Factors Influencing Purchase of Personal Computers Devices from the Market in North Cyprus: An Empirical Study

Ghazaleh Tehranchi Nia

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Approval of the Institute of Graduate Studies and Research

_____
Prof. Dr. Elvan Yılmaz
Director

I certify that this thesis satisfies the requirements as a thesis for the degree of Master of Arts in Marketing Management.

_____
Assoc. Prof. Dr. Mustafa Tümer
Chair, Department of Business Administration

We certify that we have read this thesis and that in our opinion it is fully adequate in scope and quality as a thesis for the degree of Master of Arts in Marketing Management.

_____
Assoc. Prof. Dr. Sami Fethi
Supervisor

Examining Committee
_____

1. Prof. Dr. Cem Tanova   _____

2. Assoc. Prof. Dr. İlhan Dalci   _____

3. Assoc. Prof. Dr. Sami Fethi   _____

ABSTRACT

This thesis empirically investigates twenty five important factors for computer selection criteria in the market place of North Cyprus. 150 respondents, living in different districts of North Cyprus participated in this survey. The three approaches; Means,Independent Samples Test, one-way ANOVA were used to conduct, investigate and compare the selection criteria.

The results of descriptive statistics show that the technology development, warranty offered, safety future, style and high resolution are most important factors in computer selection criteria.

The results based on independent sample t-test show that almost all of the factors carry the weight for male and female customers on their computers selection criteria except "Its value for money". It is found that "Its value for money" is more important parameter for male on their selection in comparison with females.

The results based on age also reveal that "Its style/look" is statistically different among various age groups of respondents on their computers selection criteria. Furthermore, two factors namely, "Its last released product is preferable" and "Its set is cheaper" have statistically significant difference among various job statuses of respondents on their computer selection criteria.

Keywords: Computer selection factors, market place, independent sample t-test, one-way ANOVA analysis, North Cyprus economy.

ÖZ

Bu tez bilgisayar piyasasındaki satın alma faktörlerini kullanarak Kuzey Kıbrıs'daki yerel piyasayı ampirik olarak inceler. Bilgisayar Piyasasında 150 kişiyi hedef alınmıştır. Ortalam değerler, bağımsız örneklem t-değerleri ve tek yönlü ANOVA analizi kullanılarak bu faktörlerin burada yaşayan kişiler üzerindeki etkisi mukayese edilmiştir.

Tanımlayıcı bilgiler gösteriyor ki teknolojik gelişim, garanti belgesi, emniyet belgesi, sitil ve yüksek çözünülürlük bilgisayar satın almada en önemli faktörlerdir.

Bağımsız örneklem t sonuçları fiyat uygunluğu, kolay kullanım, ucuz servis üçretleri indirimli paket satışları, arkadaş tavsiyeleri ve malın parasal değeri kriterleri en önemli farklılıklar olduğunu göstermektedir. Diğer faktörlerin ise farklılık yaratmadığı ampirik olarak ortaya konulmaktadır.

Yaş üzerinden yapılan analizlerde tam olarak etkileyen faktörler ise ürün görüntüsü, piyasaya sürülen son ürünler, ve ürünün fiyat'ının ucuzluğu etkisi olarak tespit ediliyor. Bu sonuçlara ilaveten, Diğer ilgili faktörlerin çok farklılık yaratmadığı ampirik olarak belirtilmiştir.

Anahtar kelimeler: Bilgisayar satın alma kriterleri, bilgisayar piyasası, bağımsız örneklem t-testi, tek yönlü ANOVA analizi, Kuzey Kıbrıs Ekonomisi.

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It is an honor for me to appreciate my dear parents who made this thesis possible; they allowed me to travel all the way from Iran to Cyprus and supported me all throughout my studies. I would like to dedicate this study to them as an indication of their significance in this study as well as in my life.

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INTRODUCTION

1.1 Introduction

In the world which we are living in, everyone knows the substantial role of computer devices and their influences on life. Today, most of the companies and public offices use computers such as desktop or laptop for their work. Subsequently, computer devices had been speedily developing in the world in recently years. In the near past, people were able to do their job without computers and most of the offices performed their careers manually. However, one can observe that it is impossible for people doing their business without computer devices now. From 1946 until now the computers have shown evolution as the generations develop.

The Bendix G-15 General Purpose Digital Computer, the first generation of computer devises was introduced in 1956 (Kanellos, 2001). In the early 1970s, computers were generally large and costly and they were owned by large corporations, universities, government agencies and institutions. End users generally did not directly interact with the machine, but instead would prepare tasks for the computer on off-line equipment such as card punches.

In 1975, the first personal computer was sold (Kanellos, 2001). In 2001, 125 million personal computers were traded in comparison to the 48 thousand in 1977 (Kanellos, 2001). More than 500 million personal computers were in use in 2002 and one billion personal computers had been sold worldwide from the mid-1970s up to now. The

second billion was expected to be sold by 2008 (Kanellos, 2001). Reports published by the Forrester Research marketing company state that by the end of 2008, one billion personal computers were owned throughout the world and it is projected that by the end of 2015, this number will have doubled to two billion (worldometers).

The personal computer became feasible in the early 1970s and with this presenting, the idea of a portable personal computer followed. The IBM 5100 was one of the first commercially available portable computer, appeared in September 1975 (Obsolete Technology). After this, portable computers have evolved from luxury product to one of the basic needs of many people in their modern life. Laptop is one of these portable computers. As a simple definition for laptop one can say, a laptop computer is a small, portable computer that is little enough to sit on a person's lap. It is expected that the growth of laptop computers be higher than desktop computers in world market in near future.

Since, the whole persons purchase occurs as a natural tendency experience, the customer's decision is done after considering the value of a product, guaranty, good's figure, availability, their budget and needs. It is obvious that the majority of consumers interested in the new products according their wants. Therefore, many producers are seeking to provide the products with Advanced Technology and also good quality on services based on customer's requests. Moreover, service quality and warranty on devices have been increasingly recognized as a selling key strategic point in this sector. Additionally, having a strong relationship with customers is one of the most significant factors in the market place especially in North Cyprus.

1.2 Motivations and Objectives of this Study

Companies of computer devices need to be informed of customer's criteria for purchasing their products. This awareness will improve their business and make more profit. The aim of this study is to classify and evaluate customer's manner in selecting computer devices and main critical variables which play a significant role in this issue. On the other hand, this thesis empirically investigates the importance of computer (Laptop and Desktop) devices selection factors for the people from different countries who buy the different types of computers in the North Cyprus market.

1.3 Methodology of This Study

From this research point of view, the current work is a descriptive study and by looking at the outcomes, it is a functional study. The case study in this work is North Cyprus and the data were collected from about 150 citizens. The quantitative questionnaire approach was employed to collect data and the SPSS software was utilized to analyze the information.

1.4 Findings of This Study

This study found that respondents would significantly answer when buying computers in considering advertising tools, updated techniques, final model and money value. On the other hand, the study concluded that there were significant differences in decision making, regarding the gender and buying lap-top and desk-top computers. At the same time, there were significant differences considering their purchase of power.

