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Consumer Confusion in the Turkish Mobile Communication Market: A Field Study on Young Consumers

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Abstract

This study has been carried out so as to analyze consumer confusion of those benefiting from options offered to them in the Turkish mobile communication market. Data in the study designed in the descriptive and relational research models was obtained through the survey method. The judgement sampling method was chosen as a sampling model. Assuming that mostly young users benefit from the tariffs in the mobile communication market, the university students were included in the scope of the survey. The students studying at the faculties and academies of Dumlupınar University, which has a great number of students in Turkey, were included in the scope of the survey. Data was obtained from the interviews. Variables of age, gender, educational level, the operator they use, information sources, motives to prefer, intended uses were analyzed in the scope of the descriptive research model. In the relational research model, firstly the exploratory factor analysis was performed. In line with three factor solutions obtained, the confirmatory factor analysis was performed and analyzed by structural equation model. Various goodness of fit indices were used in order to assess compliance between the model and data. As a result of index assessment, it was observed that the model is the best fit.

Key Words: Consumer Confusion, Dimensions of Confusion, Mobile Communication Market

JEL Codes: M19, M31

Introduction

There is a widely-accepted idea that consumer behaviours have a key role in the success of modern marketing. It is accepted that consumer behaviours in marketing enable to think strategically for successful division of the market and to form a conceptual framework (Azevedo, et.al, 2008:408). How do the consumers decide while buying a specific product, brand or service? This is a permanent question the marketers ruminates on. Consumer buying behaviour is an important research area affecting the marketing process of a company directly. The establishment and maintenance of

the variation relations through satisfaction by the company entails comprehension of buying behaviour (Boonlertvanich, 2009:57). The research on consumer behaviours facilitates better understanding and estimation of buying motives, frequency and buying concept (Stávková, Stejskal and Tufarová, 2008:276). The previous studies suggest that more information on the factors affecting retail change can be obtained through better understanding of consumer behaviours in the process of decision-taking and thus motives affecting consumer buying behaviours can be better understood (Croome, Lawley and Sharma, 2010:3). Since the marketers wish to imprint something in the consumers' minds,

change their attitudes and stimulate the consumers, reactions of the consumers against the marketing efforts are one of the important issues studied on (Yaraş, Akın ve Kağan Şakacı, 2009:2).

Today, the most distinctive characteristic of the markets is that the components forming the market are in a dynamic interaction with the effect of globalization. Particularly the new development triggered by the developments in the field of technology is visible in every field (Altunışık, Mert. and Nart, 2004). At this point, common interest, action and ideas appear as an important link in establishing communication and relation between people (Özcan, 2007:44). The common interest, action and ideas in question have impact on event the types of goods and services in use. The increasing worldwide interest, actions and ideas regarding the technological products and services are significant examples.

On the other hand, similarity, density and uncertainty of the practices performed for the consumers by the companies affect buying process of consumers. Consumers usually have difficulties in taking the right decisions. It is highly possible that mental confusion the consumers are experiencing due to several reasons turn into a problem. Consumers face with too much information, fast-produced products, strategies of product imitation and technology with highly complex structure at the market places. Particularly, technical products can cause consumer confusion although the products are also purchasable with the combination of these factors. It is stated that western and eastern cultures such as the United Kingdom, the Netherlands, France, the USA, Thailand and China have conducted analysis on the subject from the different points of view (Leek and Kun, 2006:184, Leek and Chansawatkit, 2006:518).

Confusion is an important issue for consumers, policy-makers and marketers (Foxman, Berger and Cote, 1992:124). Because only a small part of the aggrieved consumers complain about their grievance (Kearney and Mitchell, 2001:86). The aim of this study is to analyze

consumer confusion in the mobile communication market descriptively and relationally. Benefiting from the scales used in the previous studies, a survey form was prepared. Research on the university students was conducted by means of interviews through judgement sampling method.

