

THE RELATIONSHIP BETWEEN BRANDING AND
SYMBOLIC CONSUMPTION IN DIGITAL MEDIA

(A RESEARCH STUDY ON THE EXAMPLE OF APPLE-SAMSUNG)

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THE RELATIONSHIP BETWEEN BRANDING AND
SYMBOLIC CONSUMPTION IN DIGITAL MEDIA


DİJİTAL MEDYADA MARKALAŞMA VE
SEMBOLİK TÜKETİM İLİŞKİSİ

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Anahtar Kelimeler (İngilizce)
1) Apple and Samsung
2) Smart Phone and Tablet Computer
3) Brand Attitude and Brand Loyalty
4) Brand Personality
5) Visual Identity

PREFACE

Today, consumption has been a prerequisite for existence and individuals have begun to express themselves by consuming. As the aforementioned fact of consumption has become widespread, brands have opened up to the world by globalization. However, it is important to remember the necessity of entering the domestic market in order to understand the consumption phenomenon and the symbols used by global brands. Therefore, Turkey has been chosen as the domestic market to be examined and the sampling has been limited to the consumers and the experts in Turkey.

In this thesis study, the brand perceptions of consumers and experts have been evaluated separately and compared in the oncoming chapters. Some criticism and suggestions have been made on the points where the perceptions coincide or dissociate. Thus, not only will it be possible for the brands Apple and Samsung to create a more positive insight into the brand attitude, loyalty and personality, but also strategies that technology brands should follow in Turkish market will be determined.

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ABSTRACT

It would be appropriate to accept branding and consuming habits shaped by it as the rapidly rising aspects of current age. Changes and transformation of everything within digitalization process has resulted in the change of known consumption facts. Smartphones and tablet computers produced by the brands well-known all over the world have become the new actors of consumption. These products, considered as digital media goods, have shaped the lifestyles of masses. In this thesis study, brand attitude, brand loyalty, brand personality perception and visual identity perception have been evaluated in parallel with digitalization. Apple and Samsung brands have been chosen as the subject of the study. Consumption patterns that the brand perception created by Apple and Samsung got Turkish users adopt have been analyzed.

This study has examined the notion of consumption in addition to brand elements in the theoretical degree. Following the fact of consumption, the brand creation process has been examined under semiology perspective. To measure association of ideas related to brand identity and brand designs, smartphone and tablet computer users have been contacted, and as for brand experts, in-depth interviews were held. As a result, Apple and Samsung brands have been subject of evaluation in terms of both consumers' and experts' symbolic and functional associations. Starting from these processes, consistency between opinions of consumers and experts towards brand has been investigated.

Keywords: Apple and Samsung, Smartphone and Tablet Computer, Brand Attitude, Brand Loyalty, Brand Personality, Visual Identity

ÖZET

Tüketim alışkanlıklarını ve buna yön veren markalaşmayı çağımızın hızla yükselen olguları olarak kabul etmek yerinde olacaktır. Dijitalleşme sürecinde her şeyin değişmesi ve dönüşmesi bilinen tüketim algısının da değişmesiyle sonuçlanmıştır. Dünya çapında tanınan markaların ürettiği akıllı telefonlar ve tablet bilgisayarlar, tüketimin yeni aktörleri konumuna gelmiştir. Dijital medya ürünleri kapsamında değerlendirilen bu ürünler, kitlelerin yaşam tarzını biçimlendirmiştir. Bu tez çalışmasında dijitalleşme paralelinde küresel markalara ilişkin marka tutumu, marka sadakati, marka kişilik algısı ve görsel kimlik algısı değerlendirilmiştir. Araştırmanın konusu olarak Apple ve Samsung markaları seçilmiştir. Bununla birlikte Apple ve Samsung tarafından yaratılan marka algısının Türk kullanıcılarına kazandırdığı tüketim alışkanlıkları analiz edilmiştir.

Çalışma, teorik aşamada marka unsurlarıyla birlikte tüketim kavramını da ele almıştır. Tüketim olgusunu takiben marka oluşum süreci ve marka kavramları göstergebilim perspektifinden incelenmiştir. Marka kimliğinin ve marka tasarımlarının yaptığı çağrışımları ölçümleyebilmek amacıyla akıllı telefon, tablet bilgisayar tüketicilerine ulaşılmış, marka uzmanlarıyla ise derinlemesine görüşmeler yapılmıştır. Bunun neticesinde Apple ve Samsung markalarının hem tüketiciye, hem de uzmanlara yönelik sembolik ve işlevsel çağrışımları inceleme konusu olmuştur. Tüm bu işlemlerden hareketle, belirlenen markalara yönelik tüketici görüşlerine karşın uzman görüşlerinin tutarlı olup olmadığına bakılmıştır.

Anahtar Kelimeler: Apple ve Samsung, Akıllı Telefon ve Tablet Bilgisayar, Marka Tutumu, Marka Sadakati, Marka Kişiliği, Görsel Kimlik

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PART 1: INTRODUCTION

In today's world, new economic fields have appeared thanks to the networks built by digital media technologies and their functioning has determined the global brands of today. At this point, workforce, production, media, communication and social movements within global markets have been organized as a network. Mobile devices forming their own networks have been an inevitable part of globalization. That all these networks designate social structure so profoundly made it possible for communication tools to be carried easily (Çımrın, 2011:70). With the widespread use of mobile devices such as tablet computers and smartphones, an unavoidable paradigm shift has occurred as part of the development of communication technologies and the growth of global markets. "Information revolution ", in which even social structures organize themselves as networks, is a transformation that has left its mark on today's technology. Global information spread by network building interacts with cultural values that determine life habits and consumption types. This has led user experience-oriented digital interaction displace the traditional one.

In the course of time, digital media has become a structure producing its own culture and codes, and sharing these with the users. During the period of digitalization, that the individuals are both users and producers of media is a noteworthy point. There is no doubt that these concepts have caused a production-consumption culture to spread out and settle to the extent that they pave the way for the production and consumption relationships. As a matter of fact, digital media is now using the support it provided before for manufacturing processes to maximize the consumption. There is a highly strong capitalist culture underlying the consumer society, this culture puts consumer reflexes, brands and symbols related to consumption in the center of life, and builds life styles and identity structures around it (Aytaç, 2006: 29).

In parallel to the digitalization process, globalization phenomenon rising rapidly today both triggers a perception focused on consumption and gives rise to competition in free market. Hence, companies have come to apprehend the importance of branding in order to improve and grow. When scrutinizing the formation process of a brand, it can be stated that brand identity represents brand image and corporate identity represents corporate culture and philosophy. All these notions direct brand formation as well as brand development. Brand and corporate notions that direct the process aim to create a more permanent image by visual identity expressions.

Brand has two functions: First, it distinguishes the products from the others and second, it has its own signs. Brand, as a visual identity, reflects the image in a consumer's mind (Leblebici, 2009:4). Corporate identity designs representing the visual identity are the image which provides the direct communication between the organization and the public as well as reflecting the distinctive features of different organizations (Öztürk, 2006:1). In fact, brand is what all these elements form in the minds of consumers. Just as an image independent from visual identity is unthinkable, so is the case for corporate identity. As Mercin (2010:334) has stated; "Corporate identity is the face, the window of a company that is open to the outside world."

A brand integrated with corporate identity is a name, theme, sign, signature, design or a combination of these that identifies a product or service and differentiates it from its competitors. A unique name, logo, slogan, character and package are significant elements of a brand (Leblebici, 2009:4). These expression ways that are different types of visual identity are important for both individuals and organizations. Today, image, exhibiting the power of visual identity, makes the distinctive traits of best-known brands reflect strikingly within the factors such as logo, color and patterns.

When forming a corporate identity design, it is essential for an organization to create an ideal corporate image in order to build a strong communication with the public by conveying its character and identity in the right way since “the aim of a corporate identity application is to structure a brand image etched in the minds of target customers in accordance with the expectations and ambitions of the organization (Tomak, 2008:68). It is not only the identity, but also the imagery integrating with the corporate identity that sustains the corporate image. These images turn into metaphors in ads, logos or emblems. Metaphors provide a richer content for brands creating polysemy.

That a brand develops a creative communication strategy will enable it to forge ahead of its competitors and make a difference in branding process, depending on the design aspects. Visual identity, all visual elements including emblem design, logo design, office design, costume design, device design, letterheads, and pictograms, introduces the brand and the company to the target market. These elements providing brand communication constitute the visible facets of the organization. To make these facets better-known is parallel with prospective communication strategies and promotional activities.

Moreover, the concept of visual identity is the subject of semiotics as a symbolic way of expression of the brand. Semiotic approaches have steered all the improvements in technological and scientific fields and semiotics has gained a key position in many fields such as advertising and communication. The concept of sign as the indispensable part of semiotics gained importance in linguistic philosophy and has contributed a great deal to design process. A brand cannot exist without signs since a strong brand needs to carry a powerful symbol to get known and remembered easily. The crucial point here is that the symbol (logo, emblem, color) designed has to represent the corporate identity in a suitable way. The concept of brand needs to have integrity within the visual and verbal identity and pass this integrity on the target group in a clear way. All in all, brand, as stated by the consumers, is the easiest way to

get to know the goods and services in a specific area. Brand informs the consumers about the good or service and makes it purchasable and consistent.

At this stage, macro firms that manufacture digital media devices (Apple, Samsung) have a determinative role on technological substructure of many countries. This determinative role indicates how technology consuming countries will integrate with the global market in technological fields. On the other hand, aforementioned firms make their presence felt not only in global markets, but also in domestic markets and they generate a consumption culture concerning technology. Thus, the main goal of this study is to make a comparative corporate identity analysis of Apple and Samsung and examine how this identity directs consumer behavior in a symbolic context. In this context, smartphones and tablets manufactured by these companies have been chosen as the subject of study. The differences between the image created by them and the perceived one will be analyzed.

The study deals with media and consumption in a theoretical stage as well as the brand elements reflected by these notions. Especially, following the theoretic approaches in media and consumption, consumer preferences were examined from the perspective of brand personality, visual identity (brand image), brand attitude and brand loyalty. In line with the objective of the study, brand perceptions of Apple and Samsung users have been aimed to measure and descriptive research was used. Afterwards, quantitative research was applied by looking at the descriptive data and the brand perceptions of experts and consumers were compared. Consumption relationships during branding process in digital media were analyzed within their own context. Symbols, signs and archetypes were considered as the fundamental elements of these consumption relationships.

PART 2: MEDIA IN THE CONTEXT OF CONSUMPTION

We live in the postmodern era where human being is defined as “homo economicus”, consumption has turned into a culture and yet more this situation has been problematized by some theoreticians. That consumption culture has surrounded all aspects of life represents the characteristics of modern times. Consumption culture, being the starting point of most critical approaches, has organized media tools around its own concept. Today’s societies are categorized according to their consumption habits and the brands they consume, and their sense of belongings are presented a sign of social status. Modern economy theories have become the basis of a capitalist profit cycle fed by continuous and limitless consumption based on the approach stating that “resources are limited and needs are limitless”. This capitalist cycle surviving thanks to maintaining the profitability has always actuated mass production and reproduction techniques so as to produce more and maximize its profits.

On one hand, production and consumption relations serve the purpose of capital enabling it to grow and globalize, on the other hand, capitalist system encourages consumers to buy through media. Media creates a permanent image in branding as well as advertising the existing brands in trading area. Baudrillard (2008:53-54) points out that the consumption culture formed by capitalism creates its own realm of existence through new distribution strategies, objects and signs. Therefore, both consumption culture and mass media culture are closely intertwined. In addition, Baudrillard (2008:125) states that culture consumption is not directly related to cultural content or “culture audience”, but connected with the production value that universalizes them. This production value stereotypes the products as specific signs.

Mass culture developing with the consumption concept created by media blends ideologic, folkloric and historic forms in itself and expresses it in avant-garde patterns. In

fact, the concept stated as brand is a manifestation of this explicandum. According to John Brookshire Thompson (2008:25), people exchange production, information and symbolic content in communication and social context. The production of information and symbolic content has transformed with the developments in computer technology. Following these developments, symbolic forms have been reproduced in an unusual way and turned into goods sold and bought in the marketplace. Modernity has converted the nature of symbolic production and change in an irreversible way. In this way, consumption culture imposed on society by this transformation has triggered different consumption habits to form.