1.5 Structure of This Thesis

Chapter 1 is the introductory part. Chapter 2 reviews the relevant literature on the concept of computer devices and presents the recent evidence on the issue. Chapter 3

contains an overview on the concept of computer devices in the North Cyprus economy. Chapter 4 describes data collection procedure, methodology and the instruments which are used in this study. Chapter 5 presents empirical results. Chapter 6 concludes remarks, managerial implications and Chapter 7 provides some recommendations for further studies.

Chapter 2

LITERATURE REVIEW

2.1 Introduction

There are many studies about computer devices and the influence of different factors in purchase of computers. The investigation of customer behavior is one of the main important topics in order to be prosperous among the business tycoons in the world market. Manufactures and companies owners must be able to be aware about driving forces behind consumer purchase decisions. Such information are quite important for marketing managers, since customer behavior assists to specify why consumers select special brands over others and how they take these selections. As a result of the development taking place in computer devices, decisions in media planning and consequently advertising computer devices selection are becoming increasingly challenging (Turk & Katz, 1992). Finding criteria and factors which are important for the customers in their selection of computer devices are critically important for having influential advertisement. This needs to increase ways in which companies communicate with their consumers to obtain such knowledge (Crosier, Goodchild, Hill, & Smith, 2003).

This chapter discussed the definitions of some important factors and behaviors that influence purchase of computer (Desktop and Laptop) devices from the market in the North Cyprus as an empirical study.

2.2 Computer Devices

Since the beginning of the first generation of personal computers in 1975, they have shown a fast development in computer devices market. Due to this fast adaptation, the computer devices are considered as a remarkable invention during past decades. While it is expected that the demand for computer devices will continue to rise, developing countries have a higher demand rate in comparison with developed countries. In some countries such as China, Latin America, Brazil and India the economy is growing in higher rate than other countries like the USA and Japan, which are almost complete in many ways (Shah & Dalal, 2009). In the beginning of 1970s, personal computers became more achievable and the marketer followed the opinion about moveable personal computers (laptop). Thus, the first personal laptop was made by IBM Company in September 1975 (oldcomputers).

Then, the new stage of computer devices era is occurred such that portable computers have become more popular and have changed from luxury product to essential product. For instance laptop is one of the portable computers that so many people are interested in to use everywhere. Moreover, students make up one of the significant customer groups for laptops. Therefore, manufactures and producers should be more concern about this type of customers than the others (Behzadian, Aghdaie, & Razavi, 2011).

In 2005, the yearly growth rate for the global PC market was about 301($B) which was reported by eTForecasts. Computer devices keep on the main market driver with growing 321 ($B) in 2010 in comparison with 2005 (etforecasts). The creation of first PC is return to 35 years ago. In the same time, 50,000 PCs were sold which cost

approximately $60 M (etforecasts). According to research conducted by eTForecasts, which is summarized in Table 2.1, annual world sales will increase by over 36% from 325 M unit in 2010 to 517 M in 2015, which includes 9.8% yearly rising rate. Although, the rate for computer devices in-use shows nearly 1.4B units in 2010, it will increase up to 2.1 B at the end of 2015 (etforecasts).

Table 2.1: Worldwide PC Market Growth

	1975	1980	1985	1990	1995	2000	2005	2010	2015	2020
Worldwide PC Sales (#M)	0.05	1.1	11	24	58	132	207	325	517	600-630
Worldwide PC Revenue ($B)	0.06	3.6	29.5	71	155	251	301	321	383	400-420
Worldwide PCs In-use (#M)	0.05	2.1	33	100	225	529	910	1,425	2,165	2,480-2,520

Figure 2.1 shows PCs in-use among the principal of the world area. In 2004, the major area for using PCs was Asia Pacific. All values in this figure are in millions of units (etforecasts).
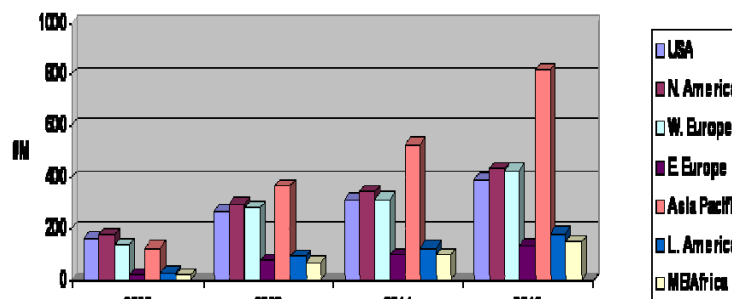
Figure 2.1: PCs in-use by regions (etforecasts)

Consumer buying for computer devices was the sole driver of the market, increasing until 2010. IDC report revealed that the average family in the Asia without Japan has

two PCs and bought a mini note book in 2009. Among the survey respondents pointed to that some customers would still purchase a regular laptop as their next computer device. Most defendants showed that the duration of warranty and after-sales services were the most significant issues that can affect on their decision for selecting new computer devices. On the other hand, computer's stores location and their brand were among the least important worries when people wanted to buy a new computer device.

2.2.1 Laptops and Desk tops

Are the desktops out of date? Probably not, but it is obvious that portable PCs are definitely increasing. With the creation of Portable PCs, we can see considerable raise in selling laptops compared to the desktops. This is a remarkable historic landmark for the Portable PCs industry. During the third quarter, the amount of Portable PCs which was sold was about 55.2 percent. Also in the fourth quarter of 2006, Portable PCs outsold desktops PC; in Japan notebooks have outsold desktops for several years (Hachman, 2008).

While, consumers have been the top driving factor from the beginning, in the personal computer market, commercial part have been playing a critical duty in this issue as well. The majority of the customers preferred moveable PC which governed around 70 percent of the market. So it is obvious that the small and mid-markets companies and public sector buyers are interested in perfect value in mobility (Hachman, 2008).

On the other hand, we can observe that some slumping in the PC market which is expected as a negative trend for a second sequential year as tablet shipments surpass laptop shipments and laptops exceed desktops until 2015 (Hachman, 2008).

2.3 Consumer Behavior Pattern

In the consumer behavior process, there are some actions and decisions which are taken by persons for choosing products that include person's selection, purchase, use of goods, services and be glad for having those products. The firms should create value for customers by searching about customer behavior and use their knowledge about the process of selecting choices for getting more benefit. To explain in more detail, there are many models related to this subject but here, two models of costumer behavior from (Nicosia,1966) and (Matsuno, 1997) are mentioned.

Firstly, Nicosia model found a connection between companies and their purchasers. This theory explains how company activities impact their buyers and result in their last decision for selecting products. This is a way that the messages from the company impress the previous tendency of customers in the direction of their products. In this stage, consumer shows a certain behavior towards the product and seeks for the product or judges the worth of products when it is decided among the choices. If these stages had affirmative influence on the buyer, they may decide to choose it and vice versa.