The Concept of Consumer Confusion

Differentiation is often considered as an obligatory condition so as to take a competitive advantage over the competitors. Following a differentiation strategy is perceived as an advantageous strategy so as to access the customers and resources effectively and to have uniqueness (Brenner, 2001:2). Importance of product differentiation in marketing is increasing. Product differentiation denotes to making characteristics of a product unique in competition. In addition, differentiated products, which are introduced to the market very late, suffer from consumer confusion. Consumer confusion is defined as a situation that consumers have inaccurate ideas about characteristics and performance of a less-known product since they base on characteristics and performance of the well-known products (Chryssochoidis, 2000:705, Foxman, Berger and Cote, 1992:125). According to a different definition, it is a consumer failure as regards proper interpretation of various aspects of a product/ service during information processing. Consumer confusion is generally considered as a disturbing mental situation which basically increases in the buying process and might cause negative effects on consumers' information processing and ability to take decisions (Drummond and Rule, 2005:56).

Consumer confusion is an emotional situation that complicates choice and interpretation of stimulants by consumers. Failure to choose accurate information leads to decrease in the quality of decision and subsequently effectiveness. According to the theory of optimal stimulation level, concentration of consumers fades as soon as the individual critical threshold (stimulant density) has been passed. Indeed, consumers look for attractive or dynamic stimulant (new product or promotions)

until the optimal stimulation level. However, consumers get confused gradually when the critical threshold is passed (Schweizer, Kotouch and Wagner, 2006:185).

Value of information in the buying process is widely discussed in the marketing literature. Although consumers have substantial information before the buying decision it is observed that their decisions are generally based on very few clues. The highly involved consumers benefit from more information whereas the low involved consumers try to simplify their options, benefiting from the risk reduction strategies. The risks might be functional, social, financial or physical. Therefore, consumers are involved in much more information such as variety, labels, retailer indicators, suggestions for the perceived risks. Unnecessary and obscure information can cause lack of trust for the producers and retailers (Casini, Cavicchi and Corsi, 2008:545,546).

The thought of consumer confusion forms intuitive senses. Consumers come face to face with a dizzy wide range of product series and information regarding the decision. Offering too many options increase confusion of the decision-taking process significantly. This effect causes stress since it severely supports the need for more research. The process might end with the frustrated and stressed customers questioning if the buying decision is good or bad. Briefly, information and/or too many product options lead to confusion. While most consumers want many options to be offered, they do not wish to be confused regarding these options (Drummond, 2004:317).

Dimensions of Customer Confusion

In recent years, information regarding the products introduced into the market has increased as well as their options. Since the lifetime of the products has shortened, perpetual introduction of the new products into the market and transformation of senses and appearance caused by most of the products are key driving forces behind increase of a product. Most consumers are unable to cope with high

level of product confusion and rapid technological development. In most cases, it is impossible to understand the features and functions of a product. These developments are being analyzed with a concept named as customer confusion in the marketing literature (Matzler, Stieger and Füller, 2011:233).

Customer confusion is a current issue due to the following reasons (Mitchell and Papavassiliou, 1997:164):

- To supply information to the consumers increasingly
- Unprecedented increase of the products for the last ten years
- Increase in imitation strategies
- Reporting customer confusion in some fields such as computer and recycle
- The fact that increase in the number of customers shopping abroad due to business or holiday and shopping circles in the foreign markets cause more confusion for the customers and being more deceivable and being less defensive.