While consumption refers to the use of manufactured goods or service, production stands for meeting the consumer needs. As a result, production and consumption behaviors form the basis of consumption culture. The relationship between the production and consumption appears via the communication between producer and consumer. Baudrillard explained this communication saying: "Circulation, purchase, sale, appropriation of differentiated goods and objects/signs today constitute our language, our code by which the entire society communicates and converses. Such is the structure of consumption, its language. Individual needs and desires are nothing but just words depending on this language." (Baudrillard, 2004:91-93). This statement emphasizes that marketing as the language of consumption realizes the communication it builds with the consumers through brands (Demir, 2012:21).

Popular values in capitalism of production are economy and capital whereas they are consumption and spending in capitalism of consumption. These two types of capitalisms involves two different societies. According to Bauman, there is huge difference between producer society and consumer society. In producer society, people are positioned as producers due to a necessity and are directed to become so. However in consumer society, generating the individuals is based on the role of consuming determined by the new system

(Bauman, 1996:39-40). Consumer role that leads the process of branding presents a route map on what kind of corporate culture the goods and services will be produced with. Moreover, branding of goods and services is necessary for the sustainability of production and consumption chain.

The ontology of consumption, based on the idea of “limited resources, unlimited needs”, focuses directly on providing the most effective gain. Capitalism, promising to find solutions for the new needs, searches for new markets and aims to increase its profitability ratios and income for the sake of capital circulation. The changing disposition of capitalism replaced the production with consumption as a natural sense and behavior system. Present-day capitalism is need of masses ready to consume rather than labor power. In that, capitalism has created a “consuming mass” so as to complete the control of producing mass (Ritzer, 2000:85). In order to generate more needs beyond the supply-demand balance in the market, increasing the variety as well as the amount of production has sparked the gratification and desires.

Comprehending the dynamics of consumption depends on comprehending the basic elements and patterns of consumption. There are differences as well as similarities between the tendencies of individuals towards purchasing and consuming. Consumers try to meet the needs, the things that will help soothe or eradicate the physiological and psychological tension created by the intrinsic motivators triggered for various reasons by means of purchasing (Çallı and Altunışık, 2004:231). Parallel with the purchasing process, we live in a period of time where consumption has become a culture, class status is determined depending on what is consumed, most conversations are based on brands and following new trendy products is perceived as a sign of prestige. Consumption culture, emerging associated with consumption which is considered as the last link of the economic activity chain turned into good capital from money capital, appears in consumption society where “the consumer is

different from any other consumer in a different society”, as Zygmunt Bauman stated (2005:93), and is essential for the sustainability of capitalist system. While in most cultures, especially in traditional societies’ cultures, even the possibility of needs to be unlimited or “insatiable” refers to a social or ethical disease, in consumption culture, the idea that an individual can have unlimited needs is accepted as normal by the people living in this culture. The continuity of consumption, as the prior action of life, is based on the needs of the target group. Hence, in the process of consumption, the target group can survive by utilizing the goods and services whereas the brands can endure by offering them in the market conditions.

2.1. Consumer Behaviors in the New Consumption Culture

One of the main efforts in a capitalist society where the consumption culture is dominant is to meet the demands aiming the sell-out of the manufactured products. Applying the demand management strategies is a natural consequence of the process in creating the needs expedient for the aforementioned purpose. As an aspect of these strategies, mass media in general and advertising and marketing in particular has created demand for some specific brands or goods as well as bringing along a series of changes related to saving and disbursement. In addition, these changes have affected the position of the consumers in market conditions.

Beside the fact that what makes a consumer is consumer behavior, this type of behavior has brought out a unique consumption culture over time. Consumer behaviors are among the principal factors which affect marketing actions and sales rates. Consumer behaviors reveal the process related to producing a good or service in accordance with the demand of consumers and offering it to them. It is vital to know the factors that influence the decision of purchase and analyze the process of decision making properly. This, in the end, ensures both the continuity of the organization and the satisfaction of the customer. Basic

parameters about the good or the service involves first consumer impression, and later buying behavior. Strategies organized around this behavioral pattern aims at solving the problems in consumer markets.

Consumer marketplaces refer to the person or groups of people who buy the goods, services or ideas for personal or household needs. Business firms need to know the direction of consumer buying behavior and the buying decision-making process in order to determine the strategies in that direction. In the decision-making process, many needs, various product choices, restriction regarding time and budget and most importantly different consumer values, attitudes and personalities are the factors causing a complicated structure. There are many variables referring to the consumer marketplace. Therefore, the variables interconnected are grouped and basic categories of market segmentation are made. Kotler and Armstrong put emphasis on four basic categories that are geographic, demographic, psychographic and behavioral segmentations (Kotler, 1989:215-228).

Once it segments the market geographically, an organization which sells goods or services analyzes the consumer and consumption structuring according to districts and cities and designs its marketing actions in the location of top priority in line with its strategic planning. When a market is segmented demographically, it is classified based on age, sex, number of dwellings, income, education, profession, religion, race and nationality. In psychographic segmentation, classification is done according to the life styles, social classes and personality traits of the consumers. Using psychographic features along with the demographic analysis enables us to see the consumer buying behavior properly. As for the behavioral segmentation, general knowledge about the brand (brand awareness), way of using the brand and attitude of the consumer that buys a good or service are considered (Demir, 2012:89-90). These four basic variables of market segmentation make it possible to choose the target market as well as analyzing the cultural and economical aspects of consumption.

All in all, it is essential to examine the types of consumption to be able to understand the consumption culture and consumer behaviors aright. Thus, consumption culture, the subject of the this study, has been considered in terms of rational consumption and symbolic consumption. Rational consumption and symbolic consumption are two completely different consumption behaviors. In this respect, in order to comprehend the symbolic consumption, the main subject of the study, rational consumption has to be understood first. In a general sense, rational consumption applies to a consumption which is related to the benefit, in other words, to the functions of a product whereas symbolic consumption is connected with the pleasure taken.

2.1.1. Rational Consumption

Acting rationally necessitates solving the most complicated problems. Shopping is not only a functional, but also a social activity. While it is an action satisfying needs for some, it means a practice that provides pleasure for others. It can be observed that most conventional consumer behavior surveys focus on the pragmatic aspect of shopping (Doğrul, 2012). Pragmatist motives are relevant to the characteristics of the product with which consumers meet their needs. This pragmatist side of consumer behavior revolves around meeting a functional or economical need. Therefore, the consumer gets contented comparing a duty and the value after achieving this duty (Kim, 2006:58). Consumers continue spending money until they reach personal satisfaction; however, at the point where they get the satisfaction, they have already obtained the sufficient benefit from the product.

Utilitarian behavior, as a kind of consumer buying behavior, reviews whether its shopping experience has become successful with regard to the satisfaction of the need that caused the consumer to shop. In other words, consumer seeks a utilitarian value in a duty-oriented and rational attitude during and after the shopping process (Carpenter, Moore and

Fairhurst, 2005:44). Research conducted on the pragmatist factors of consumption benefits from different disciplines such as sociology, psychology and economics. Rationalism can be defined as looking after one's benefits. Another alternative definition is that it is the action to realize the current purpose (Frank, 1994:251). In consumption of goods or services, quality and performance leads the utilitarian preferences in addition to price.

Utilitarianism, which is related to the functionality of a good or service, pays attention only to benefit expectations of consumers. Usefulness, value and knowledge of the behavior perceived by the consumer is associated with the utilitarian situation of the behavior. Benefit, in its simplest term, is product, service and ideas' meeting people's concrete needs. In today's world, the motives in the behaviors of people who have the utilitarian consumer tendency are similar. Every behavior may have both hedonistic and utilitarian characteristics. Nevertheless, the benefit obtained from previous experiences is more determining in the choices made. Utilitarian consumer behavior is a part of the process that is expressed as hedonistic consumption since the purpose is to reach pleasure the consumption objects provide.

Media introduces the capitalist products and contents of popular culture; it justifies them and makes people be inured to them. Each item or service presented to the target market by media constitutes the commodities of capitalist consumption process. In order to market these commodities, consumers are made to need them. From ads to television series, another production of popular culture, many things can be said to prompt consumption (Yaylagül, 2006:289-326). This huge industry which leads the popular culture has been created not by the mass but a part of a directed process created for the mass to consume.

Therefore, in order to understand popular culture clearly, it will be beneficial to scrutinize symbolic consumption along with the rational consumption. In that, new consumption culture now focuses more on psychological needs than physical ones. That the production alternatives has increased in capitalist market requires distinguishing them. As a consequence, the stories, fictions, secret narratives in symbols have become inevitable for both brands and consumers.

2.1.2. Symbolic Consumption

Uçar (2004:24) defines the symbol as; “a concrete figure, an object, a sign, a word or a movement that represents a notion”. Symbols give a self to the concrete or abstract entities that it defines. The formation of the self conception, also defined as the way a person perceives himself/herself, depends on the person’s interaction with external factors. Self conception, in some way, is the combination of images, behaviors, goals, feelings, roles, traits and values (Odabaşı and Barış, 2006:204).

As the identity and culture formed around the context of consumption has been triggered, individuals are now recognized more clearly as consumers. The more importance the consumption has gained, the richer contents have been attributed to the narrative forms based on the symbols and signs which are the indispensable parts of the process so that the narration has gained depth. Furthermore, that the use of myths and archetypes has become widespread is closely connected with the consumption habits leading the branding process. That being the case, in consumer research, that the symbolic function of consumption beyond the needs has become significant is a point to emphasize.

Popular culture products consumed by symbols both compose the cultural life and form the basis for the cultural changes that maintains the sustainability of it. There is no doubt that this change is a consequence of the fact that the conventional consumption concept in which needs led to consumption has been replaced by the one in which the consumption itself has turned into a need today (Baudrillard, 1997). In this period, products, as satisfaction elements, are expressed with their cultural values rather than their monetary values. Therefore, products have turned into multifaceted commercial tools that can be bought and sold not only for meeting the natural human needs, but also because of their symbolic and cultural meanings (Levy, 1959). In this way, the traditional function that refers to the satisfaction of physical needs has been replaced by the psychological need satisfaction (Odabaşı, 2009). This gives some clues about the effects of brand image in both production and consumption.

Advertising experts as well as the academicians working in this field has gravitated towards the brand image that brought the competitive advantage and come to notice the significance of the contemporary usage of myths in terms of image (Thompson, 2004:162). To sum up, Apple basically addresses to a genesis myth with the bitten apple logo. Just like in the genesis creation myth, the company positions itself as a tasty but forbidden fruit. Instead of expecting the consumers to obey the rules of the sector, encouraging them to make their own decisions creates a wide realm of freedom. In return, with the bite they will get from the apple, the consumption experience they will have when using the personal computer is emphasized. Apple has become a rebellious brand that supports individual creativity remarkably not only with its marketing communication strategy, but also with its unique operating system and product features.

Symbols control and lead the subconscious. The expressivity of the brands that address to the subconscious actualizes with the help of symbols. On that account, the significance of symbols in the formation and interpretation of consumer behavior cannot be ignored. Brands, as being crucial tools of symbols in consumption culture, often refer to the myths that are the oldest stories of humanity and therefore offers their customers the opportunity to impersonate the person in the well-known stories. In addition, brand managers not only offered people existing stories making possible to form and demonstrate their identities, and realize themselves, but also they supported the idea of their using the symbols of the brand so as to tell their own stories. So it can be concluded that different stories and mythic narratives are shaped according to the target consumers.

This information clearly reveals how the concept of consumption as a tool of symbolism determines the preferences of the target market. According to these opinions, products and the brands, as consumption objects, reach the subconscious of the consumers via symbolism and thus create a potential to direct the purchase behavior by prompting the thoughts. Therefore, understanding the symbolic functions of consumption that is at a vital position in popular culture has a strategic role in comprehending and leading the cognitive and behavioral periods of the consumer by the products and brands. However, when conceiving the symbolic functions of consumption, new techniques that will display their own points of views in a more effective way are needed rather than the conventional data gathering methods based on the idea that consumers make rational choices. To sum up, the manufacturing type of the goods and brands as symbolic tool that has become a part of popular culture enables to apprehend the consumption culture that is fortified by consumer behaviors.