The second model is The Hierarchy of Effects which tries to define the customer decision-making action. In this theory, customers move through a series of psychological steps before taking a decision as shown in Figure 2.2.

Purchase
Conviction
Preference
Liking
Knowledge
Awareness
Unawareness
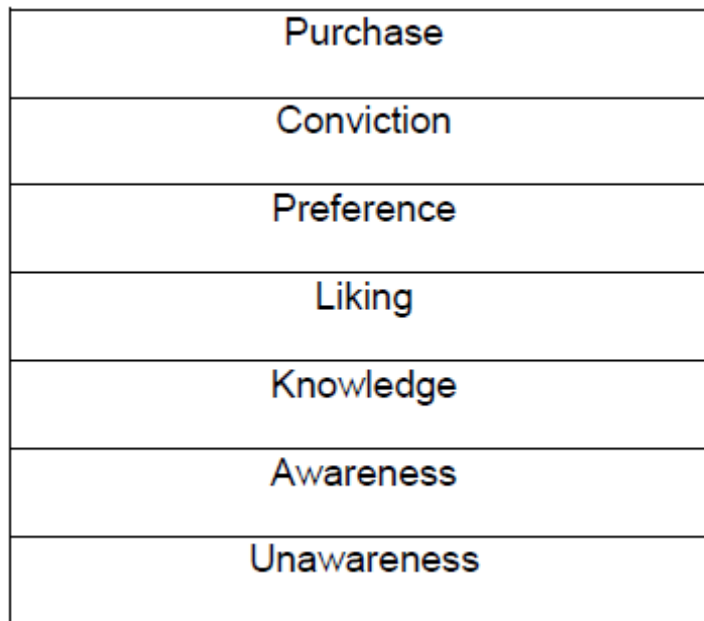
Figure 2.2: The Hierarchy of Effects (From bottom to top)
Source: Personal Summary from (Matsuno, 1997)

2.4 Main Criteria Influencing the Customer Purchasing

Consumer option is highly influenced by mental pictures and emotional factors. The price and quality are not the only factors which contribute in people's decisions to buy a product. Sometimes some pervious images may cause prejudice and biases which affect costumer's choice in the way that they do not mostly choose the best alternative for them. There are some examples for this issue in the following paragraph:

1. One of the most important factors which affect a costumer selection is his or her feeling of getting benefit. For example, if a customer believes that there is a real discount on price of the product, they certainly will buy it to make a profit on their purchase.

2. Extra gains are less important than losses. For people feeling of the loss of money is more impressive than gaining money. For example, suppose that there are two different types of air conditioning systems in the store and a customer wants to select one of them. One of the air conditioning systems has lower price with less efficiency while the other one is expensive with higher efficiency. Although the efficient one has a higher saving potential, the customer usually prefers the cheaper one to prevent loss.

3. Customers make their decisions mostly by doing a comparison between the differences of two products not with their similarities. For instance, when the customer encounters two products with the same price which have various sizes, say two televisions with same prices but various screen sizes, the larger one is most likely to be selected by the customer.

4. Most of the time customers do not accept new changes and they insist on their beliefs about the products. People are faithful about some product that they used and were satisfied with them. Moreover they may have outdated feeling against the nature of new models.

5. The perception of famous marks, labels and logos have a significant impact on customer who is on the computers markets. In some cases, people cannot recognize some benefits of various options, so they are interested to buy production which they used before or a product that they prefer in some way.

6. Customers decisions are impressed by prior experiments and past arbitrations when they assess the risks or potential impact of a function.

7. Customers decisions are affected by the way they interpret information which is called "framed". Imagine an owner of a research institute who is looking for laptops for his employees. For example we can make sentences for our production such as:

A. Buying this upgraded laptop will save your time and money as well.

B. Buying this outdated laptop will mean that you waste your time and money.

Although both of the sentences are providing the same information, the second one is more impressive since people are averse to loss.

8. When people want to estimate the unfamiliar products, they make quick decisions based on their mental fix which is called "Anchoring ". This means that a customer has special information about one product in their mind and then they set out the arbitration in a suitable direction (Turk, Katz, & Peter, 1992).

9. The personality of consumers has an influence on the purchase they buy (Hawkins, Roger, & Kenneth, 1989). There are two groups of customers. First one has a strong personality and the second one has a flexible personality. The second type could be affected without difficulty, but this is not the case for the first type. Therefore, we should use some solution such as advertising, offering a high warranty and services and so on for this group.

10. The effect of motivational feeling on a person's behavior is remarkable.

11. Motivation improves the forces which form the behavior of the customer (Hawkins, Roger, & Kenneth, 1989).

12. Location and environment also affect costumer decision. Understanding people from their environment and getting information in everyone are different. The marketer should know the ways for delivering information to customers (Shakiba, 2006).

13. The intensity of tendency which the customers show is function of the quantity of their knowledge about the product, customer's phantasm about the product and the amount of the products importance. These three factors help customers to choose the best alternative (Cohen & Chakravarti, 1990).

14. Using phantasm by the customer help to process, organize and provide information detection in their minds which led to make a good decision for buying (Low George, Charles, & Lamb, 2000).

2.5 North Cyprus Economy

TRNC was announced in 1983 as Turkish Republic Of Northern Cyprus. Cyprus independence was occurred in 1961 from the United Kingdom. The main source of Cyprus income and all the financial aid is from Turkey. In general, during 1974-2004, Turkish government supported North Cyprus by $3.07 billion of financial aid and also invested some substructure scheme like roads, constructions, building of hospitals, agriculture and internet connection (Bozkurt, 2013). Financial assistance from Turkey to Cyprus was about $566 million in 2008 and 38% of whole government revenues (Bozkurt, 2013). It is clear that, Turkey's financial aids and their management of dominance on TRNC are led to limit the authority of North Cyprus during these years. By increasing Turkish financial support on North Cyprus, its effect has been raised on TRNC correspondingly (Bozkurt, 2013). Fundamental of

North Cyprus economy created on free enterprise base and an important part of execution of managerial duties about costs funded with Turkey. The Turkish Republic of North Cyprus's economy is controlled with service part that include GDP about 69% in 2007 that consisted of Public sector, tourism, education and trade. In addition industrial part is nearly 22% and agronomy makes almost 9% of GDP (North Cyprus, 2007). Cyprus economy works based on a free market and also Turkey supports a major section of its government expenditure. Since Turkish Lira is used as Cyprus currency, the economy of North Cyprus is dependent on Turkey's economy. Due to its international situation, there are some limits on its harbor which make TRNC more dependent on Turkish military and their economic assistance.

Since North Cyprus is an island and has special status in the Mediterranean Sea, its export has low rate in the market and limited to just some agricultural products such as lemon, orange and potato. The TRNC is strongly dependent to its import. For instance, import ratio from 1978 to 2008 was increased by 20.5 times while its export ratio for the same period increased 3.5 times. Turkey had a significant role towards North Cyprus about import and export during these years. These statistics shows that Turkey is the principal trade partner for TRNC. Meanwhile, Tourism section is developed from 1980. From this year, the manufacturing industry in TRNC is changed to services which concern higher education and tourism. In 2007, government income earned through tourism part was about 11.2% of GDP (North Cyprus, 2007).