Confusion is particularly related to fraud and copy- cat branding. For instance, it is stated that knock-off packaging can cause customer confusion. Particularly customer confusion is a basic area for the law on trademark violation (Mitchell and Papavassiliou, 1997:164) . Three dimensions of customer confusion in the literature are as follows (Matzler and Waiguny, www.ifitt.org):

- Similarity confusion
- Overload confusion
- Unclarity confusion

Similarity Confusion: Similarity confusion is defined as a tendency that customers consider different products in a specific product category similar visually and functionally. Similarity confusion tendency derives from the fact that the customers perceive the stimulants they learnt previously as similar (Walsh and Mitchell, 2010:840). According to another definition, similarity confusion is wrong brand

assessment caused by perception of the products and services as similar or potential change of preference (Matzler, Stieger and Füller, 2011:233). As regards the marketing, many similar advertisements, interpersonal communication, shop circle or products (Walsh and Mitchell, 2010:840), colour, style, packaging or lettering can be given (Matzler, Stieger and Füller, 2011:233).

In particular, imitation of the products of well-known brands by the competitors causes similarity confusion (Matzler, Stieger and Füller, 2011:233). Therefore, similarity confusion can result from brand similarity when the competitors imitate to make the characteristics of the brand, quality or different product alternatives similar. Moreover, similarity confusion may result in similarity in commercial advertisements and messages, as well (Matzler and Waiguny, www.ifitt.org, Matzler, Waiguny and Füller, 2007:10).

Overload Confusion: Overload confusion derives from the consumers' exposure to information-rich environment. This information overload restricts information processing, full comprehension and sureness of the consumers. Information overload is caused by increase in information to make decisions on options and increase in options (Matzler and Waiguny, www.ifitt.org, Matzler, Stieger and Füller, 2011:233, Matzler, Waiguny and Füller, 2007:10). It is stated that some customers feel terrible when they have too many options. Information overload is related to confusion. When similar stimulants exceed a certain level the consumers' option capacity gets flexible to a great extent and thus they have limited cognitive skills and information overload and confused consumers appear. The logical basis of increase of the brands and availability of too much information causing confusion is indirectly related to the "bounded-rationality" of the individuals regarding variety and level of information disseminated by many brands. Simon's concept of bounded-rationality tries to explain that it has become impossible for the consumers to make a choice or analyze and understand all the potentially relevant

information (Walsh, Henning-Thurau and Mitchell, 2007:703).

Unclarity confusion: Unclarity is a type of customer confusion which is widely analyzed. It is defined as an intermediary situation between lack of information and risk by Einhorn and Hogart. Similarly, Ellsberg believes that the causal processes revealing the consequences of the confusion concept are poorly understood (Turnbull, Leek and Ying, 2000:145). Unclarity confusion may appear when the customers have to change and re-assess the assumptions or current beliefs regarding the product or buying environment. Unclarity confusion can occur when the customers receive new or incorrect information which is inconsistent or contrary to their current information. In this regard, customer confusion does not result from the amount of information but its quality. Information about the product may be unclear, obscure or contradictory (Matzler et al., www.escp-eap.net).

The factors causing Unclarity confusion are as follows (Leek and Kun, 2006:193):

- Technological confusion
- Unclear information/ suspicious claims regarding the products
- Contradictory information
- Misinterpretations

Consequences of Customer Confusion

Consumers react to confusion consciously or unconsciously by means of confusion reduction strategies. Consumers who are aware of their confusion feel that there is a high risk in buying decision. Therefore, they use confusion reduction strategies and even risk reduction strategies (Matzler et al., www.escp-eap.net).

The confusion reduction mechanism consists of doing nothing, giving up/ delaying to buy, involving others, clarifying the buying purposes, determining more limited options and searching extra information (Drummond and Rule, 2005:57,58, Drummond, 2004:319, Leek and Kun, 2006:193).