2.2. The Transformation of Media and Consumption

Modernization has built a structure that prevents societies from organizing with its individualistic effect. The individual distanced from social perspective is expected to consume capitalistic metas in an egocentric manner. Postmodernist attitude fits the dynamic structure and the identity of network society into its patterns. These identities, like in the other consumption commodities, can be chosen and changed by the consumers. The concepts of identity and culture that have become the main materials of the media have gained a mission to transform the living environments by the conventional and digital media devices. The individuals do not realize the fact that since they are given the roles to determine and choose the identities, they design the society which they have created in their mind within the patterns the system imposes.

New communication technologies built on traditional societies eradicate the sources and bases of the legitimizing identities and melt the collective identities, which leads to disintegration of the society as a meaningful social system (Castells, 2006:534). As a consequence, new identity zones appear, the origins of which is formed by the technology. The most formal one is the consumption identity based on the consumption culture. Consumption is one of the most significant tools that enables people to gain new identities and fosters the social change.

Media encourages individuals to consume along with the identities it offers and individuals aim at meeting their artificial needs. The identity which media imposes is binding for all consumers as well as leading the social structure. "Even if one does not like the rules of the society in which he lives, criticizes them, and asks them to change, he is not able to object to the whole culture and the elements of it; if he does so, he is alienated." (Turan,

1994:22). That the individual protesting against the social order becomes isolated results from this controversy. Nevertheless, no one is eager to take this risk.

2.2.1. Conventional Media

Printing and visual press elements in conventional media are transmitted to people as news and the communication is done this way. These media organs establishing simplex communication operate as a propaganda tool as well. In conventional media, where the content is decided by the media producers, consumers have a passive role and there cannot be any interference. The principal goal is to make sure that the news and the contents are consumed. The global brands and firms of today used to benefit from the conventional media devices actively before the 21st Century, but that these channels were more costly and slower than the digital media was the biggest disadvantage.

The period when the use of conventional media tools increased and became widespread falls into the era of modernity, namely 17th Century. Modernity as a period, within the context of historical materialism, has become the breaking point of social values and paradigms. This period, directed by the enlightenment movement, has created its own contradictions and oppositions, and this situation has become the center of social differentiation. During the modernity period, that the ideas were spread with the help of printing press led to a transformation of all organizations over time and this transformation activated the ideology of modernism. The new trendy concept of modernity has become mass medium. Mass media transfers the messages from the source to the receiver on a regular base. Media tools have some basic functions, some of which are informing the public, entertaining the public and raising the awareness of the public.

The first media tools emerging through the period of the invention of the printing press, the development of sign system and languages are considered as conventional media tools. The limited knowledge acquired with aging and experience in conventional society is replaced by the communication tools activated by the technology in modern society. Conventional media tools emanated in an attempt to keep, imprint and convey the ideas to next generations. Considering the essence of conventional media tools, they have carried the simplex communication, namely monolog, to a mass dimension. Media helped the mass communication spread and enter the literature. There are different mass communication definitions, some of which are as follows: Mass communication is the transmission of information, ideas, emotions and attitudes in various and complex techniques to a big and dispersed mass via the tools that are developed for this aim (Güler, 1990:32).

Mass communication is the kind of communication in which the communication is directed towards a group of wide and heterogenic viewers (Erdoğan and Alemdar, 1990:54). Another definition is; mass communication is the process of transmitting the information, ideas and attitudes to a large mass through technical tools (Yumlu, 1990:19). Communication means that makes it possible to convey masses any kind of messages without a spatial bond and functions as an organized mechanism is called mass media tools. These definitions have been developed in a context where both homogeneity and heterogeneity are referred to. In brief, mass media tools can be examined in three main categories which are visual media, auditory media and both visual and auditory media. Books and magazines are visual media tools whereas the radio is auditory. Television, on the other hand, is both in visual and auditory tools category.

Media tools, which make mass communication possible, can be divided into two basic categories, being conventional and digital media tools. Conventional media tools are newspapers, magazines, books, telegram, telephone, radio, theatre, cinema, television (Erdoğan and Alemdar, 1990:83) and digital media tools are personal computers, tablet computers, laptops, smartphones, pocket computers and internet. While the conventional tools are the fundamental elements of modernity and modernism, the digital ones have become the fundamental elements of information society. In conclusion, conventional media tools can be said to have leaped forward to an upper stage in capitalism with the digital revolution. As a result, digital technologies became widespread and the phrase “digital media” took its place in the literature.

2.2.2 Digital Media

With the spread of information technologies starting in 1980s, the old meanings of the word distance have disappeared. The phrase “global village” coined by Mc Luhan points out that new technologies have annihilated the distances making correspondence and communication easier, and turned all the world into a “planet village” by enabling access at any moment (Yatkin, 2010:5). By 1987, the number of hosts on the Internet had reached to 28.000. But the real advancement began after that. In 1989, with the influence of Al Gore, who was the senator then, High Performance Computing Act was promulgated. New projects such as information superhighway (Infobahn) and new generation internet were started. Especially the digitalization process starting with the advent of ARPANET (Advanced Research Projects Agency Network) created the network society spreading widely (Civelek, 2009).

ARPANET, replaced by NFSNET (National Science Foundation Network) was pulled from the market in 1990. CSNET (the Computer Science Network) was also inactivated by NFSNET. By 1990, the number of hosts had reached up to 300.000 and the number of newsgroups had risen to 1000. In 1991, NFSNET lifted the restrictions on the commercial use of the Internet. The user interface “www”, which helps to transfer HTML documents using “http” protocol, was developed the same year. In 1993, the www revolution started in real terms (Uysal and Tunç, 1996). As information has gained more importance for the digital media, recognized as the new media of today, the matter of recording, keeping and using the information has come to the fore very often. Information, with its dynamic and vibrant essence, has undergone a serious change and transformation as the Internet use accelerated.

The improvement of informatics and communication technologies, the effects of globalization, and the concept of “network economies”, which emerged from the combination of these two dynamics, have caused an avoidable paradigm shift in terms of social aspects. This is the transformation that left its mark in our time and defined as “information revolution” or “information society”. Information settles into base of the capital and information circulation into economical actions. This circulation encompassing the globe with a network configuration is not limited just with the economy, it develops with the plus value provided by the interacting aspect that is prevalent in the networks built by social relationships. “The production of material goods” in the foreground of industrial society left its place to “production of information” in information society as a consequence of the wide use of information technologies (Öğüt, 2003:39). Digital media is the new actor of information production as well as leading to more interaction. As the interaction has increased, the viewer in the conventional media has been replaced by the user in the digital media.

With the digitization in our daily life, information is processed in a rapid way and accordingly, the production process gains speed. In the course of digitalization, as the digital systems surrounds our world, technology has turned into a digital form as well. Digitalization is considered as the last phase of the technology today. Devices like smartphones and tablet computers, which appeared in the new production style of information society, is becoming widespread day by day. As a result of information technologies penetrating into every aspect of life, users involved in the period of production and process of information consume these devices equipped with the highest technology and follow the brands that manufacture them. As the marketing strategies of this new trend which pay attention to user experience change, both firms and the users started to appreciate the value of brand strategies better.

That the interaction which gained acceleration in the axis of digital products is in demand has brought forward the subjects of introducing and representing the brands and products digitally and caused the rise of alternative disciplines such as digital marketing and digital advertising. According to the new multipolar world order, globalization of brands, getting into domestic markets and introducing themselves have become much easier. New brand positioning strategies and active use of new distribution channels developing within this scope can be observed in smartphone and tablet computer sales. These type of mobile devices, thanks to their spreading use, have become trendsetters of digitalization. Besides, new mobile devices and technology have become more integrated, and thus all devices started to work in full harmony.

2.2.2.1 Tablet Computer

Tablet computers are lightweight, small computers containing powerful technical features. Technically, they are composed of equipment such as screen circuits and battery combined in a single unit. Bigger than smartphones, these devices have a size of 7 inch or over. The screen can be used to take notes on, using a digital pen if preferred, and these notes can be turned into texts via the keyboard. They work with either open source software, like Android, or closed source software, like IOS. These operating systems are offered in particular forms designed for tablet computers.

These devices, formulated using a mixture of technical features of pocket computers and laptops, occupying a little space, but not having a separate keyboard, are regarded as mobile devices since they can be carried. Tablet computer is named so as its screen looks like a tablet. Thanks to its touch function, various operations can be made on the screen. Tablet PC makes the lives of business people travelling for job purposes, teachers and students easier to some extent. It is possible to access limitless information at any time or place with this portable computer that also enables the wireless Internet connection through Wi-Fi technology.

2.2.2.2 Smartphone

Smartphones are in high demand as they are portable owing to their size and weight. Smartphones have been customized through the principle of adding pocket computer (PDA) features to cell phones. These phones have properties to send text and visual messages- videos, connect the Internet, take photos or videos, listen to music and store data as well. Hence, they meet the daily needs of people when both communicating with others and using for entertaining purposes. Smartphones keep developing the features they have with the support of the stores the manufacturers design.

The use of these mobile devices, also called pocket computers, has gained a wide currency over time. Iphone models, which are named by the brand Apple, are in smartphone category too. These phones are much more developed than standard mobile phones in terms of their hardware specialties. Besides, smartphones have special operating systems that regular mobile phones do not have. Except for their usage are and size, they are very similar to tablet computers.

According to the reports released by IDC (International Data Corporation), South Korea and the USA have achieved to increase the sales of smartphones and tablet computers in a global scale year by year. The technology factor, driving power of this success, could start to progress only after the increase of R&D expenditures. R&D is an effective channel which international investments generate added value. That is why all international companies use this channel. In order to catch up with the speed and the changes in the information era, investing in research and development has become a necessity. Along with manufacturing new digital media tools based on R&D works, representation of these tools by brands is another issue of great importance. On the other hand, the fact that digital brand perception occupies the agenda so widely justifies the key role of alternative distribution channels to transform social life.

PART 3: BRAND PERCEPTION IN DIGITAL MEDIA

Brand is the reflection of associations that all the elements, mainly product and service, representing an organization form in the mind. All the associations finding a niche in consumers' minds and leading their perceptions are created by brand experts. Brand, as a communication tool, plays a crucial role in building the commitment with the consumer. Firms serve the purpose of satisfying customer needs shaped by the modern life. The satisfaction gotten from the product or service will change the brand perception of the consumer to a certain extent.

Formation of the consumer perception about a brand is connected with the attitude arising towards it. In this respect, the brand personality perception binds the consumer and the brand together. Recommending the products that leads to satisfaction in terms of brand perception to others and purchasing them ensure the sustainability of the brand in the market.

Cultural positioning of digital media and the importance it has with regard to branding are known by Apple and Samsung very well. Brands like Apple and Samsung, who know the requirements of the information era and position themselves according to these requirements, offer the world a consumption culture that surrounds all aspects of life. As a direct consequence of this new consumption culture, the configuration process of brand associations and brand archetypes have been examined.

The prospective goals of Apple-Samsung brands are organized successively regarding the product preference and product variety. When looked at the current situation of the market, the fact that earning ratios of Samsung-Apple companies are high reveals this success. The competition going on matches up with both the past experiences of Apple-Samsung and their global sales rates.

The competition between Apple and Samsung focuses more on smartphones rather than tablet computers, as a result, their income is substantially based on the smartphone production. According to market shares reports of International Data Corporation on smartphones in 2014 and 2015, Samsung is market leader.

(Figure 2.1: Smartphone Market Share)

Vendor	Market Share (2015)	Market Share (2014)	Growth Rate
1. Samsung	22.7%	24.4%	2.1%
2. Apple	16.2%	14.8%	20.2%

(Source: <http://www.idc.com/getdoc.jsp?containerId=prUS40980416>)

Tablet computers are manufactured in limited numbers since they are in a different segment and appeal to a different target market. However, the tablet computers manufactured by Apple are consumed more. According to the report about tablet computer market shares in 2013 and 2014 by IDC, Apple is the market by landslide.