A protocol was signed between Turkey and TRNC in 1986 which consists of rebuilding the economy of TRNC in line with the Politics of Turkey's government. North Cyprus signed its last protocol with Turkey on 4 December 2012 based on

transmission to "Sustainable Economy Program" for 2013- 2015 (Bozkurt, 2013). This protocol included: changing the state into a regulatory state, shifting patronage system to more capitalist system, recovering public sector to more utility, encouraging having more private economy sector and decreasing the authority of public segmentation. The main purpose of the protocol is affirmation on privatizations. Based on this fact, it is offered that telecommunications, electricity and harbours should be private (Bozkurt, 2013).

Regarding to the surveys accomplished with European Representation committee in North Cyprus, most of the people are happy from their normal life, although their lives are lower mean than the EU ratio and also is below the class of very satisfied. Most of the cuprite people do not want to have change in their income in the next twelve months. There are two main challenges for cuprite people; unemployment and financial condition.

Chapter 3

GENERAL IDEA OF CONCEPT OF COMPUTER: DEVICES AND THEIR POSITION IN NORTH CYPRUS

3.1 Introduction

Cyprus is located at south and about 64.37376 km far from Turkey. It is an interception of three countries. It is the biggest island in the Mediterranean Sea. North Cyprus includes of 2183.879808 square km and more than half of the Cyprus, which is about 386.24256 km coastal. From 1974 the country is divided into an independent section. Simultaneously, the linguistic and cultural differences came to this island. Southern part belongs to Greek Cypriots and North part belongs to Turkish Cypriots. There is a border between Greek side and Turkish side which is called the Green Line and runs through Nicosia, the capital of Cyprus. In addition, there are five territories in North Cyprus which are:

Güzelyurt is located in the west side of the country.

Girne (Kyrenia) is located on the seaside and behind the Beşparmak which is a mountain looks like of five finger of hand.

Karpaz Panhandle is located in the eastern part of the country.

Gazimağusa (Famagusta) has so beautiful sand beach and located on the eastern of country.

Lefkoşa (Nicosia) is capital of country and has commercial companies inside.

According to the last survey at 2012 the population of North Cyprus was approximately 1,128,994. Cyprus was a colony of the England in the past and it

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became independent in 1960. As a result of negotiation between Greek Cypriot and Turkish Cypriot, the country was divided in two sides. Then, North Cyprus declared itself as "Turkish Republic of Northern Cyprus" in 1983. However, this was not confirmed by other countries except Turkey (geography.about).

3.2 Computer Devices and Their Position in North Cyprus

Since Cyprus is an island importing goods such as computer devices and digital devices, then these devices are more expensive than the other countries. For instance, a specific laptop such as Sony is more expensive than Turkey and indeed there are many factors dealing with this issue. However, importing costs is one of the main reasons for this. This problem intensifies because of the absence of a systematic distribution program and also no controlling system on the prices of foreign products.

Based on our collected information from more than twenty computer and laptop stores, we found that:

1. While the majority of Cypriot people prefer luxury products such as Sony, Apple, on the other hand, there are much cheaper Turkish products such as CASPER and AIDATA which are produced with high technology and are cheaper. Additionally, they also have their own customers.

2. There is no controlling system for the prices of computer devices in North Cyprus. The owners of stores decide about the prices of their goods. This means that there is no unique price for specific computers which makes the customers confused.

3. Importing goods to the island is another issue which affects the prices. For instance, based on our interview with marketers if a specific laptop in Turkey

is worth 1500 TL, the same model in North Cyprus is almost 2000 TL. Although, some portion of this difference in price is due to absence of controlling system for the prices, however, posting cost of the merchandises and taxes are other factors which increase the prices.

Chapter 4

THEORETICAL MODELING AND DATA DESCRIPTION

4.1 Introduction

This chapter describes the questions that are considered in this thesis to find remarkable parameters in customers purchase. This information may be used by companies to improve their business. A perfect survey needs to have all of the information for designing an excellent questionnaire. At this stage, some of the past studies and researches for creating a complete instrument is assisted. Thus, the questionnaires provide a platform to attain the goals.

4.2 Survey Design

While there are factors which are very important on the consumer purchases, there is no control by the marketing professional through them. Such factors include age, gender, cultural, social, personal, demographic, psychological characteristics and etc, which have significant effect on the consumer purchases. Since these variables have a significant role on decision-making, they should be considered during the marketing and marketing research phases.

Dividing the market into multiple sections is one of the major attempts which are considered by marketers to deal with this challenge. As an example, in the case of a personal computer, two sections can be considered; the populations that are seeking the desktop computers and people who like laptops can be categorized in the second section (Glowa, 2001).

Regarding these two facts, we select some factors as a questionnaire for getting more knowledge about the most important criteria for the consumer's purchase. To do this, a quantitative research is considered in this thesis.

Quantitative research consists of gathering data and analyzing this information by employing mathematical-based methods to describe a phenomenon and also this model of survey is the best for searching at cause and effect (Aliaga & Gunderson, 1999).

In this research, the outline for questioner was designed based on the literature review and it is found in appendix which consists of demographic profile (10 questions) and digital devices Selection Factors (25 questions). The questioner is gained from different studies (Youn, Faber & Shah, 2000; Han, 1987; Rook & Hoch,1985; Weun, Jones & Betty, 1997; Shah, Faber & Youn, 1999; Beatty & Ferrell, 1998; Youn, 2000; Bikash, Pravat & Sreekumar, 2010). The digital devices selection factors equations are evaluated based on Likert Scale ranging. There are five-points in Likert Scale ranging from 1 to 5; namely, the first one is associated to "not important at all", second to " not important", third to "not so important", forth to "important" and fifth is to "very important" which is utilized in the questionnaire to evaluate 25 items of professional factors.

4.3 Data Collection

In this study, the target is North Cyprus and the information and data are gathered from several shopping centers and also from universities by distributing questionnaires. These questioners are distributed among 150 persons which include some customers, students and shopkeepers from different nationalities who are living

in North Cyprus within the period of fall 2012-13.These people are chosen as a community who are interested in laptop and computers and are the most loyal customers for the special brands in the TRNC. A multiple data are collected to identify the impacts of price, ads, company service and offers on customers purchase.

4.4 Methodology

The SPSS is an abbreviation of Statistical Package for Social Science which is named as one kind of software to evaluate the statistics subject. Furthermore, it is a special program for analyzing social science widely. This is used for many situations such as public company, marketing organizations and government and education researchers. Data management and documentation are other properties of the SPSS as well. It also includes some basis software such as: statistics that have two variables; correlation, means, independent sample t-test and ANOVA test.

The SPSS program is employed for covering a large area in marketing research and produces more than 50 process of statistic which includes regression analysis correlation and analysis of variance. The first person who wrote SPSS was Stanford doctoral Norman Nie.