Methodology

This study has been conducted so as to analyze consumer confusion of those benefiting from various tariffs offered to them by the companies in the mobile communication market. A field study was conducted to test the conceptual model and collect data. Assuming that mostly young consumers constitute a significant part of people who benefit from the tariffs in the mobile communication market, the judgement sampling method was chosen as a sampling method. Assuming mostly young users benefit from the tariffs in the mobile communication market, the university students were included in the scope of the research. The sample size was calculated according to the level $e=0,04$ and $\alpha=0,05$. Since it is often unlikely to know universe standard deviation or variations, they are required to be estimated. It is easier to determine the ratios over estimated values than over the real values because the value $(0,5*0,5=0,25)$ having the highest $\pi (1-\pi)$ can be based on though there is even no information on these ratios. “e” value in the formula displays to what extent an error on real or rational values can be accepted. Z value indicates the standard deviation regarding the aimed confidence limit. Owing to the aforementioned reasons, the common formula in practice is $n=\pi(1-\pi)/(e/z)^2$. Making use of the formula, it is determined as $n=600$ through $n=0,50*0,5/(0,04/1,96)^2$ (Kurtuluş, 2004:191, Kurtuluş and Okumuş, 2006:7).

The survey method was chosen to be interviews so as to collect data systematically. Data was collected from 718 participants in total. The points in the utilized scale are adapted to the mobile communication market, benefiting from the studies of information sources regarding tariffs and motives to prefer the mobile communication operator by Turnbull, Leek and Ying (2000), Leek and Chansawatkit (2006), Leek and Kun (2006), confusion reduction strategies by Mitchell and Papavassiliou, (1999) and consumer confusion by, Schweizer, Kotouch and Wagner, (2006), Matzler and Waiguny and Walsh, Hennig-Thurau and Mitchell (2007). SPSS and Lisrel programs were used to analyze data. The structural

equation model was used in testing the measuring model.

Findings

Data obtained as a result of the field study was firstly assessed by the descriptive statistical analysis methods. Secondly, validation and reliability tests were applied. Exploratory factor analysis was performed in testing structural validity. Item total correlations, internal consistency ratios and item discrimination were analyzed within the scope of the reliability analysis. Afterwards, analyses were completed pursuant to the confirmatory factor analysis.

Descriptive Statistics

Distributions regarding gender, age, training level and income variables of the participants are given in Table 1.

Table -1 Sample Characteristics

Gender	Sample
Female	479
Male	239
Age	
18-25	610
26-30	108
Training Level	
Vocational School	130
Faculty	535
Master/PhD	53
Income	
<500 TL	82
501-1000 TL	210
1001-1500 TL	173
1501-2000 TL	144
2001> TL	109
Total	718

The distributions regarding the operators preferred by the participants are given Table 2.

Table -2 Operators Used by the Participants

Operator	Sample
Avea	261
Turkcell	256
Vodafone	201
Total	718

The participants were asked to make an assessment and give points from 1 to 10 as regards their information sources for the mobile communication tariffs. The points obtained are given in Table 3.

Table-3 Information Sources of the Participants as regards the Tariffs

Information Sources	Points
Newspapers/ Magazines/ Catalogues	6,85*
Family and Friends	6,34*
İnternet guides	6,34*
TV/Radio	6,20
Flyers published by the operators/ Posters	5,24
Advices of sales personnel	4,91
Shopping environment	4,09
Consumer researches and reports	2,97
Technical reports	2,81

The users were asked to make an assessment and give points from 1 to 10 regarding their motives to prefer their mobile communication operators. The points obtained are given in Table 4.

Table-4. The motives to Prefer the Operators

Motives to Prefer the Operator	Points
Quality	7,37*
Reliability	6,58*
Brand Image	4,66*
Trends	4,36
Fashion	3,57
Brand loyalty	3,51
Professional Image	3,27

The participants were asked to make an assessment and give a point from 1 to 10 regarding their intended purposes of the mobile communication. The points obtained are given in Table 5.