(Figure 2.2: Market Shares of Tablet Computers)

Vendor	Market Share (2014)	Market Share (2013)	Growth Rate
1. Apple	27.6%	33.8%	-14.6%
2. Samsung	17.5%	18.1%	1.1%

(Source: <http://www.idc.com/getdoc.jsp?containerId=prUS25409815>)

Additionally, in smartphone and tablet computer sales, profitability ratio is considered to be a factor that is as important as market share. Apple is the market leader in this respect. Although the sales rates of Apple are lower than Samsung, due to being in an upper segment, Apple has become better off. Samsung, owing to its products in middle and high segments, obtained less profit. In brief, because its product prices are higher, Apple's profitability ratios are higher despite the sales rates are lower. It can be observed that Apple took the advantage of positioning itself in a particular segment.

3.1. Perceived Brand Image and Brand Personality

When the associations in consumer's mind forming through the brand image perceived tell the consumer about the features and the personality of the good and the service, it also transmits the corporate goals in a convenient way. In the stages of branding, the concept of image, especially with its visual meaning, is the most appropriate visual presentation and it becomes prominent with both its physical and imaginary features (Yazıcı, 1996). Visual presentation is one the most basic characteristics of the image and is deemed as a powerful non-verbal component of the brand image by brand designers. Another significant characteristic of visual presentation is its effect to store and evoke the unique symbols of the brand in consumer's mind. These symbolic narratives make the target market have an idea about the brand by introducing it to them.

Brand image includes the thoughts and impressions about the kinds of users and personality traits that the brand associates, in addition to the properties such as brand price, quality, likability scale, and practicality (Gülsoy, 1999:54). Brand image is the associations in the consumers' mind of a brand that is recognized and embraced. Brand image, whether it is realistic or emotional, is a subjective and perceptual phenomenon that is mostly a product of the consumers' interpretation. A successful brand image must disclose the reality of the

consumer rather than that of the reality perceived (Dobni and Zinkhan, 1990:116-117). Therefore, the world of images that manages the perceptions is actually a symbolic visual tool which demonstrates the reality in consumers' mind, not the reality of the brand.

Brand image controls the perception aimed to appear in the mind with the help of universal imagery and myths and it merges the impressions the brand creates and the impressions appearing in consumers' mind. The critical point here is the match-up of these two impressions. Brand image is formed in course of time through a combination of controllable perceptions such as strong-weak aspects and positive-negative points of a brand, and as a result of the direct or indirect experiences gained with the brand (Perry and Wisnom: 2004:15-16). In other words, all the personal consumer experiences with the brand and the brand's meeting the consumer's are determinant factors in composing the ideal image (Balantyne vd., 2006:344).

Besides the brand image, the associations that form the image have a determining impact on the perception period. Associations express the symbolic values of both the brand and the products. Associations provide a brief information flow that gathers all the specific aspects and characteristics of the brand and this helps to distinguish the brand from its derivatives. Brands draw attention with their unique personalities and make difference in the points like cultural characteristics, economic status and social class (Demir, 2012:48). In this sense, brand recognition starts with corporate names and continues with the emblems or logos. These visual elements not only create brand recognition, but also direct the consumer experiences. Thus, along with the visual presentation, as the brand experience or product experience develops, brand recognition and awareness will increase.

Just as humans have genuine characters and attitudes, so too the brands have unique characters. Therefore, brands are not only made up of beneficial products and services. The reasons of brand preference are parallel with its personality as well as its performance and

quality. Consumers acquire their first impressions from brand personality or corporate identity elements and these occupy a permanent space in their memory. The emotions and ideas that compose the brand personality constitute brand perception, purchasing behaviors and shortly consumption culture. Hence, brands should have a consistent manner. The prior condition for the brands to remain constant and compete in the market is to have a consistent personality. People trust consistent brands and remain loyal.

In consumer behavior research, personality traits that coalesce with brand associations are attributed a great deal of importance. Despite this, a study that will develop a valid, reliable and generalizable brand personality scale has not been conducted yet (Aaker, 1997:347). Certain scales developed for brand personality concept in the literature has been widely used in academia without questioning their validity since 1997 (Kapferer and Azoulay, 2003:143). Brand personality scales are used to measure both positive and negative consumer attitudes towards brands (Aaker, 1996:144). There are different methods to measure brand personality. The simplest and most direct method is to prepare open ended questions (Aaker, 1993:320). For instance: “If the brand was a living human being, what kinds of things would it do, where would it live, what would it wear, what would its friends be like?”

In order to build and measure a brand’s personality, Aaker established a 42-item scale based on five core dimensions. This scale can be used to gain a practical apprehension towards predecessors and successors of brand personality (Wallenklint, 1998:12). These five dimensions explains almost all the differences monitored between brands (Low and Lamb Jr, 2000:352). This scale, though not convenient for some studies on account of its length, is deemed appropriate for this study. A suitable scale needed to be decided to evaluate the personalities of firms like Apple and Samsung in dynamic markets and this scale is considered to be representative to measure brand personality.

In most brand personality studies, ad hoc scales and various other scales based on human personality traits. Nevertheless, the validity of these scales is controversial because even though brand and human personalities coincide to some extent, they have different predecessors. That is why Aaker established a unique scale depending on the scales psychologists and marketers use and the qualitative studies on personality (Supphellen and Gronhaug, 2003:205). Aaker aimed at developing a valid scale to measure brand personality. Her scale spends the greatest effort to measure the structure of brand personality compared to other scales. Benefiting from product and service examples, the scale takes brand personality criteria that display acceptable psychometric characteristics as a reference (Harris and Fleming, 2005:189).

The interconnected terms such as brand personality, brand experience, brand awareness are each an image element that indicates all perception ways related to a brand. Brand image, along with being a visual presentation of brand personality, determines the ways of perception within the context of consumer attitudes. Organizing the consumer perception around corporate goals directs the brand attitude as well as creating information and experience related to brand in target market. Brand attitude makes the expected consumer behavior patterns come true. So as to make the brand more lasting in the eye of target market, in addition to forming a positive attitude and loyalty, it is crucial to maintain the sustainability of them. It should not be forgotten that not only brand elements, but also consumer characteristics are effective in generating the attitude and loyalty.

Almost all consumers demanding a good or product make decisions of purchase at almost any time and marketers attempt to understand their decision process. On the other hand, research shows that consumer decision making process is not rational (Elliot, 1997). Zaltman points out that the 95 % of thinking actions happens via the subconscious that contains memories, emotions, thoughts or other cognitive processes which we are not aware

of cannot interfere (Woodside vd, 2011). Jung (1959) studied the interaction between the consciousness and the subconscious and brought up that symbols have a big influence in the course of subconscious affecting the consciousness. In the world of symbols, formation of the consumer perception about the brand can only be possible when the narratives differ.

As the expressivity of the subconscious actualizes with the help of symbols, the significance of symbols in the formation and interpretation of consumer behavior cannot be ignored. Brands, as being crucial tools of symbols in consumption culture, often refer to the myths that are the oldest stories of humanity and therefore offer their customers the opportunity to impersonate the person in the well-known stories. In addition, brand managers should not only offer people existing stories making possible to form and demonstrate their identities, and realize themselves, but also they must support the idea of their using the symbols of the brand so as to tell their own stories. Different stories and mythic narratives need to be shaped according to the target consumers and brand strategies should serve for this purpose.

All these clearly reveal the fact that the concept of consumption as a symbolism tool determines the target market preferences substantially. According to these opinions, products and the brands, as consumption objects, reach the subconscious of the consumers via symbolism and thus create a potential to direct the purchase behavior by prompting the thoughts. In order for designers to create a brand identity, they need to use and position the visual elements that will contribute to its personality in a way to express the vision and the mission of the brand. What marking or model number means for a product is similar to what design means for a brand. That all the products and services within the scope of a brand are in a genuine line is directly connected with its visual identity (the image). Visual image is a creative process that does not only determine the emblem or the logo, but also the structure of the brand.

3.2. Perceived Brand Image and Visual Identity

Image, being “an approximate visual presentation of the reality”, can be physical (as in a photograph or picture) or imaginary (in literature or music) (Yazıcı, 1996). Brand image can be defined as the impression that corporate identity forms in the minds of consumers. One of the basic properties of image is presentation. Visual presentation is deemed to be a powerful and non-verbal constituent of brand image. Another significant characteristic of visual presentation is the effect of the brand’s unique symbols on storing and evoking the brand in consumer’s memory. The formation of the image and the ways it is applied are as follows; general characteristics, feelings or impressions, product perception, beliefs and attitudes, brand personality and properties, and the links between the feelings (Uztuğ, 2003:40). Along with all these aspects, image makes consumers perceive the internal and external factors of an organization as a whole.

Formation of a perceived brand image is possible when a brand presents itself to the buyers and therefore finds a common ground with them. Visual identity, one of the concepts that gains importance in this process, causes organizations to build up their branding and offers them a route map. The power of the visual identity should start from the logo of the organization, need to be harmonic in terms of product designs and decoration, should not contradict with the corporate identity and should represent this identity in a clear way. The organizations and brands that have a more powerful visual identity and those whose corporate and visual identity complete each other can be longer lasting. Therefore, preparing the organizations for innovations is related to revise the visual identity to a large extent. Visual identity is an image element that represents the structure of the organization, introduces it to its target audience, and provides permanence for the organization. When the corporate image merges with the visual identity, it makes possible for the brand to express itself properly.

The reasons of the graphic design's effects on society caused the suggestions about the necessity to define graphic design as "visual communication design" to come along because the visual design phrase group changes the meaning of the word "design" and design becomes integrated with visual elements as a communication factor (Frascara, 2004:2). Visual elements, and the logo in terms of visual communication, are the graphical signs that distinguish the corporate or organizations from the others and they represent them (Sayın, 2001). Accordingly, as the signs gained more importance, the disciplines semiotics and semiotic approaches have started to come into prominence. Semiotics, which has developed more in recent years, is examined and utilized by many disciplines including philosophy, linguistics, sociology and anthropology.

In semiotics, which can be defined as "the science examining the culture in terms of communication", signs are inspected in their own cultural contexts. Signs are described as follows: "Signs are any kind of objects, entities or phenomenon that signify something other than itself since it can replace something else." (Vardar, 1998). Another explanatory definition regarding the communication activities describe the sign as a "medium"; "Any medium that provides communication by evoking something though it is not that thing is a sign." (Erkman, 1987). As can be seen from these definitions, almost everything around us, including industrial products, may be considered signs. The concept of design and industrial products, the cultural aspect of which cannot be ignored, are in the area of semiotic studies. Although carrying certain differences, the concept of design and industrial products find fields of application in view of semiotics.

Semiotics, in its most general meaning, is the science of signs. Anything used for communication is included in its scope. It is a science that studies the interpretation, production and explanation of signifiers such as words, images and signs in a systematic way (Ünal, 2014:1). Semiotics helps us decipher our world made up of meanings. In this respect,

anything related to meanings is involved in the scope of semiotics. In brief, semiotics examines people's creating signs and building systems and interacting with them (Parsa, 2012:2). The analysis of consumer perceptions and the behaviors connected with them depends on analyzing the meanings used in symbols and contexts. To conclude, the way the signs are used is quite determining in consumer behavior.

Sign is a physical thing or entity that refers to something other than itself and that we can perceive through our senses. That something can be a sign is dependent on the perception of the consumer (Ünal, 2014:1). It should not be forgotten that the meanings produced out of the signs depending on the perception are changeable for everybody. This kind of signs embody mostly cultural codes. Nonetheless, some signs refer to collective meanings since they are involved in universal definitions. Signs are composed of two basic elements that are signifier and signified. Signified is the thing that a signifier signifies, that is the image occurring in the mind as a result of interpretation. The thing that the person using the sign understands is defined as the signified. Signifier describes the object that refers to the signified. To sum up, the object itself is the signifier, and the name of the object is the signified. While the signifier expresses a common thing for everyone, the signified is expressed with different names in different languages.

Formal characteristics of a signifier refers to the object whereas the object signified denotes its function. In short, image is the signifier and function is the signified. Thus, these two concepts are inseparable. As industrial goods, like logos, connote their functions through their images, they are deemed as signs. The connotation function remains even if the goods are not used. Whether they are used or not, their production purpose is determined in the very beginning. Comprehension of the relation between the signifier and the signified is possible when the link between the form and the function is constructed. For this link to express itself in terms of the product, it must be based on a process of social and cultural

coding. Since there is no causal link, logo carries arbitrary and conventional characteristics because it is made according to cultural codes. Semiotics has changed the traditional form-function approaches and brought along a unique interpretation. As cultural iconography spread in designing and brands started to express themselves this way, the linkage between semiotics and design got stronger.