The researchers tried to provide a friendly software for whoever wants to use this program in order to resist from wrong research.

4.5 T-Test

T-test includes three different cases as following:

1. Independent-samples t-test

A comparison of averages for two classes of cases is done utilizing the independent-samples t-test process. Normally, since the purpose is to investigate the differences

because of the treatment (or lack of treatment) the population of these groups should be chosen by chance for this test. For instance, suppose that scientists discover a new drug for controlling blood pressure and it is desired to investigate the ability of this new finding. To do this, patients with high blood pressure are considered. These patients are divided into two groups. The patients in first group only receive an inactive pill and the second group's patients get benefit from the new drug. After a specified treatment period, say 2 month, the mean blood pressure for both of the groups are compared employing the two-sample t-test.

However, when the test is expected to be used for investigating the influence of sex on people's income it is not true. In other words, suppose that you are expected to compare mean income for male and females. In this case you cannot distribute the subjects randomly in the groups.

2. Paired-samples t-test

In this test only one group is considered and the averages of two variables are compared. The averages for each case are calculated and the difference between these two vales is calculated to see if it is equal to zero or there is a disagreement. For instance, remember the study dealing with the effect of the new created drug on patients with high pressure. This time patients are considered as a single group and their blood pressures are measured before being under treatment by the new drug and also after taking the new drug. Therefore, each member of the group (patient) has two records in his document, which is labeled before and after measure.

3. One-sample t-test

This method investigates the deviation of the average of a specific variable from constant value. For example, consider a researcher which wants to investigate if the mean IQ score for a group of people varies from 100.

It is important to emphasis that independent-sample t-test was only used for the case.

Chapter 5

EMPIRICAL RESULTS

5.1 Descriptive Statistics

The descriptive statistics and the other methods were used to stress vital factors on the subject. Descriptive statistics for research studies deliver valuable information and significant results for policy implications (see Table 5.1). Using this table, where 150 participants answered 25 questions, the mean score of some factors of pre-owned home selection are higher than the others. This shows that they are more important, compared to the other factors. Table 1 shows the categories of factors, from the most important factors for Influencing Purchase of Computer (Desktop and Laptop) devices from the market place in North Cyprus to the least important factors, based on mean score of each question.

5.2 Interpretation of the Results

Table 5.1 displays the maximum, minimum, mean score and standard deviation of each question. According to the table, the most important factor compared to other factors is "Technology Development" (3.82), whereas the least score is allocated to facilities such as "local product is preferable'' with 2.82 mean score among 150 respondents. In addition, the other important factors are influence of warranty, safety future and style.

Table 5.1: Descriptive Statistics of factors based on mean score of each question

Factors	N	Min.	Max.	Mean	Std. Deviation
Its price is affordable	150	1.00	5.00	3.5000	1.17439
Its current advertising effect	150	1.00	5.00	3.3933	1.11666
Its last released product is preferable	150	1.00	5.00	3.5133	1.13951
24 hours availability of company service	150	1.00	5.00	3.6533	1.19836
It is an user friendly	150	1.00	5.00	3.6867	1.17660
Its style/look	150	1.00	5.00	3.7333	1.01444
Low Service Charges	150	1.00	5.00	3.5800	1.11890
It is an environment friendly device	150	1.00	5.00	3.3800	1.19096
Its imported product is preferable	150	1.00	5.00	3.3267	1.02647
Its package is cheaper	150	1.00	5.00	3.3533	1.06901
Its warranty offered is satisfactory	150	1.00	5.00	3.8067	1.00800
It has a high electricity efficiency	150	1.00	5.00	3.4600	1.07210
Recommendations of Friends	150	1.00	5.00	3.3400	1.07335
Recommendations of Relatives	150	1.00	5.00	3.4000	1.12327
Its set is cheaper (All is included such as software programs.)	150	1.00	5.00	3.7067	1.06530
Its safety futures	150	1.00	5.00	3.7533	1.12290
The influences of the current technological development	150	1.00	5.00	3.8200	1.02368
Its spare parts are available	150	1.00	5.00	3.6800	1.10107
Its resale value is reasonable	150	1.00	5.00	3.5733	1.14310
It provides high resolution	150	1.00	5.00	3.7133	1.06397
It can be updated with extra part	150	1.00	5.00	3.6667	1.12725
Its brand status/prestige	150	1.00	5.00	3.7000	1.09759
Special offers for subscribers	150	1.00	5.00	3.5533	1.02018
Its value for money	150	1.00	5.00	3.6867	1.08768
Its local product is preferable	150	1.00	5.00	2.8267	1.27835
Valid N (listwise)	150				

Table 5.2 illustrates that Cronbach's estimate coefficient, which indicates that 25 questions asked in the questionnaire are consistent (0.608 is greater than 0.6). The table also indicates whether the questions are individually consistent or not by conducting factor analysis.

To evaluate the reliability of the questions, Cronbach's alpha was used by the SPSS software and its value was equal to 0.608. Based on the statistical fact that the amount of Cronbach's alpha should be more than 0.6, the reliability of the questionnaire was confirmed. See Nunnally, J. C. (1978).

Table 5.2: Reliability Statistics

Cronbach's Alpha	N of Items
.608	25

Table 5.3 displays the commonalities of each factor. As can be seen all of the factors loadings are above the cutoff point of 0.5. Thus none of the items has been eliminated for the purpose of the study.

Table 5.3: Communalities of questions

	Factor loading
Its price is affordable	.657
Its current advertising effect	.815
Its last released product is preferable	.631
24 hours availability of company service	.713
It is an user friendly	.663
Its style/look	.657
Low Service Charges	.684
It is an environment friendly device	.639

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Its imported product is preferable	.650
Its package is cheaper	.624
Its warranty offered is satisfactory	.689
It has a high electricity efficiency	.672
Recommendations of Friends	.788
Recommendations of Relatives	.747
Its set is cheaper (All is included such as software programs.)	.650
Its safety futures	.626
The influences of the current technological development	.636
Its spare parts are available	.719
Its resale value is reasonable	.654
It provides high resolution	.667
It can be updated with extra part	.603
Its brand status/prestige	.691
Special offers for subscribers	.633
Its value for money	.768
Its local product is preferable	.697

The first part of our questionnaire was about general information including: gender, age, monthly income level, job status, work experience, education level, nationality, family size, occupation and family background. The answers frequency and percentage of each question were also estimated. Table 5.4 displays the frequency and percentage of question one, which was about gender. Column of frequency

represents that 95 of 150 people were male and 55 people were female, which means 63.3% of responders were male and 36.7% were female.

Table 5.4: Gender frequency and percentage of responders

		Frequency	Percent	Valid Percent	Cumulative Percent
	Male	95	63.3	63.3	63.3
Valid	Female	55	36.7	36.7	100.0
	Total	150	100.0	100.0	

Table 5.5 shows the frequency and percentage of another question, related to ages of responders. The highest frequency and percentage was found at the age interval of 18-27. Frequency is 125 and the percentage is 83.3.

