and consumption (Wilska, 2003:441). It can be said that college people constitute an important consumer group for the technology market. Because today's young consumers have been born in a world in which technology develops rapidly and still they are witnessing this development. Therefore, we can say that new technological products attract today's young consumers, who are intergrowth with technology, more. This fact makes college students an important part of technological products/services market consumers groups. This study is conducted to examine the purchasing behaviors of university students towards new technologies.

2. APPLICATION

2.1. Purpose of the Study

In a joint study, Jane Carroll et al., created the "technology acceptance model" in order to measure the technology acceptance level of college students. In this model, young consumers' technology acceptance, their desires and habits are related with their using technology (Jane Carroll et al., 2002). In addition to young consumers' meeting technological products/services in earlier ages, their being close follower of new technology make them a special consumer group in technological products market (Günay, 2012:2). This study has the purpose of examining the attitudes of college students, who are maybe the most important consumer group of such a market, towards new technology and their purchasing behaviors. Students who use technology in every phase of their life are intergrowth with technology at home, at school and in their social life. When we take into the consideration that most of the students who are at college now was born in a world in which there were mobile phones, computers and internet, then we can say they have grown up with technology and have been witnessing the developments.

Based upon Carroll et al (2002). and Günay's (2012) studies, it can be seen that college students' attitudes towards new technology and their purchasing tendencies are a considerable subject to the scientific studies and it is known well that number of these studies are increasing as time goes by. With a similar curiosity, this study has been carried out in order to see how all these factors

affect the college students' purchasing behaviors and to measure their attitudes and purchasing tendencies towards new technology.

2.2. Methodology

A survey with the students of Adnan Menderes University, Nazilli Faculty of Economics and Administrative Sciences, in accordance with the stated purpose was conducted. The survey was conducted on about 450 students who are selected randomly among 5500 matriculated students of the stated faculty with a %95 confidence interval and %5 acceptable margin error. The conducted survey form composes of three parts. First section includes questions with the aim of getting general information about students. Second part involves 5 point likert scale questions in order to examine the students' attitudes towards new technology and last part includes 5 point likert scale questions which are put with a purpose of examining the students' purchasing behaviors. The survey form is created with a great help of Günay's (2012:11) survey form which is based on Ezer's (2008:51) study and Verplanken and Herabadi 's (2001:76) impulse buying tendency scale.

2.3. Analyses and Discussions

2.3.1. Reliability Analysis

With obtained data, a reliability analysis which includes all the questions in part two and three was done. Result of the analysis is shown in Table 1.

Table 1: Reliability Analysis

	N	%	Cronbach's Alpha	N of Items
Valid	403	89,2	0,812	40
Excluded	49	10,8		
Total	452	100		

The reliability analysis, that was conducted with 40 questions in part two and three, shows the reliability of the scale as $\alpha = 0,812$. This result makes it possible to say the scale is a reliable one.

2.3.2. Frequency Tables

According to the obtained data, the demographic features of the students are as shown in Table 2.

Table 2: Frequency Table of Demographic Features

		Frequency	Percent
Sex	Female	290	64,2
	Male	162	35,8
Age	16-20	156	34,1
	21-25	287	63,5
	26-30	5	1,1
	31+	4	0,9
Monthly Average Pocket Money Amount	250 TL	66	14,6
	251-500 TL	251	55,5
	501-750 TL	95	21,0
	751-1000 TL	21	4,6
	1 001 TL +	18	4,0

When Table 2 is examined, it is seen that %64,2 of the survey participants are female and %35,8 of them are male. Additionally, % 63,5 of the survey participants are 21-25 aged, %34,1 of the survey participants are 16-20 aged. The greatest group with a 55,5 percent is the ones who have 251-500 TL monthly average pocket money amount.

2.3.3. Crosstabs

In this part of the study different crosstabs are created to see the relationship between the importance of purchasing technological products and choosing the newest technology and the monthly average pocket money amount of the survey participants and their genders.

The relationship between students' pocket money amount that they spend to purchase technological products and genders is shown in Table 3.

Table 3: Relationship between Sex and the Question of “How much of your pocket money do you spend for technological products?”

		Monthly Average Pocket Money Amount						Total
		-%10	%10-%20	%21-%30	%31-%40	%41-%50	%51+	
Sex	Female	175	80	20	10	1	4	290
	Male	75	47	27	6	3	4	162
	Total	250	127	47	16	4	8	452

When Table 3 is examined, it is seen that most of the both female and male students spend less than %10 of their pocket money for technological products.