Today, individuals express themselves in consumption culture and hence, along with the fact that the concept of consumption stimulates corporate identity and visual identity, understanding the individuals better as a consumer has become possible. The more importance the consumption has gained, the richer contents have been attributed to the narrative forms based on the symbols and signs which are the indispensable parts of the process, and this has made the narration gain depth. Myths and archetype images we often hear in brand names is closely connected with which circumstances and points the consumers prefer the brand in. Because brands need to determine the suitable images and archetypes for these points, brand is recognized more easily and strengthens its place in the mind deeper. That being the case, in consumer research, during the purchase decision process not only the needs but also the symbolic function of consumption should be paid attention to.

3.2.1. Product Design

The word design is based on the Latin word “designare”, which means form or represent. Design is the embodying face of the meanings that the designer generates from the inner world to the outer one. Design is shaped through the implementation of imagination existing in thoughts and it gains a form as a consequence of this process (Tunalı, 2002:12). Shortly, each design has both an idea and a designed object. That this object turns into an output means the product is designed.

According to Hanks (1988) and Michelson (1975), a good design is created by developing a good-working product. Jones (1988) emphasized on the methodological values of the design process. As for him, design process is a series of interconnected actions underlying all necessary actions to produce a desired product. Cox (1991), on the other hand, pointed out that according to many people, design pops out of the designer's mind through a great inspiration. Thus he summarized how a designer seems in public eye.

The confusion between product design and industrial design takes place at the points where the concepts overlap. Product design is about only what seems; the design of the product means that it will be sold to consumers whatever it takes. Product design is a broader concept. It involves the customer more. Industrial design, however, requires mass production and branches of industry. The products developed by industrial design are not designed completely for the benefit of the user, their purpose of design may facilitate the things for the manufacturers as well. The visual aspect of the product design is limited by its aesthetical trait, functional dimension and material whereas the presentational aspect is restricted to production, marketing and purchase actions.

3.2.2. Logo Design

The word logo became a part of the marketing world in 1937. As graphic design developed over time, logos became the messengers of brands. Logo comes from the word "logos" in Latin and means meaning, speech and logic in Latin language. This means, while bespeaking to the eye, logo needs to express something, carry a meaning and transmit the right message to the target market (Knapp, 2003:96). Considering that language is a system of signs, logos can be said to have a complete communication language.

“Logo is a symbol that is composed by combining two or more typographic characters to be read as a word, that represents a product, service or organization and carries the properties of trademark or emblem.” (Çukacı, 2002:3). Logo is a kind of sign system that a brand uses to communicate in its internal or external environment (Henderson and Cote, 1998:14). Logo is the first interaction point between the brand and the consumers. It generates a visual image in consumers’ mind and therefore causes recognition and recall. Name and logo are two indispensable elements for the identity formation of a new brand which will enter the market.

Logo, basically, is the visual form or presentation that represents a brand. Logos are important assistant elements in constructing the brand recognition, brand loyalty and brand identity. Some firms’ logos are made up of letters while others’ are composed of emblem. Logo elements are prepared to be used in printed media after taking the CMYK print out. The significant point here is to make the presentation of all the elements in a proper way and make it catchy. All in all, it is thought that a strong communication can be built only with the help of a powerful logo.

3.3. Brand Attitude

The attitude of a person has a key role in generating the brand personality perception. Attitude is the overall evaluations of individuals about a product, a person, a brand and etc. In this respect, it is possible to say that the attitude towards a brand is composed of all negative and positive thought, feelings and behaviors. Attitudes are more impressive and essential compared to other elements in brand associations. When they form through a high trust, attitudes are more resistant to change. Attitude towards a brand can be defined as the evaluation of the brand that is held in memory. Attitudes form the basis of consumer

behaviors towards a brand. As a consequence, positive consumer attitudes towards a specific brand create a remarkable advantage of having higher sales rates compared to other brands.

Brand attitude is composed of general consideration, can be stated as brand preference to some extent, and effective behaviors related to a brand. Attitude may affect the behavior or vice versa. Behavior affects attitude in terms of affirmation or change, as in “Like the thing you have purchased.” (Franzen, 2005:58). Another factor that has an impact on attitude-behavior is awareness. Awareness is used to mention to which extent people are conscious of their attitudes and behaviors. Studies show that high awareness strengthens the attitude-behavior relationship (Hutton & Baumeister, 1992). Besides, the stronger the sense of trust underlying the attitudes, the stronger is the desire to purchase. In short, the emotional linkage between the consumer and the brand is connected with the consumer attitude formed about a brand.

When there are competitors in the marketplace, it is difficult to create differentiation based on product characteristics (Aaker, 1990:48). Marketers use the brand associations for differentiation, positioning and brand broadening as well as constructing positive attitudes and feelings, and showing the benefits of purchasing and using the brand (Low and Lamb Jr, 2000:351). Brand associations are classified in three main categories by Keller (1998:93). They are attributes, benefits and attitudes. Attitude, as being a multidimensional paradigm, is scrutinized separately from the other dimensions of the associations.

Attributes; Attributes are descriptive characteristics that categorize the products and services. Attributes are divided into two according to their relation with the products or services. Product-related attributes describe the physical characteristics of the product or service request. These intrinsic attributes vary by product or service groups. Extrinsic attributes, namely non-product related attributes, even though affecting the purchase and consumption process, do not directly affect the product performance. They are related to any kind of associations that are not directly connected with brand, price, usage imagery and brand personality.

Benefits; Benefits are the personal value and meanings that the consumers attach to the products or services. Benefits are divided into three groups (Keller, 1998:99). Functional benefits are linked with physiologic and safety needs that includes the satisfaction of consumer desires and problems removal or problem avoidance. Symbolic benefits refer to the outer advantage of the product and service consumption and non-product related characteristics. They are related to social approval and personal expression. Experiential benefits refer to what it feels like to use the product. These benefits satisfy sensory and cognitive stimulation.

Attitudes; The most abstract and intense kind of associations are the attitudes. Brand attitude conceptualization is defined as the consumers' overall evaluation of a brand (Keller, 1998:101). Attitude covers the organized thoughts of the consumers about the brand, product or services. The more dominant the thoughts are, the stronger consumer's bond with the brand will be. In addition, when the cognitive, sensory and behavioral components of the attitude combine with the brand, these factors generate brand loyalty for the consumer.

3.4. Brand Loyalty

Brand loyalty is the regular purchase and long-term use of a brand that a consumer is loyal to as long as the brand makes the consumer feel positive towards it (Yıldız, 2006:20). Continuous consumer loyalty is one of the most important benefits of branding (Aydın, 2005:40). In this respect, as well as creating brand loyalty, sustaining this loyalty will bring along prospective benefits for the brand. Branding a product or service enables the consumers to prefer it continuously. Therefore, branding a product or service creates the basis of the steps that will allow a company to construct branding.

According to another definition, customer loyalty is how much a customer resists against all competitive effects and the determination he or she shows to continue using the products or services of the organization. Loyalty leads the consumers to buy a product/service again in spite of the factors and marketing attempts that may cause them to change their attitude. Thus, a commitment to buy the same brand or a brand of the same group will be built (Keiningham, 2006).

Brand loyalty refers to a bidirectional commitment prompted by variables dependant on both behavior and attitude. Brand loyalty, or brand commitment, confirms the fact that the demand for products or services is increasing day by day and accordingly brands gain popularity. In conclusion, brand loyalty, which determines consumer attitude and behaviors, and leads consumption relationships, has managed to generate a new concept of consumption and consumption culture.

A lot of research has been conducted about the definition and measurement of brand loyalty. According to these studies, the constituents that are preference and commitment have replaced the term loyalty. Purchasing the same brand again and continuing this behavior is possible with preference and commitment. Similarly, Jacoby and Kyner (1-9:1973) defined brand loyalty as: “a psychological process expressed over time by a decision making unit with respect to one or more alternative brands out of a set of brands”. Oliver (33-44:1999), on the other hand, made the definition as: “a strong commitment that a preferred product or service will be purchased in the future”. According to these approaches, that the aforementioned components about the brand loyalty are dominant will create a general impression related to consumers’ commitment and preferences.

It is a generally known fact that Apple and Samsung users are loyal consumers. That they continue the inclination to use the same brand when renewing the devices like smartphones or tablet computers confirms their loyalty. The survey which WDS, research company working for Xerox, conducted with 3000 people detected the consumers’ tendency to renew their smartphones and their loyalty to brands. The most loyal customers were found to be Apple and Samsung users. The users of other brands show much less loyalty to their existing brands in their future preferences.

PART 4: RESEARCH FRAMEWORK

4.1. Research Problem

Developed and developing countries have started to create new strategies for technological improvements through R&D activities in order to prosper. These strategies, which accelerate digitalization process, are necessary to maintain global competition. Accordingly, major brands have created various assets and symbols with regard to the needs of target market and found the opportunity to present their products both in global and domestic markets.

Brand competition heating up with the new trends especially on mobile platforms indicates that acceleration of technological developments occurs not only through production activities, but also through creative brand strategies. In conclusion, as global brands direct the consumption culture with the strategies they apply, they reflect the symbolic values upon the products and services successively.

Nevertheless, the limited numbers of brands and products exported to global marketplaces in developing countries reveals the fact that these countries have not been able to create sufficient brand awareness. At this point, various solution proposals have been offered to generate a global brand value. The main purpose in the study is to scrutinize digital symbols created by global brands in the scope of production and consumption culture.

Study Question: Do the images represented by Apple and Samsung coincide with the images they evoke? If they do, to what extent they coincide was searched.

Basic Problem: Most of the brands whose visual identity is not in accordance with their image are not able to be permanent in domestic and therefore do not manage to open up to the global markets.

Basic Purpose: Brand consciousness building has been aimed in terms of the use of symbols. Using the symbols in accordance with the brand image will carry the brand to a global scale.

4.2. Limitations of the Study

1. This study is limited to the survey questions for the certain brands and the thorough research questions formed for the same companies.
2. Non-probability sampling is selected for the consumers.
3. The conclusion from the results is valid for research population.

4.3. Importance of the Study

So far, in digital media studies, a comparative analysis has not been conducted yet and the role of produced symbolic narratives in brand associations construction during branding process has not been investigated. Therefore, this study will analyze the situation of digital media in the global phase and the importance of Turkish market in terms of branding through Apple-Samsung competition. It will discuss brand associations in the scope of consumer and expert perceptions. Moreover, the contents and products produced for Apple-Samsung, which have digital media, will be scrutinized with regard to brand attitude, brand loyalty and visual identity from a wholistic perspective.

With the aid of various brand studies and R&D works, both brand efficiency can be increased so as to produce more added value throughout the country and adaptation to globalization gets easier. However, when domestic brands are monitored, their main problem appears to be the failure to continue the second generation in a successful way and facing the danger of extinction. Named as the second generation syndrome, this situation is observed mostly in family businesses and it affects the brand image negatively.

The maintenance of corporate existence in the marketplace in today's world is in direct correlation with their success of product and service branding. Satisfaction of the target market is aimed with the benefit the brand provides (Demir, 2012:187). Brand should be built and developed in order to establish both scientific and corporate elements such as generating more added value, making large scale production, producing new and genuine goods, increasing profitability ratios and forming a modern market network (Gemci, Gülşen and Kabasakal, 2009:113). Institutionalization and branding will enable production to develop as well as contributing to country economy and help grow the welfare.

The competitive circumstances of today demonstrate a rising trend concerning new communication technologies and digital media. This trend increases the symbolic value of brands like Apple and Samsung, which are a part of global competition and produce new communication technologies. In this respect, sign and logo analysis will be inspirational for both brands and further academic studies in this field. Getting to know the market in terms of digital brands, enabling semiotics to improve in terms of academic studies, and creating new fields are the principal points this study emphasizes on.

4.4. Purpose of the Study

Organizations have to build an identity along with a brand in order to present and market their products or firms. Nearly every firm aims at getting ahead of their rivals by putting forward their innovations and distinctive qualities in the competitive arena led by the ever-growing technology. Under these circumstances, the firms need some signs and use them effectively. Since development and success maintenance of firms in global competition is connected with institutionalization process, all the elements belonging to the firm are aimed to be held in consumers' memory.