In Table 5.6, in which the job-status was estimated, more participants were found out as full-time working people. This is really a good indicator that people who do have a proper job were more determined to answer the questions about factors in buying computer devices.

Table 5.5: Age frequency and percentage of responders

		Frequency	Percent	Valid Percent	Cumulative Percent
	18-27	125	83.3	83.3	83.3
	28-37	20	13.3	13.3	96.7
Valid	38-47	5	3.3	3.3	100.0
	Total	150	100.0	100.0	

Table 5.6: Job Status frequency and percentage of responders

		Frequency	Percent	Valid Percent	Cumulative Percent
	Full time	98	65.3	65.3	65.3
Valid	Part-time	32	21.3	21.3	86.7
	unemployed	20	13.3	13.3	100.0
	Total	150	100.0	100.0	

Table 5.7 illustrates the information about monthly income level. These indicators reveal that participants, who earn an amount between 2000 dollars and 3000 dollars, were determined as the highest group, to answer the questions about factors in buying computers (laptop and desktop).

Table 5.7: Monthly Income Level frequency and percentage of responders

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	$ 0 – 999	4	2.7	2.7	2.7
	$ 1000 – 1999	33	22.0	22.0	24.7
	$ 2000 – 2999	111	74.0	74.0	98.7
	3000 and over	2	1.3	1.3	100.0
	Total	150	100.0	100.0	

Table 5.8: Independent-samples t-test for factors based on gender

	Gender	N	Mean	t	Sig. (2-tailed)
Its price is affordable	Male	95	3.4842	-.216	.830
	Female	55	3.5273		
Its current advertising effect	Male	95	3.3053	-1.272	.205
	Female	55	3.5455		
Its last released product is preferable	Male	95	3.5579	.628	.531
	Female	55	3.4364		
24 hours availability of company service	Male	95	3.6211	-.432	.666
	Female	55	3.7091		
It is an user friendly	Male	95	3.7579	.974	.332
	Female	55	3.5636		
Its style/look	Male	95	3.6947	-.611	.542
	Female	55	3.8000		
Low Service Charges	Male	95	3.6947	1.660	.099
	Female	55	3.3818		
It is an environment friendly device	Male	95	3.3895	.128	.899
	Female	55	3.3636		
Its imported product is	Male	95	3.3579	.488	.626

preferable	Female	55	3.2727		
Its package is cheaper	Male	95	3.2842	-1.041	.300
	Female	55	3.4727		
Its warranty offered is satisfactory	Male	95	3.8211	.229	.819
	Female	55	3.7818		
It has a high electricity efficiency	Male	95	3.4421	-.268	.789
	Female	55	3.4909		
Recommendations of Friends	Male	95	3.4211	1.217	.225
	Female	55	3.2000		
Recommendations of Relatives	Male	95	3.3368	-.904	.367
	Female	55	3.5091		
Its set is cheaper (All is included such as software programs.)	Male	95	3.6316	-1.136	.258
	Female	55	3.8364		
Its safety futures	Male	95	3.6842	-.991	.323
	Female	55	3.8727		
The influences of the current technological development	Male	95	3.8105	-.148	.882
	Female	55	3.8364		
Its spare parts are available	Male	95	3.7158	.522	.603
	Female	55	3.6182		
Its resale value is reasonable	Male	95	3.6000	.374	.709
	Female	55	3.5273		
It provides high resolution	Male	95	3.8105	1.476	.142
	Female	55	3.5455		
It can be updated with extra part	Male	95	3.6211	-.650	.517
	Female	55	3.7455		
Its brand	Male	95	3.6737	-.385	.701

status/prestige					
	Female	55	3.7455		
Special offers for subscribers	Male	95	3.4947	-.924	.357
	Female	55	3.6545		
Its value for money	Male	95	3.8632	2.665	.009
	Female	55	3.3818		
Its local product is preferable	Male	95	2.8842	.723	.471
	Female	55	2.7273		

Table 5.8 indicates the results of independent-samples t-test, for various importance factors of computer devices affecting the computer's selection criteria in North Cyprus market place for male and female. The results display that almost all of the factors have the same impacts for male and female on their computers selection criteria except "Its value for money" which has the highest amount of t-value (t=2.665). The sig. value of "Its value for money" is equal to 0.009 which is less than 0.05. So, it is considered as statistically significant difference on computers selection criteria between male and female. Also, by comparing mean value of this factor for male and female it can be seen that "Its value for money" is more important parameter for male on their selection in comparison with female.

Table 5.9: One-way ANOVA analysis for factors based on age interval

Factors	Age	N	Mean	F	Sig.
Its price is affordable	18-27	125	3.4960	.180	.835
	28-37	20	3.4500		
	38-47	5	3.8000		
	Total	150	3.5000		
Its current advertising effect	18-27	125	3.3440	1.058	.350
	28-37	20	3.5500		
	38-47	5	4.0000		
	Total	150	3.3933		
Its last released product is preferable	18-27	125	3.4960	.468	.627
	28-37	20	3.5000		
	38-47	5	4.0000		
	Total	150	3.5133		
24 hours availability of company service	18-27	125	3.7200	1.177	.311
	28-37	20	3.3000		
	38-47	5	3.4000		
	Total	150	3.6533		
It is an user friendly	18-27	125	3.6800	.044	.957
	28-37	20	3.7500		
	38-47	5	3.6000		
	Total	150	3.6867		
Its style/look	18-27	125	3.8320	3.760	.026
	28-37	20	3.2000		
	38-47	5	3.4000		
	Total	150	3.7333		
Low Service Charges	18-27	125	3.5680	.106	.900
	28-37	20	3.6000		
	38-47	5	3.8000		
	Total	150	3.5800		
It is an environment friendly device	18-27	125	3.4160	.427	.653
	28-37	20	3.2500		
	38-47	5	3.0000		
	Total	150	3.3800		
Its imported product is preferable	18-27	125	3.3600	.397	.673
	28-37	20	3.1500		
	38-47	5	3.2000		
	Total	150	3.3267		
Its package is cheaper	18-27	125	3.3600	2.166	.118
	28-37	20	3.1000		
	38-47	5	4.2000		
	Total	150	3.3533		
Its warranty offered is satisfactory	18-27	125	3.7680	.548	.579