Table-5 Participants' Intended Purposes to Use the Tariffs

Intended Purposes	Points
Social purposes	8,43
For emergency	7,50
Business purposes	4,87

Reliability and Validation Analysis

Internal consistency was calculated for the data reliability test and cronbach alpha value was determined as 0,81. In addition, Spearman-Brown half test correlation was found out to be 0,73 by means of test half method. Firstly, item total correlations were analyzed in the item discrimination process and items with the values smaller than 0.20 were removed from the analysis. Item total correlations range from 0,195 to 0,543. It is important in terms of reliability that item total correlations are positive and high. In item discrimination process, secondly, the difference between the item averages of sub group 27 % and upper group 27 %, which were formed according to the total points of the scale, was compared with the independent samples t-test and discrimination indices of each item gave significant results statistically at the level of 0.01. The first 27 % group average having the lowest point was determined as 72,11 whereas the last 27 % group average having the highest point was determined as 99,82. The calculated t value was determined as 45,981 and significant at the 0,01 level. This result points out that there is a significant difference between those having the feature to be measured and those not having that feature to be calculated in a measurement with a normal distribution. The test values obtained are given in Table 6.

Exploratory Factor Analysis

Factor analysis was used to test structural validity of the scale. Factor analysis searching the source of mutual dependence between the variables ensures summarized data and its interpretation. Factor analysis is a type of analysis which explains the variables in terms of the principal dimensions and reveals the interconnections between numerous variables. Briefly stated, factor analysis is summarized or compact information in a smaller set without causing information loss (Chong et. al., 2009,155). As a result of factor analysis, as regards consumer confusion, three factor solutions with eigen value ≥ 1 as similarity confusion, overload confusion and Unclearly confusion were obtained.

Three factor solution obtained explains 51 % of the total variance. The factor solution which has the highest variance explanation is overload confusion with 21,733 %. Analyzing item- total correlations, In the first factor it varies between 0,46-0,57, in the second factor 0,39-0,47 and in the third factor 0,23-0,37.

Table-6 Reliability, Item Discrimination Analysis Results

Spearman-Brown Coeff.		Cronbach Alpha			
0,73		α			
		0,74			
Item Validity					
First 27%		Last 27%		t Test	
\bar{x}	σ	\bar{x}	σ	t	Sig.
72,11	5,61	99,82	6,23	45,891	0,000

The extraction method principal components analysis was chosen and varmax rotation was used as a method of rotation. KMO value pertaining to the factor analysis is 0,754 and can explain 50,805 % of the three factor solution total variance. The total variance rate explained which is 0,50 and above is regarded as an appropriate ratio. The total variance rate explained as regards the scale of validity analysis was compared with the value 0,50 (Kurtuluş and Okumuş, 2006:8). According to the result of Bartlett sphericity test (p:0,00), it was determined that data came from multivariate normal distribution (Çokluk vd., 2010:208). It was also determined that the items forming each factor harmonize with each other conceptually. Ensuring conceptualization in a way stated in the literature, variance and reliability values explained by each factor are given in table 7.

Confirmatory Factor Analysis

Kolmogorov-Smirnov test was performed so as to analyze whether the research data has normal distribution or not. The obtained data K-S Z test value was found out to be 0,887 and it was observed that data ensured normality hypothesis. As a result of the confirmatory factor analysis which was performed dealing

with three factor solution obtained as a result of the exploratory factor analysis, the conceptual model test was realized.

The structural equation model was applies in order to determine whether or not there is a consistency between data and the model and to reveal the relations between the latent variables in the research hypotheses (Kurtuluş and Okumuş, 2006:8). The standardized values connecting the latent variables in the measuring model to the observed variables are named as λ_x and present the importance of the relevant observed variable to the latent variable. When these values were analyzed, it was found out that all the observed variables contribute to measurement of the latent variable positively. The obtained t values shows to what extent each observed variable was predicted significantly by the latent variable. When t values in the measuring model were analyzed, the lowest value was 7,46 and the highest was 16,95. These values shows that all the observed variables are able to be predicted by the latent variable at the 0,01 level of significance. Another important criterion is R^2 values. They indicate the variance explained for each observed variable and present to what extent the observed variables explain the change in the latent variable. When λ_x , t and R^2 values regarding the measuring model were analyzed, V2 was determined as the variable contributing to the similarity confusion, which the sub-dimension of consumer confusion, most; V9 to the overload confusion and V17 to the unclarity confusion. The measuring model is showed in the Figure 1.