The concept stated as brand or corporate identity begins with the name and form of the brand. The next step is communication matrix. Corporate identity is a combination of strategic thinking, design and managing skills. Corporate identity should be sustainable. It should be genuine and unique. Brand affects and shapes consumers' buying decision making process, and creates differentiation among other products. This attempt is also the base of marketing and advertising activities.

The brand has a visual identity as well as its verbal identity. Verbal identity consists of its name and slogan. Visual identity, on the other hand, is formed by combining colors and shapes to make the brand and its verbal identity recognized, recalled and distinguished. The visual identity, logo or emblem of a brand is composed of elements that depict or give a clue about the working environment, quality, vision and mission of an organization. Hence, the formation of brand recognition is closely related with the structure and usage of the signs summarizing the brand.

Apple, whose logo alone describes it, and the elements such as visual identity, brand identity and brand image are analyzed in a theoretical and conceptual frame. As a consequence of Samsung's entering the heating up competitive environment in global markets, global brands started to produce more value so as to gain macro scale profits. Apple and Samsung are selected as competitive firms for the study since they are two of greatest value producing companies in global market.

The purpose of the study is to make a comparative analysis of the concepts of brand attitude, brand loyalty, brand personality and visual identity shaped by Apple and Samsung brands, and to examine these two brands from the perspectives of Turkish users and experts. Besides, it is not yet known to which extent consumer perception and expert perception of Apple and Samsung brands coincide. To conclude, as a result of this study, branding culture and symbolic consumption culture taking place in digital media will have been evaluated through brand associations.

4.5. Research Population

The target audience determined in consumer analysis consists of 150 users selected through non-probability and snowball sampling, and the target in the expert analysis consists of 10 designers through face to face interviews. The questionnaires filled out by 18 brand users were declared null and void as they were not matching the research criteria. In the in-depth interviews, 2 random people were interviewed in order to test the comprehensibility of the questions and some adjustments were made.

The researcher conducted the in-depth interviews depending on the questions prepared before. Semi-structured interview method, in which the form and the order of the questions are determined, was used. Interview questions were asked referring to the questionnaire questions and a comparative analysis was aimed. The data collected during the interviews were noted down to be assessed later.

Questions and content were detected coherent with the flow of the topic in order to compare the data in terms of both consumers and the experts. Target audience was selected in accordance with this. In course of preparing the questionnaire, firstly 3 big cities were chosen and later other cities option was added as the study was conducted all across Turkey. The experts consist of the young graduate designers residing in İstanbul.

4.6. Sample Profile

According to socio-economical status evaluation, Samsung users are generally in A segment whereas Apple users are in B segment. The ratio of the sample shows a balanced distribution trend as 40 % women and 60 % men. The average age of the sample profile is 30.

In order to calculate the socio-economic status in the part about the consumers, SES scale determined by TÜAD (Turkey Researchers Association) in 2012 was taken as a reference.

In order to provide representative opinions regarding the sex of the participant experts, 5 women and 5 men were included in the survey. The questions about Samsung were answered by 3 women and 2 men, and the questions about Apple were replied by 2 women and 3 men.

4.7. Research Questions

- Do Apple consumers' brand personality perceptions and brand experts' brand personality perceptions coincide?
- Do Apple consumers' brand loyalty perceptions and brand experts' loyalty personality perceptions coincide?
- Do Apple consumers' brand attitude and brand experts' brand attitude coincide?
- Do Apple consumers' visual identity perceptions and brand experts' visuality perceptions coincide?
- Do Samsung consumers' brand personality perceptions and brand experts' brand personality perceptions coincide?
- Do Samsung consumers' brand loyalty perceptions and brand experts' loyalty personality perceptions coincide?
- Do Samsung consumers' brand attitude and brand experts' brand attitude coincide?
- Do Samsung consumers' visual identity perceptions and brand experts' visuality perceptions coincide?

4.8. Preparation of the Questions

The attitude scale, the loyalty scale and brand personality scale were gathered from previous studies and some questions were prepared by the researcher considering the purpose of the study, content of the subject and characteristics of the population. The study consists of two stages that are consumers' opinions and brand experts' opinions. For consumer opinions brand users were selected randomly, and for expert opinions young designers were selected.

When conducting the questionnaire, basic brand questions measuring random consumers' brand attitude, brand loyalty, brand personality perception and visual identity perception were included. Furthermore, in order to measure the content and the lucidness of the questionnaire, the questions were tested on 35 people selected by sampling before applying on sample set. After this pre-test, necessary adjustments were made and the questionnaire was put into its final form.

As for the expert opinions, since the questions cover the brand tendencies, the content of the questionnaire was formed in a way for experts to answer. The study has focused on the views of Visual Communication Design, Graphic Design and Industrial Design graduates as they are well experienced in brand design. Population was limited to İstanbul Aydın University, İstanbul Kültür University and Kadir Has University. Some of the questions were gathered from different previous studies and the rest were decided by the researcher himself. The questions determined for the experts are classified as electronic and brand questions.

4.9. Data Collection and Analysis Method

This study, scrutinizing global brands, has two dimensions, namely consumers and experts. During consumer analysis, tables which evaluates the differences between two elements, was subject to T-test method. The tables are interpreted regarding to their significant values. Differences between the groups were indicated by ($<0,05$) * sign. In the comparison in 10-point interval scale the numbers with higher values were written in bold fonts and an arrow mark was added next to them. The significance values among the elements at the tables were examined within 95% confidence interval.

Semi-structured question technique was applied in the in-depth interviews, and face-to-face interviews were conducted with the experts. The experts consist of those who know the brand and those who use the brand. Along with the comments of the experts, researchers' comments were taken place at this stage. Some parts of the expert opinions were included as the key words in the upcoming parts. When coding, the intensity and the relevance of the words were taken into consideration.

PART 5: INTERPRETATION OF FINDINGS

During the research process, first the perception of the consumers and later that of the experts were measured. In the final part, the perception of the consumers and the experts were compared. All in all, the findings about the brands and the products were examined in three different parts.

1- Consumer Analysis (Page: 49-74)

2- Expert Analysis (Page: 75-91)

3- Comparative Analysis (Page: 92-96)

5.1. Brand Analysis According to Consumers

5.1.1. Apple Users' Attitude and Loyalty

In the table below, Apple users' attitude and loyalty perceptions towards both Apple and Samsung brands were measured. Brand value of attitude and loyalty elements and means are as below. T and Significance levels are placed next to attitude and loyalty factors.

(Table 5.1: Apple Users' Attitude and Loyalty)

	GENERAL USE		GENERAL USE	
	APPLE	SAMSUNG	T Value	Significance
	Mean	Mean	Inference	Inference
ATTITUDE MEAN	↑ 7,31	7,13	0,0844	0,9364
A Brand Whose Products Are Worth the Price	↑ 7,11	7,02	0,347	0,729
A Brand Whose Services Are Worth the Price	↑ 7,12	7,11	0,051	0,958
A Brand with Quality Products	7,26	↑ 7,51	-0,992	0,323
A Brand with A Technical Service of Good Quality	↑ 7,18	6,99	0,84	0,402
A Brand Developing News Products	7,38	↑ 7,55	-0,673	0,502
A Solution Oriented Brand	↑ 7,09	7,05	0,174	0,861
An Innovative Brand	↑ 7,17	7,10	0,285	0,775
A Sector Leader Brand	↑ 7,59	7,15	1,919	0,058
A Brand Respectful of the Environment	↑ 6,91	6,88	0,142	0,887
A Brand That Attaches Importance to Customer Satisfaction	↑ 7,36	7,23	0,577	0,565
A Brand Whose Second Hand Products Are of Good Value	↑ 7,59	7,34	1,096	0,276
A Brand with Long Warranty Product Period	↑ 7,24	6,90	1,633	0,106
A Brand with Easily Accessable Products	↑ 7,44	7,37	0,333	0,739
A Brand with Reasonable Pricing	↑ 6,60	6,39	0,75	0,454
A Brand with a Wide Product Range	6,91	↑ 6,93	-0,068	0,945
LOYALTY MEAN	↑ 7,20	7,10	1,4513	0,1505
A Brand I can Recommend	↑ 7,22	7,18	0,128	0,897
A Brand I can Prefer When Buying A New Product	↑ 7,40	7,09	1,148	0,253
GENERAL MEAN	↑ 7,21	7,10	0,2674	0,7955

Brand attitude in Apple brand has a more positive impression than brand attitude in Samsung brand in these elements: A brand whose products are worth the price, a brand whose services are worth the price, a brand with a technical service of good quality, a solution oriented brand, an innovative brand, a sector leader brand, a brand respectful of environment, a brand that attaches importance to customer satisfaction, a brand whose second hand products are of good value, a brand with long warranty period products, a brand whose products are easily accessible, a brand with reasonable product pricing.

Brand attitude in Samsung brand has a more positive impression than brand attitude in Apple brand in these elements: A brand with quality brands, a brand developing new products, a brand with a wide product range.

Brand loyalty in Apple brand has a more positive impression than brand loyalty in Samsung brand in these elements: A brand I can recommend, a brand I can prefer when buying a new product.

Brand loyalty in Samsung brand does not have a more positive impression in any elements.

Brand attitude and brand loyalty in Apple brand has a more positive mean than brand attitude and brand loyalty in Samsung brand. However, a meaningful difference between the elements have been observed only in sector leader element for Apple.

5.1.2. Samsung Users' Attitude and Loyalty

In the table below, Samsung users' attitude and loyalty perceptions towards both Apple and Samsung brands were measured. Brand value of attitude and loyalty elements and means are as below. T and Significance levels are placed next to attitude and loyalty factors.

(Table 5.2: Samsung Users' Attitude and Loyalty)

	GENERAL USE		GENERAL USE	
	APPLE	SAMSUNG	T Value	Significance
	Mean	Mean	Inference	Inference
ATTITUDE MEAN	7,01	↑ 7,18	-0,724207	0,4601
A Brand Whose Products Are Worth the Price	7,12	↑ 7,26	-0,652	0,516
A Brand Whose Services Are Worth the Price	6,87	↑ 7,05	-0,786	0,434
A Brand with Quality Products	↑ 7,14	7,04	0,484	0,629
A Brand with A Technical Service of Good Quality	6,77	↑ 7,17	-2,113	0,037*
A Brand Developing News Products	7,06	↑ 7,22	0,64	0,523
A Solution Oriented Brand	7,15	↑ 7,33	-0,798	0,426
An Innovative Brand	6,97	↑ 7,09	-0,508	0,612
A Sector Leader Brand	7,23	↑ 7,37	-0,637	0,525
A Brand Respectful of the Environment	6,81	↑ 6,85	-0,167	0,867
A Brand That Attaches Importance to Customer Satisfaction	6,77	↑ 7,07	-1,317	0,191
A Brand Whose Second Hand Products Are of Good Value	6,77	↑ 7,15	-1,575	0,119
A Brand with Long Warranty Product Period	7,01	↑ 7,04	-0,132	0,895
A Brand with Easily Accessable Products	7,18	↑ 7,39	-0,913	0,363
A Brand with Reasonable Pricing	7,07	↑ 7,23	-0,696	0,488
A Brand with a Wide Product Range	7,21	↑ 7,41	-0,966	0,336
LOYALTY MEAN	6,78	↑ 6,92	-0,5262	0,6
A Brand I can Recommend	6,81	↑ 6,91	-0,41	0,682
A Brand I can Prefer When Buying A New Product	6,75	↑ 6,93	-0,637	0,525
GENERAL MEAN	6,97	↑ 7,13	-0,7222	0,4722

Brand attitude in Samsung brand has a more positive impression than brand attitude in Apple brand in these elements: A brand whose products are worth the price, a brand whose services are worth the price, a brand with a technical service of good quality, a brand developing new products, a solution oriented brand, an innovative brand, a sector leader brand, a brand respectful of environment, a brand that attaches importance to customer satisfaction, a brand whose second hand products are of good value, a brand with long warranty period products, a brand whose products are easily accessible, a brand with reasonable product pricing, a brand I can recommend, a brand I can prefer when buying a new product.

Brand attitude in Apple brand has a more positive impression than brand attitude in Samsung brand only in the element that is a brand with quality products.