The relationship between the question of “How important to purchase technological products for you when your needs and demands are the matter?” and the monthly average pocket money amount which is used to purchase technological products is explained in Table 4.

Table 4: The relationship between the question of “How important to purchase technological products for you when your needs and demands are the matter?” and “How much of your pocket money do you spend for technological products?”

Monthly Average Pocket Money Amount	

		-%10	%10-%20	%21-%30	%31-%40	%41-%50	%51+	Total
<p>“How important to purchase technological products for you when your needs and demands are the matter?” teknolojik ürünleri satın alma sizin için ne kadar önemlidir?</p>	Certainly	20	3	0	1	1	1	20
	Unimportant							
	Unimportant	76	34	6	2	0	0	76
	Hesitant	53	22	6	1	1	0	53
	Important	78	56	26	8	1	3	78
	Certainly Important	23	12	9	4	1	4	23
Total	250	127	47	16	4	8	250	

As it is seen in Table 4, most of the participants think it is important to purchase technological products, but they indicate that they spend less than %10 of their monthly pocket money for technological products. On the other hand the number of students who sees purchasing technological products as unimportant is not at a level to ignore.

The crosstab which shows the relationship between the monthly average pocket money amount and paying attention to purchase the latest technology product is demonstrated below.

Table 5: The relationship between the monthly average pocket money amount and paying attention to purchase the latest technology product

Monthly Average Pocket Money Amount (TL/Month)						
		251-	501-	751-		Total
	<250	500	750	1000	1001	
	TL	TL	TL	TL	+ TL	

I pay attention to buy the latest technology for all products.	Certainly Unimportant	17	58	13	4	0	92
	Unimportant	18	76	27	6	7	134
	Hesitant	9	44	17	3	5	78
	Important	15	46	15	5	2	83
	Certainly Important	6	27	23	3	4	63
	Total	65	251	95	21	18	450

When we give a look at Table 5, the students who think it is important and unimportant to buy latest technology have 251-500 TL monthly average pocket money amount.

2.3.4. Factor Analysis

Factor analysis was implemented to the field questions of the study which includes 40 questions. It is seen that the part consists of 10 factors and it explains %59,70 of the total variance. Additionally, Kaiser-Meyer-Olkin (KMO) and Bartlett tests results are placed in Table 6. As it can be seen from the table Kaiser-Meyer-Olkin (KMO) test statistic is 0,856. This result shows that the data is suitable for the factor analysis.

Table 6: Results of KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		,856
Bartlett's Test of Sphericity	Approx. Chi-Square	6662,294
	df	820
	Sig.	,000

The factor intensities of the data which consists of 40 questions are ascertained and 15 questions that have the highest intensity are demonstrated in Table 7.

Table 7: Factor Intensity

	Factor Intensities
I like visiting technology fairs.	0,799
I like talking about technology.	0,794
I usually have difficulties to leave the great things that I have seen at shops.	0,781
Before buy something I think whether I need it or not.	0,770
I do not need to have technological products or use them.	0,766
I become an intrepid person when I buy things.	0,764
I like reading the magazines about technology and watching and listening the TV/ Radio programs related to technology.	0,763
I sometimes can not subdue my desire to buy things.	0,757
I usually buy only the things that I aim to buy.	0,743
I only buy the things that I really need.	0,740
The features which are added to the products with the development of the technology make it difficult to use these products.	0,739
I plan most of my shopping in advance.	0,736
I feel that I have to pay for the features that I will not use because of the increasing product features.	0,718
I pay attention to buy the latest technology for all products.	0,714
Before buy something I think carefully.	0,694

15 questions that have the highest intensity are demonstrated in Table 7. When the questions which have the highest factor intensities are examined, it can be said that participant students have a positive point of view towards technology.

3. CONCLUSION

While companies are always releasing new products to the technology market or trying to get differentiated products by adding new features to their existing products, consumer groups are reacting differently towards these new technology products. Some consumers immediately adopt these products and demand the next ones. However, some other consumer groups show hesitations and postpone the

trial of the new products. In other words, consumers' readiness to embrace new technology shows differences.

In this study which is carried out to examine the young consumers' attitudes and purchasing behaviors towards new technology, it is seen that most of the survey participant students spend a low amount of their monthly average pocket money for technological products. To conclude, while students have a positive attitude towards new technology, they do not show the same positive attitude to purchase these products.

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