Table-7 Variance Percentages explained by the factors and Alpha Values

Sequence	Factors	Variance explained	Cronbach Alpha (α)
1	Overload Confusion	21,733	0,75
2	Similarity Confusion	16,377	0,65
3	Unclarity Confusion	12,695	0,43
	Total	50,805	

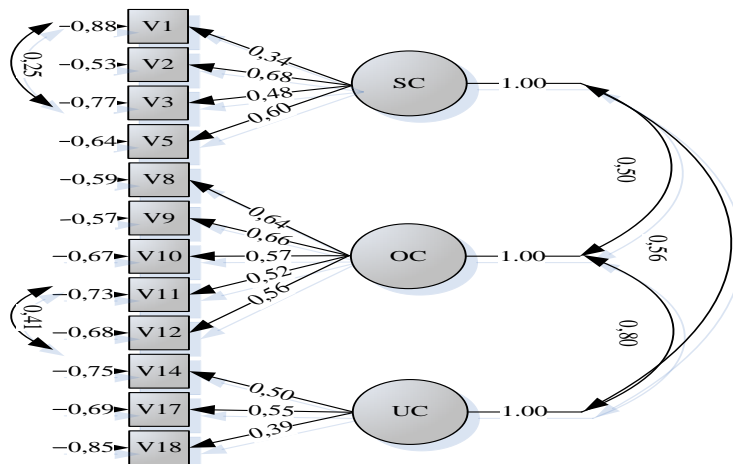
Factorization technique: Principal Components Analysis, Rotation Process: Varimax Rotation

Table-8 Averages, Factor Loadings and Item- Total Correlations

Factors	\bar{x}	σ	FL	r	
Overload Confusion-OC					
X10	2,46	1,11	0,721	0,494	O
X9	2,40	1,21	0,719	0,514	O
X12	2,63	1,14	0,702	0,462	O
X11	2,59	1,14	0,646	0,538	O
X8	2,60	1,27	0,639	0,573	O
Similarity Confusion-SC					
X3	3,46	0,97	0,788	0,472	O
X1	3,68	0,87	0,728	0,398	Y
X2	3,14	1,13	0,643	0,464	O
X5	3,01	1,09	0,551	0,411	O
Unclarity Confusion-UC					
X14	2,96	1,31	0,701	0,233	O
X17	2,55	1,15	0,626	0,377	O
X18	2,65	1,30	0,605	0,282	O

r: Item-Total Correlations – FL: Factor Loadings
 (1) definitely disagree - (5) definitely agree
 "1-2,33 Low- 2,34-3,66 Medium - 3,67-5,00 High"

Figure-1 Test of Measuring Model



The indices used for the model fit assessment in the literature are as follows: the rate of χ^2/df should be smaller than 3; GFI, NFI, NNFI, CFI and IFI should be bigger than 0,9; RMSEA should be smaller than 0,05 (those smaller than 0,08 are acceptable) (Suki and Ramayah, 2011:20, Lacobucci, 2010:96). When the model- data fit was analyzed according to the measuring model, it was observed that the model accorded to a great extent in accordance with the rate of χ^2/df and other fit statistics assessment criteria. These results indicate the validity of the measuring model. Fit indices regarding the measuring model are shown in the Table 9. Analyzing the values regarding the model- data fit, the value χ^2 was found out to be 206,16 and the degree of freedom was 49. It is regarded sufficient for the rate of χ^2/df to be ≤ 5 . In the measuring

model, the value of χ^2/df was determined as 4,20. It is possible to say that there is a good fit between the model and data.