Brand attitude and brand loyalty in Samsung have a more positive mean than brand attitude and brand loyalty in Apple. But a meaningful difference between the elements have been observed only in a brand with a technical service of good quality for Apple.

5.1.3. Attitude and Loyalty (Apple Product Usage)

(Table 5.3: Attitude and Loyalty – Apple Product Usage)

	APPLE PHONE		APPLE PHONE	
	NONUSER	USER	T Value	Significance
	Mean	Mean	Inference	Inference
A Brand Whose Products Are Worth the Price	6,49	↑ 7,48	-1,921	,057
A Brand Whose Services Are Worth the Price	6,96	↑ 7,16	-,196	,845
A Brand with Quality Products	↑ 7,77	6,96	-,094	,926
A Brand with A Technical Service of Good Quality	6,87	↑ 7,21	-,873	,384
A Brand Developing News Products	6,94	↑ 7,60	-1,600	,112
A Solution Oriented Brand	6,63	↑ 7,33	-,471	,638
An Innovative Brand	6,66	↑ 7,41	-1,017	,311
A Sector Leader Brand	6,97	↑ 7,75	-,116	,908
A Brand Respectful of the Environment	6,53	↑ 7,10	,442	,659
A Brand That Attaches Importance to Customer Satisfaction	6,91	↑ 7,66	-,507	,613
A Brand Whose Second Hand Products Are of Good Value	7,17	↑ 7,73	-1,085	,280
A Brand with Long Warranty Product Period	6,57	↑ 7,50	-,538	,592
A Brand with Easily Accessable Products	7,17	↑ 7,49	-1,426	,156
A Brand with Reasonable Pricing	6,23	↑ 6,53	-1,037	,301
A Brand with a Wide Product Range	6,73	↑ 6,84	-2,143	0,034*
A Brand I can Recommend	6,74	↑ 7,44	-,254	,799
A Brand I can Prefer When Buying A New Product	6,84	↑ 7,54	-1,049	,296
	APPLE TABLET		APPLE TABLET	
	NONUSER	USER	T Value	Significance
	Mean	Mean	Inference	Inference
A Brand Whose Products Are Worth the Price	6,91	↑ 7,07	,913	,363
A Brand Whose Services Are Worth the Price	6,81	↑ 7,21	-,604	,547
A Brand with Quality Products	7,32	↑ 7,35	1,003	,317
A Brand with A Technical Service of Good Quality	6,98	↑ 7,09	-1,305	,194
A Brand Developing News Products	7,17	↑ 7,36	-,101	,920
A Solution Oriented Brand	↑ 7,02	6,99	-,556	,579
An Innovative Brand	6,96	↑ 7,11	,702	,484
A Sector Leader Brand	6,85	↑ 7,68	-,332	,740
A Brand Respectful of the Environment	6,72	↑ 6,90	,144	,885
A Brand That Attaches Importance to Customer Satisfaction	7,30	↑ 7,32	-1,536	,127
A Brand Whose Second Hand Products Are of Good Value	7,19	↑ 7,62	-1,327	,187
A Brand with Long Warranty Product Period	6,75	↑ 7,24	,602	,548
A Brand with Easily Accessable Products	7,04	↑ 7,51	,491	,624
A Brand with Reasonable Pricing	5,89	↑ 6,66	,504	,615
A Brand with a Wide Product Range	6,68	↑ 6,85	1,391	,166
A Brand I can Recommend	6,94	↑ 7,21	-,054	,957
A Brand I can Prefer When Buying A New Product	6,94	↑ 7,36	,116	,908

In order to evaluate Apple users' attitude and loyalty, a table measuring product usage has been formed. Smartphone users' attitude and loyalty impressions and tablet computer users' attitude and loyalty impressions have been evaluated with reference to this table.

Brand attitude of Apple smartphone users has a more positive impression than brand attitude of nonusers in these elements: A brand whose products are worth the price, a brand with a technical service of good quality, a brand developing new products, a solution oriented brand, an innovative brand, a sector leader brand, a brand respectful of environment, a brand that attaches importance to customer satisfaction, a brand whose second hand products are of good value, a brand with long warranty period products.

Brand loyalty of Apple smartphone users has a more positive impression than brand loyalty of nonusers in these elements: A brand I can recommend, a brand I can prefer when buying a new product.

Brand attitude of Apple tablet computer users has a more positive impression than brand attitude of nonusers in these elements: A brand whose products are worth the price, a brand with a technical service of good quality, a brand with quality products, a brand developing new products, an innovative brand, a sector leader brand, a brand respectful of environment, a brand that attaches importance to customer satisfaction, a brand whose second hand products are of good value, a brand with long warranty period products.

Brand loyalty of Apple tablet computer users has a more positive impression than brand loyalty of nonusers in these elements: A brand I can recommend, a brand I can prefer when buying a new product.

5.1.4. Attitude and Loyalty (Samsung Product Usage)

(Table 5.4: Attitude and Loyalty - Samsung Product Usage)

	SAMSUNG_PHONE		SAMSUNG_TABLET	
	NONUSER	USER	NONUSER	USER
	Mean	Mean	Mean	Mean
A Brand Whose Products Are Worth the Price	6,78	↑ 7,40	-1,921	,057
A Brand Whose Services Are Worth the Price	6,85	↑ 6,91	-,196	,845
A Brand with Quality Products	7,11	↑ 7,14	-,094	,926
A Brand with A Technical Service of Good Quality	6,80	↑ 7,07	-,873	,384
A Brand Developing News Products	6,84	↑ 7,41	-1,600	,112
A Solution Oriented Brand	7,08	↑ 7,24	-,471	,638
An Innovative Brand	6,74	↑ 7,10	-1,017	,311
A Sector Leader Brand	7,18	↑ 7,22	-,116	,908
A Brand Respectful of the Environment	↑ 6,88	6,72	,442	,659
A Brand That Attaches Importance to Customer Satisfaction	6,79	↑ 6,97	-,507	,613
A Brand Whose Second Hand Products Are of Good Value	6,70	↑ 7,09	-1,085	,280
A Brand with Long Warranty Product Period	6,86	↑ 7,03	-,538	,592
A Brand with Easily Accessable Products	7,04	↑ 7,53	-1,426	,156
A Brand with Reasonable Pricing	6,86	↑ 7,22	-1,037	,301
A Brand with a Wide Product Range	7,02	↑ 7,72	-2,143	0,034*
A Brand I can Recommend	6,64	↑ 6,74	-,254	,799
A Brand I can Prefer When Buying A New Product	6,43	↑ 6,86	-1,049	,296

	SAMSUNG_PHONE		SAMSUNG_TABLET	
	NONUSER	USER	NONUSER	USER
	Mean	Mean	Mean	Mean
A Brand Whose Products Are Worth the Price	↑ 7,12	6,80	,913	,363
A Brand Whose Services Are Worth the Price	6,81	↑ 7,02	-,604	,547
A Brand with Quality Products	↑ 7,22	6,89	1,003	,317
A Brand with A Technical Service of Good Quality	6,78	↑ 7,20	-1,305	,194
A Brand Developing News Products	7,05	↑ 7,09	-,101	,920
A Solution Oriented Brand	7,08	↑ 7,28	-,556	,579
An Innovative Brand	↑ 6,96	6,70	,702	,484
A Sector Leader Brand	7,16	↑ 7,28	-,332	,740
A Brand Respectful of the Environment	↑ 6,84	6,78	,144	,885
A Brand That Attaches Importance to Customer Satisfaction	6,69	↑ 7,24	-1,536	,127
A Brand Whose Second Hand Products Are of Good Value	6,69	↑ 7,20	-1,327	,187
A Brand with Long Warranty Product Period	↑ 6,99	6,78	,602	,548
A Brand with Easily Accessable Products	↑ 7,29	7,11	,491	,624
A Brand with Reasonable Pricing	↑ 7,06	6,87	,504	,615
A Brand with a Wide Product Range	↑ 7,44	6,96	1,391	,166
A Brand I can Recommend	6,67	↑ 6,70	-,054	,957
A Brand I can Prefer When Buying A New Product	↑ 6,62	6,57	,116	,908

In order to evaluate Samsung users' attitude and loyalty, a table measuring product usage has been formed. Smartphone users' attitude and loyalty impressions and tablet computer users' attitude and loyalty impressions have been evaluated with reference to this table.

Brand attitude of Samsung smartphone users has a more positive impression than brand attitude of nonusers in these elements: A brand whose products are worth the price, a brand with quality products, a brand developing new products, an innovative brand, a brand that attaches importance to customer satisfaction, a brand with long warranty period products, a brand whose products are easily accessible, a brand with reasonable product pricing.

Brand loyalty of Samsung smartphone users has a more positive impression than brand loyalty of nonusers in these elements: A brand I can recommend, a brand I can prefer when buying a new product.

Brand attitude of Samsung tablet computer users has a more positive impression than brand attitude of nonusers in these elements: A brand whose services are worth the price, a brand with a technical service of good quality, a brand whose products are easily accessible, a solution oriented brand, a sector leader brand, a brand respectful of environment, a brand that attaches importance to customer satisfaction, a brand whose second hand products are of good value, a brand with reasonable product pricing.

Brand loyalty of Samsung tablet computer users has a more positive impression than brand loyalty of nonusers in these elements: A brand I can recommend.

5.1.5. Attitude and Loyalty (Apple Product Experience)

(Table 5.5: Attitude and Loyalty - Apple Product Experience)

	GENERAL USE			
	APPLE			
	PERIOD SMARTPHONE		PERIOD SMARTPHONE	
	Less Than 1 Year	More Than 1 Year	T Value	Significance
	Mean	Mean	Inference	Inference
A Brand Whose Products Are Worth the Price	6,00	↑ 7,12	-,529	,598
A Brand Whose Services Are Worth the Price	4,00	↑ 7,15	-1,682	,095
A Brand with Quality Products	7,00	↑ 7,26	-,120	,905
A Brand with A Technical Service of Good Quality	6,00	↑ 7,19	-,607	,545
A Brand Developing News Products	6,00	↑ 7,39	-,660	,511
A Solution Oriented Brand	6,00	↑ 7,10	-,544	,588
An Innovative Brand	6,00	↑ 7,18	-,560	,576
A Sector Leader Brand	6,00	↑ 7,60	-,840	,402
A Brand Respectful of the Environment	6,00	↑ 6,92	-,454	,651
A Brand That Attaches Importance to Customer Satisfaction	6,00	↑ 7,37	-,713	,477
A Brand Whose Second Hand Products Are of Good Value	6,00	↑ 7,60	-,824	,412
A Brand with Long Warranty Product Period	6,00	↑ 7,25	-,693	,490
A Brand with Easily Accessable Products	6,00	↑ 7,46	-,743	,459
A Brand with Reasonable Pricing	6,00	↑ 6,60	-,258	,797
A Brand with a Wide Product Range	4,00	↑ 6,93	-1,487	,140
A Brand I can Recommend	6,00	↑ 7,23	-,544	,587
A Brand I can Prefer When Buying A New Product	6,00	↑ 7,41	-,624	,534
	GENERAL USE			
	APPLE			
	PERIOD TABLET PC		PERIOD TABLET PC	
	Less Than 1 Year	More Than 1 Year	T Value	Significance
	Mean	Mean	Inference	Inference
A Brand Whose Products Are Worth the Price	7,00	↑ 7,11	-,076	,939
A Brand Whose Services Are Worth the Price	6,00	↑ 7,14	-,851	,397
A Brand with Quality Products	6,00	↑ 7,28	-,832	,407
A Brand with A Technical Service of Good Quality	↑ 7,50	7,17	,236	,814
A Brand Developing News Products	6,00	↑ 7,40	-,939	,350
A Solution Oriented Brand	5,00	↑ 7,12	-1,493	,138
An Innovative Brand	7,00	↑ 7,17	-,115	,909
A Sector Leader Brand	5,50	↑ 7,62	-1,580	,117
A Brand Respectful of the Environment	↑ 7,00	6,91	,063	,950
A Brand That Attaches Importance to Customer Satisfaction	6,50	↑ 7,38	-,641	,523
A Brand Whose Second Hand Products Are of Good Value	7,50	↑ 7,59	-,065	,948
A Brand with Long Warranty Product Period	6,50	↑ 7,25	-,587	,558
A Brand with Easily Accessable Products	7,00	↑ 7,45	-,324	,747
A Brand with Reasonable Pricing	5,00	↑ 6,62	-,984	,327
A Brand with a Wide Product Range	5,50	↑ 6,93	-1,019	,310
A Brand I can Recommend	6,50	↑ 7,23	-,455	,650
A Brand I can Prefer When Buying A New Product	5,00	↑ 7,44	-1,530	,129

Consumers using Apple smartphone for more than 1 year have a more positive impression in terms of attitude scale than the ones using Apple smartphone for less than 1 year in these elements: A brand whose products are worth the price, a brand whose services are worth the price, a brand with quality brands, a brand with a technical service of good quality, a brand developing new products, a solution oriented brand, an innovative brand, a sector leader brand, a brand respectful of environment, a brand that attaches importance to customer satisfaction, a brand whose second hand products are of good value, a brand whose products are easily accessible, a brand with reasonable product pricing, a brand with a wide product range.