	28-37	20	4.0000		
	38-47	5	4.0000		
	Total	150	3.8067		
It has a high electricity efficiency	18-27	125	3.4240	.773	.464
	28-37	20	3.5500		
	38-47	5	4.0000		
	Total	150	3.4600		
Recommendations of Friends	18-27	125	3.3040	.436	.648
	28-37	20	3.5000		
	38-47	5	3.6000		
	Total	150	3.3400		
Recommendations of Relatives	18-27	125	3.4240	.839	.434
	28-37	20	3.1500		
	38-47	5	3.8000		
	Total	150	3.4000		
Its set is cheaper (All is included such as software programs.)	18-27	125	3.6800	.589	.556
	28-37	20	3.7500		
	38-47	5	4.2000		
	Total	150	3.7067		
Its safety futures	18-27	125	3.8000	.680	.508
	28-37	20	3.5500		
	38-47	5	3.4000		
	Total	150	3.7533		
The influences of the current technological development	18-27	125	3.7840	.460	.632
	28-37	20	4.0000		
	38-47	5	4.0000		
	Total	150	3.8200		
Its spare parts are available	18-27	125	3.6240	1.120	.329
	28-37	20	3.9000		
	38-47	5	4.2000		
	Total	150	3.6800		
Its resale value is reasonable	18-27	125	3.5040	1.579	.210
	28-37	20	3.8500		
	38-47	5	4.2000		
	Total	150	3.5733		
It provides high resolution	18-27	125	3.6880	.215	.807
	28-37	20	3.8500		
	38-47	5	3.8000		
	Total	150	3.7133		
It can be updated with	18-27	125	3.6640	.037	.964

extra part					
	28-37	20	3.6500		
	38-47	5	3.8000		
	Total	150	3.6667		
Its brand status/prestige	18-27	125	3.6960	.021	.979
	28-37	20	3.7000		
	38-47	5	3.8000		
	Total	150	3.7000		
Special offers for subscribers	18-27	125	3.5840	.817	.444
	28-37	20	3.3000		
	38-47	5	3.8000		
	Total	150	3.5533		
Its value for money	18-27	125	3.6400	.704	.496
	28-37	20	3.9000		
	38-47	5	4.0000		
	Total	150	3.6867		
Its local product is preferable	18-27	125	2.8400	.043	.958
	28-37	20	2.7500		
	38-47	5	2.8000		
	Total	150	2.8267		

Table 5.9 shows the results of ANOVA Analysis, for various importance factors of computer devices affecting the computer's selection criteria in North Cyprus market place based on age of responders. The Results indicate that "Its style/look" has statistically significant difference among various age intervals of respondents on their computers selection criteria. The reason is that "Its style/look" has F-value about 3.760 which is the highest F-value. The sig. value of "Its style/look" is equal to .026 which is less than 0.05. So, it is considered as statistically significant difference on computers selection criteria among various age intervals.

Table 5.10: One-way ANOVA analysis for factors based on Job Status

Factors	Job Status	N	Mean	F	Sig.
Its price is affordable	Full time	98	3.3000	.465	.629
	Part-time	32	3.4375		
	unemployed	20	3.5612		
	Total	150	3.5000		
Its current advertising effect	Full time	98	3.5000	.360	.698
	Part-time	32	3.5000		
	unemployed	20	3.3367		
	Total	150	3.3933		
Its last released product is preferable	Full time	98	3.2000	3.280	.040
	Part-time	32	3.9375		
	unemployed	20	3.4388		
	Total	150	3.5133		
24 hours availability of company service	Full time	98	3.3500	2.744	.068
	Part-time	32	4.0625		
	unemployed	20	3.5816		
	Total	150	3.6533		
It is an user friendly	Full time	98	3.8500	1.685	.189
	Part-time	32	3.9688		
	unemployed	20	3.5612		
	Total	150	3.6867		
Its style/look	Full time	98	3.4500	2.272	.107
	Part-time	32	4.0313		
	unemployed	20	3.6939		
	Total	150	3.7333		
Low Service Charges	Full time	98	3.4500	.155	.857
	Part-time	32	3.5938		
	unemployed	20	3.6020		
	Total	150	3.5800		
It is an environment friendly device	Full time	98	3.1500	.752	.473
	Part-time	32	3.5625		
	unemployed	20	3.3673		
	Total	150	3.3800		
Its imported product is preferable	Full time	98	3.3000	.121	.886
	Part-time	32	3.4063		
	unemployed	20	3.3061		
	Total	150	3.3267		
Its package is cheaper	Full time	98	3.2347	1.769	.174
	Part-time	32	3.5938		
	unemployed	20	3.5500		
	Total	150	3.3533		
Its warranty offered is	Full time	98	3.6500	.395	.675

satisfactory					
	Part-time	32	3.9063		
	unemployed	20	3.8061		
	Total	150	3.8067		
It has a high electricity efficiency	Full time	98	3.4500	.012	.989
	Part-time	32	3.4375		
	unemployed	20	3.4694		
	Total	150	3.4600		
Recommendations of Friends	Full time	98	3.5000	.720	.488
	Part-time	32	3.1563		
	unemployed	20	3.3673		
	Total	150	3.3400		
Recommendations of Relatives	Full time	98	3.6500	.571	.566
	Part-time	32	3.3750		
	unemployed	20	3.3571		
	Total	150	3.4000		
Its set is cheaper (All is included such as software programs.)	Full time	98	3.5816	3.410	.036
	Part-time	32	3.7500		
	unemployed	20	4.2500		
	Total	150	3.7067		
Its safety futures	Full time	98	4.0500	.990	.374
	Part-time	32	3.8125		
	unemployed	20	3.6735		
	Total	150	3.7533		
The influences of the current technological development	Full time	98	4.1000	1.205	.303
	Part-time	32	3.9063		
	unemployed	20	3.7347		
	Total	150	3.8200		
Its spare parts are available	Full time	98	3.3500	2.057	.132
	Part-time	32	3.9688		
	unemployed	20	3.6531		
	Total	150	3.6800		
Its resale value is reasonable	Full time	98	3.7500	.469	.626
	Part-time	32	3.6563		
	unemployed	20	3.5102		
	Total	150	3.5733		
It provides high resolution	Full time	98	3.7500	.063	.939
	Part-time	32	3.6563		
	unemployed	20	3.7245		
	Total	150	3.7133		

It can be updated with extra part	Full time	98	3.4000	2.441	.091
	Part-time	32	4.0313		
	unemployed	20	3.6020		
	Total	150	3.6667		
Its brand status/prestige	Full time	98	3.4500	1.096	.337
	Part-time	32	3.9063		
	unemployed	20	3.6837		
	Total	150	3.7000		
Special offers for subscribers	Full time	98	3.4500	.657	.520
	Part-time	32	3.4063		
	unemployed	20	3.6224		
	Total	150	3.5533		
Its value for money	Full time	98	3.6500	.674	.511
	Part-time	32	3.5000		
	unemployed	20	3.7551		
	Total	150	3.6867		
Its local product is preferable	Full time	98	2.9500	1.101	.335
	Part-time	32	2.5313		
	unemployed	20	2.8980		
	Total	150	2.8267		

Table 5.10 shows the results of ANOVA Analysis, for various importance factors of computer devices affecting the computer's selection criteria in North Cyprus market place based on job status of responders. The results indicate that two factors namely, "Its last released product is preferable" and "Its set is cheaper" have statistically significant different among various job statuses of respondents on their computers selection criteria. The reason is that "Its set is cheaper" has F-value about 3.410 and "Its last released product is preferable" has F-value about 3.280 which are the highest F-values. The sig. value of "Its set is cheaper" is equal to .036 and this value for "Its last released product is preferable" is equal to.040, which are less than 0.05. So, these are considered as statistically significant different on computers selection criteria among various job statuses.