AGFI and GFI values are always between 0-1. When the rate get closer to 1, a perfect fit is provided. In our measuring model, AGFI value was determined as 0,93 and GFI as 0,95. It indicates that the fit between the model and data is very good. When NFI, NNFI and CFI values were analyzed, NFI value was determined as 0,93, NNFI as 0,93 and CFI as 0,95. It indicates that the fit between the model and data is acceptable. When other fit indices RMSEA and SRMR were analyzed, RMSEA was determined to be 0,067 and SRMR as 0,054. The fit between the model and data is within the limits of acceptability. The fit indices regarding the measuring model are given in Table 9.

Table-9 The Measuring Model and Fit Indices for the Structural Models

Fit Indices	Good Fit	Acceptable Fit	Recommended Model
RMSEA	$0 < RMSEA < 0,05$	$0,05 \leq RMSEA \leq 0,10$	0,067
NFI	$0,95 \leq NFI \leq 1$	$0,90 \leq NFI \leq 0,95$	0,93
NNFI	$0,97 \leq NNFI \leq 1$	$0,95 \leq NNFI \leq 0,97$	0,93
CFI	$0,97 < CFI \leq 1$	$0,95 \leq CFI \leq 0,97$	0,95
IFI	$0,95 < IFI \leq 1$	$0,90 \leq IFI \leq 0,95$	0,95
SRMR	$0 \leq SRMR \leq 0,05$	$0 < SRMR \leq 0,10$	0,054
GFI	$0,95 \leq GFI \leq 1$	$0,90 \leq GFI \leq 0,95$	0,95
AGFI	$0,90 \leq AGFI \leq 1$	$0,85 \leq AGFI \leq 0,90$	0,93
NTWLS χ^2	En Az	En Az	206,18
df	-	-	49
χ^2/df	≤ 3	≤ 5	4,20

Source: Dursun and Kocagöz, 2010:15.

Conclusion

It is seen that the companies in the market are tending towards various alternatives owing to the intensive competition in the mobile communication market and so as to protect the customer portfolios of the customers and include new customers into their portfolios. In this respect, it is a common situation that they complain about the unclarity of the results in

the behaviours of the consumers in the market since the consumers are drawn into intensive information traffic. Based on similarity confusion, overload confusion and unclarity confusion as regards the tariffs offered to the consumers in the mobile communication market, this study was commenced.

The study was prepared in descriptive and relational research models. A field study to measure consumer confusion in the mobile communication market, of which the young consumers are important part, was performed

with this study. The scale used in the research was formed by analysis of the literature within the scope of the secondary research. The university students were involved in the research. As a result of the research, it is possible to suggest that young consumers have medium level consumer confusion regarding the tariffs in the mobile communication market.

Multivariate statistical analysis techniques were applied to the data obtained within the scope of the research. In the scope of validity and reliability, the reliability analysis and item discrimination analysis were performed; item-total correlations, total points of sub group 27 % and upper group 27 % were collected and t test was applied. Then in the scope of validity analysis, the exploratory factor analysis was performed and three factor solutions as overload confusion, similarity confusion and unclarity confusion were obtained. The factor having the highest share in the total variance explained in these factor solutions is overload factor solution. Afterwards, it was analyzed whether there was a good fit between data and the measuring model by means of the structural equation model analysis. Analyzing the values as regards model- data fit, χ^2 value was found out to be 206,18 and the degree of freedom was 49. It is regarded as a sufficient criteria that the value of the rate χ^2/df is ≤ 5 . In the measuring model, the value χ^2/df was determined as 4,20. Analyzing AGFI and GFI values, AGFI value was determined as 0,93 and GFI as 0,95. Analyzing NFI, NNFI and CFI values, NFI value was determined as 0,93, NNFI as 0,93 and CFI as 0,95. When other fit indices RMSEA and SRMR were analyzed, RMSEA was determined to be 0,067 and SRMR as 0,054. When all the good fit indices were analyzed, it is possible to suggest that model- data fit is within the acceptable limits.

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