Chapter 6

CONCLUSION AND MANAGERIAL IMPLICATIONS

The results based on employing the descriptive test, show that the technology development, warranty offered, safety future, style and high resolution have positive and statistically significant effects on computers selection criteria, whereas the other criteria are insignificant factors compared to the previous ones.

The results based on independent-sample t-test analysis, show that almost all of the factors have the same impacts for male and female on their computers selection criteria except "Its value for money". It is found that "Its value for money" is more important parameter for male on their selection in comparison with female.

Value is one of the main important variable affecting male in their selections. These consumers do not mind spending more on an item if the perceived value is greater than the cost. So, marketing managers should focus on this issue by leveraging customers about their product benefits in a good way.

The results based on age also reveal that "Its style/look" has statistically significant different among various age interval of respondents on their computers selection criteria. Furthermore, two factors namely, "Its last released product is preferable" and "Its set is cheaper" have statistically significant different among various job statuses of respondents on their computers selection criteria.

Our findings show that younger people interested to involve in product, try to search more about getting information about the best style devices and making a good decision. Unfortunately, as age increased the need of having new product and technology seemed to decrease.

This study found that respondents would significantly answer when buying computers in considering advertising tools, updated techniques, final model and money value. On the other hand, the study concluded that there were significant differences in decision making, regarding the gender and buying lap-top and desk-top computers. Male population is concerned with what specific PCs functions can offer them. In contrast, female population is interested in style of product and also how the PCs would add quality and value to their lives or how it would make communication easier.

The results of this thesis were consistent with Turk & Katz, 1992 and Crosier, Goodchild, Hill, & Smith, 2003 studies, where it showed that there were significant differences in the respondents answer due to the age, income, and job status. Actually, this thesis had noteworthy practical implications for researchers and practitioners in the field of computer markets (science).

Income levels have remarkable effect on customer purchasing such that people without personal wealth are not interested on changing their PCs easily. These groups of people are convinced that 'I am not rich enough to buy cheap things!' Most of them try to choose the good product for using several years. However, people who have good job and position in Cyprus pay attention to latest technology and products.

Some external factors also would impact on purchasing products. Brand awareness, brand familiarity and need for social acceptance are remarkable factors in the market place. Generally, companies leverage their brand knowledge by social media connection such as advertising in TV or sharing billboards in the city.

The concepts of this thesis could be used as a practical framework when an organization or an individual would buy computers. Furthermore, findings of this thesis with regard to customer's characteristics may have considerable practical use mainly for computer manufacturers as well as sellers to draw their attention to the customer's factors that might affect the decision.

Chapter 7

RECOMMENDATIONS FOR FUTURE STUDIES

A significant suggestion would be to broaden the study to include computer buyers from other countries such as Turkey, Iran and England which might provide a larger population from which a larger sample can be selected. A larger sample helps to ensure the answers would better reflect the population's opinion and would help to eliminate biases (Streiner, 1994).

Since relationship with customers is an important factor for purchasing product, the companies try to invest more on this. An empirical investigation could be conducted on the effect of companies participating in sponsorships and charitable events to develop a strong connection with customers.

Furthermore, it is strongly recommended that future research can be done regarding the factors that might affect different buyers group (wealthier people). Another avenue for future research in this area concerns more research on the potential influence of computer's buying decisions on other variables, such as organizations profitability and effectiveness of resource allocation.

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APPENDIX

DESKTOP AND LAPTOP DEVICES SELECTION CRITERIA IN NORTH CYPRUS MARKET

Dear Participant,

This research is about your opinions as an owner or a buyer as well as a trader in selecting Desktop and Laptop devices. Please read all of the following questions carefully and try to answer the questions on the devices selection factors.

Regards,

Assoc. Prof Sami Fethi and Ghazaleh Tehranchi Nia

PART A. DEMOGRAPHIC PROFILE

1. Gender:

a. Male   b. Female

2. Age

a.   18-27   b. 28-37   c. 38-47   d. 48-57   e. 58 and upper

3. Monthly Income Level

a. $ 0 – 999   b. $ 1000 – 1999   c. $ 2000 – 2999   d. 3000 and over

4. Job status:

a. Full time   b. Part-time   c. unemployed

5. Work Experience

a.   1-5 years   b. 6-10 years   c. more than 10 years

6. Education Level

a. Primary School   b. Secondary/high School   c. Technical school   d. University   e. Post graduate

7. Nationality

a. Turkish Cypriot   b. Turkish   c. Iranian   d. Nigerian

e. People from Middle East   f. People from Former USSR   g. British   h. European

8. Family Size

a. 2   b. 3   c. 4   d. 5   e. 6   f. more than 6

9. Occupation

a. Business   b. Government   c. Professional   d. Private sector

10. Family background

a. My father is a computer engineer   b. one of my relative is a computer engineer   c. None

PART B. DESKTOP AND LAPTOP DEVICES SELECTION FACTORS

This section comprises of 25 questions on the devices selection factors. Please use the following Likert`s scale ranging from 1 (Not Important at all) to 5 (Very Important) for your answers:

Not Important at all   **Very Important**

      1   **2**   **3**   **4**   **5**

ID	IMPORTANCE FACTORS FOR COMPUTER DEVICES SELECTION	LIKERT`S SCALE				
1.	Its price is affordable	1	2	3	4	5
2.	Its current advertising effect	1	2	3	4	5
3.	Its last released product is preferable	1	2	3	4	5
4.	24 hours availability of company service	1	2	3	4	5
5.	It is an user friendly	1	2	3	4	5
6.	Its style/look	1	2	3	4	5
7.	Low Service Charges	1	2	3	4	5
8.	It is an environment friendly device	1	2	3	4	5
9.	Its imported product is preferable	1	2	3	4	5
10.	Its package is cheaper	1	2	3	4	5
11.	Its warranty offered is satisfactory	1	2	3	4	5
12.	It has a high electricity efficiency	1	2	3	4	5
13.	Recommendations of Friends	1	2	3	4	5
14.	Recommendations of Relatives	1	2	3	4	5
15.	Its set is cheaper (All is included such as software programs.)	1	2	3	4	5
16.	Its safety futures	1	2	3	4	5
17.	The influences of the current technological development	1	2	3	4	5
18.	Its spare parts are available	1	2	3	4	5
19.	Its resale value is reasonable	1	2	3	4	5
20.	It provides high resolution	1	2	3	4	5
21.	It can be updated with extra part	1	2	3	4	5
22.	Its brand status/prestige	1	2	3	4	5
23.	Special offers for subscribers	1	2	3	4	5
24.	Its value for money	1	2	3	4	5
25.	Its local product is preferable	1	2	3	4	5

Source: This questionnaire is modified by conducting Youn, Faber & Shah, 2000 ; Han, 1987; Rook & Hoch,1985; Weun, Jones & Betty, 1997; Shah, Faber & Youn, 1999; Beatty & Ferrell, 1998; Youn, 2000; Bikash, Pravat & Sreekumar, 2010.