Consumers using Apple smartphone for more than 1 year have a more positive impression in terms of loyalty scale than the ones using Apple smartphone for less than 1 year in these elements: A brand I can recommend, a brand I can prefer when buying new one.

Consumers using Apple tablet computers for more than 1 year have a more positive impression in terms of attitude scale than the ones using Apple tablet computer for less than 1 year in these elements: A brand whose products are worth the price, a brand whose services are worth the price, a brand with quality products, a brand developing new products, a solution oriented brand, an innovative brand, a sector leader brand, a brand that attaches importance to customer satisfaction, a brand whose second hand products are of good value, a brand whose products are easily accessible, a brand with reasonable product pricing, a brand with a wide product range.

Consumers using Apple tablet computer for more than 1 year have a more positive impression in terms of loyalty scale than the ones using Apple tablet computer for less than 1 year in these elements: A brand I can recommend, a brand I can prefer when buying new one.

5.1.6. Attitude and Loyalty (Samsung Product Experience)

(Table 5.6: Attitude and Loyalty - Samsung Product Experience)

	GENERAL USE			
	SAMSUNG			
	PERIOD SMARTPHONE		PERIOD SMARTPHONE	
	Less Than 1 Year	More Than 1 Year	T Value	Significance
	Mean	Mean	Inference	Inference
A Brand Whose Products Are Worth the Price	3,00	↑ 7,33	-3,649	0,0004*
A Brand Whose Services Are Worth the Price	4,00	↑ 7,12	-3,215	0,002*
A Brand with Quality Products	5,00	↑ 7,11	-3,492	0,0001*
A Brand with A Technical Service of Good Quality	3,00	↑ 7,25	-3,735	0,0003*
A Brand Developing News Products	3,25	↑ 7,30	-2,955	0,004*
A Solution Oriented Brand	3,20	↑ 7,41	-3,064	0,003*
An Innovative Brand	3,30	↑ 7,16	-2,923	0,005*
A Sector Leader Brand	4,60	↑ 7,44	-3,388	0,001*
A Brand Respectful of the Environment	3,20	↑ 6,93	-2,975	0,005*
A Brand That Attaches Importance to Customer Satisfaction	2,20	↑ 7,15	-2,954	0,004*
A Brand Whose Second Hand Products Are of Good Value	6,20	↑ 7,22	-3,204	0,002*
A Brand with Long Warranty Product Period	5,50	↑ 7,11	-3,201	0,002*
A Brand with Easily Accessible Products	7,10	↑ 7,47	-3,297	0,002*
A Brand with Reasonable Pricing	6,90	↑ 7,31	-2,967	0,004*
A Brand with a Wide Product Range	↑ 7,50	7,49	-3,436	0,0001*
A Brand I can Recommend	6,63	↑ 6,99	-2,626	0,01*
A Brand I can Prefer When Buying A New Product	↑ 7,12	7,00	-2,647	0,01*
	GENERAL USE			
	SAMSUNG			
	PERIOD TABLET PC		PERIOD TABLET PC	
	Less Than 1 Year	More Than 1 Year	T Value	Significance
	Mean	Mean	Inference	Inference
A Brand Whose Products Are Worth the Price	4,00	↑ 7,38	-3,286	0,002*
A Brand Whose Services Are Worth the Price	4,00	↑ 7,16	-2,802	0,006*
A Brand with Quality Products	6,00	↑ 7,08	-,986	,327
A Brand with A Technical Service of Good Quality	7,00	↑ 7,18	-,167	,868
A Brand Developing News Products	4,00	↑ 7,34	-2,657	0,001*
A Solution Oriented Brand	5,67	↑ 7,39	-1,351	,181
An Innovative Brand	4,00	↑ 7,20	-2,571	0,012*
A Sector Leader Brand	6,67	↑ 7,39	-,612	,542
A Brand Respectful of the Environment	↑ 7,00	6,85	,124	,902
A Brand That Attaches Importance to Customer Satisfaction	7,00	↑ 7,08	-,059	,953
A Brand Whose Second Hand Products Are of Good Value	7,00	↑ 7,15	-,126	,900
A Brand with Long Warranty Product Period	7,00	↑ 7,04	-,032	,975
A Brand with Easily Accessible Products	7,00	↑ 7,41	-,332	,741
A Brand with Reasonable Pricing	4,00	↑ 7,35	-2,673	0,009*
A Brand with a Wide Product Range	5,00	↑ 7,51	-2,180	0,032*
A Brand I can Recommend	5,33	↑ 6,97	-1,192	,237
A Brand I can Prefer When Buying A New Product	5,00	↑ 7,00	-1,467	,146

Consumers using Samsung smartphone for more than 1 year have a more positive impression in terms of attitude scale than the ones using Samsung smartphone for less than 1 year in these elements: A brand whose products are worth the price, a brand whose services are worth the price, a brand with quality brands, a brand with a technical service of good quality, a brand developing new products, a solution oriented brand, an innovative brand, a sector leader brand, a brand respectful of environment, a brand that attaches importance to customer satisfaction, a brand whose second hand products are of good value, a brand with long warranty period products, a brand whose products are easily accessible, a brand with reasonable product pricing.

Consumers using Samsung smartphone for more than 1 year have a more positive impression in terms of loyalty scale than the ones using Samsung smartphone for less than 1 year in these elements: A brand with a wide product range, a brand I can prefer when buying a new product.

Consumers using Samsung tablet computers for more than 1 year have a more positive impression in terms of attitude scale than the ones using Samsung tablet computer for less than 1 year in these elements: A brand whose products are worth the price, a brand whose services are worth the price, a brand with quality products, a brand with a technical service of good quality, a brand developing new products, a solution oriented brand, an innovative brand, a sector leader brand, a brand that attaches importance to customer satisfaction, a brand whose second hand products are of good value, a brand with long warranty period products, a brand whose products are easily accessible, a brand with reasonable product pricing.

Consumers using Samsung tablet computer for more than 1 year have a more positive impression in terms of loyalty scale than the ones using Samsung tablet computer for less than 1 year in the element that is a brand respectful of environment.

5.1.7. Brand Personality Perception of Apple Users

In the table below, Apple users' brand personality perceptions towards both Apple and Samsung brands were measured. General mean and T value are as shown below.

(Table 5.7: Brand Personality Perception of Apple Users)

	GENERAL_USE			
	APPLE	SAMSUNG	T Value	Significance
	Mean	Mean	Inference	Inference
A HUMBLE BRAND-APPLE	6,60	↑ 6,96	-1,476	0,143
AN HONEST BRAND-APPLE	6,95	↑ 7,02	-0,283	0,777
A DIGNIFIED BRAND-APPLE	↑ 7,12	7,09	0,149	0,881
A CHEERFUL BRAND-APPLE	7,23	↑ 7,29	-0,277	0,782
A BRAVE BRAND-APPLE	7,10	↑ 7,24	-0,61	0,543
A LIVELY BRAND-APPLE	↑ 7,03	7,01	0,091	0,927
A CREATIVE BRAND-APPLE	7,10	↑ 7,11	-0,05	0,96
AN UP-TO-DATE BRAND -APPLE	↑ 7,39	7,11	1,186	0,238
A RELIABLE BRAND-APPLE	7,37	↑ 7,40	-0,137	0,89
A SUCCESSFUL BRAND-APPLE	↑ 7,41	7,37	0,2	0,841
A SMART BRAND-APPLE	↑ 7,52	7,41	0,4519	0,652
A HIGH CLASS BRAND-APPLE	↑ 7,49	7,43	0,291	0,771
A CHARMING BRAND-APPLE	↑ 7,58	7,39	0,861	0,391
A CONVENIENT BRAND-APPLE	7,04	7,04	0,014	0,988
A COMPELLING BRAND-APPLE	↑ 7,29	7,18	0,459	0,647
Mean	↑ 7,22	7,20	0,0653	0,9480

Apple brand personality has a more positive impression than Samsung brand personality in these elements: A dignified brand, a lively brand, an up-to-date brand, a successful brand, a smart brand, a high class brand, a charming brand, a compelling brand.

Samsung brand personality has a more positive impression than Apple brand personality in these elements: A humble brand, an honest brand, a cheerful brand, a brave brand, a creative brand, a reliable brand.

When Apple users' Apple brand personality perception and Samsung brand personality perception are compared, Apple has been observed to have a higher mean in terms of personality perceptions. Since the overall mean levels are very close to each other, no noteworthy difference has been observed.

Both Apple and Samsung brands were considered as convenient. The element convenient brand has the same values. When considering all the elements, no meaningful difference has been detected.

Looking into the scale in general, Apple brand can be said to have developed a more positive brand personality compared to its competitor. That there are more higher value elements for Apple in the scale demonstrates this fact.

5.1.8. Brand Personality Perception of Samsung Users

In the table below, Samsung users' brand personality perceptions towards both Apple and Samsung brands were measured. General mean and T value are as shown below.

(Table 5.8: Brand Personality Perception of Samsung Users)

	GENERAL_USE			
	APPLE	SAMSUNG	T Value	Significance
	Mean	Mean	Inference	Inference
A HUMBLE BRAND-SAMSUNG	6,72	↑ 6,95	-1,062	0,29
AN HONEST BRAND-SAMSUNG	↑ 6,97	6,90	0,275	0,783
A DIGNIFIED BRAND-SAMSUNG	6,90	↑ 7,18	-1,283	0,202
A CHEERFUL BRAND-SAMSUNG	7,08	↑ 7,17	-0,412	0,681
A BRAVE BRAND-SAMSUNG	7,05	↑ 7,51	-2,092	0,039*
A LIVELY BRAND-SAMSUNG	↑ 6,83	6,82	0,06	0,951
A CREATIVE BRAND-SAMSUNG	7,04	↑ 7,28	-1,059	0,292
AN UP-TO-DATE BRAND -SAMSUNG	7,37	↑ 7,70	-1,447	0,151
A RELIABLE BRAND-SAMSUNG	7,23	↑ 7,33	-0,414	0,679
A SUCCESSFUL BRAND-SAMSUNG	7,43	↑ 7,48	-0,219	0,826
A SMART BRAND-SAMSUNG	↑ 7,44	7,20	1,133	0,26
A HIGH CLASS BRAND-SAMSUNG	7,18	↑ 7,33	-0,704	0,483
A CHARMING BRAND-SAMSUNG	7,14	↑ 7,18	-0,223	0,823
A CONVENIENT BRAND-SAMSUNG	7,06	↑ 7,17	-0,494	0,622
A COMPELLING BRAND-SAMSUNG	7,21	↑ 7,30	-0,438	0,662
Mean	7,11	↑ 7,23	-0,5555	0,5800

Samsung brand personality has a more positive impression than Apple brand personality in these elements: An honest brand, a lively brand, a smart brand.

Apple brand personality has a more positive impression than Samsung brand personality in these elements: A humble brand, a dignified brand, a cheerful brand, a brave brand, a creative brand, an up-to-date brand, a reliable brand, a successful brand, a high class brand, a charming brand, a convenient brand, a compelling brand.

When Samsung users' Samsung brand personality perception and Apple brand personality perception are compared, Samsung has been observed to have a higher mean in terms of personality perceptions. Since the overall mean levels are very close to each other, no noteworthy difference has been observed.

Looking into the scale in general, Samsung brand can be said to have developed a more positive brand personality compared to its competitor. That there are more higher value elements for Samsung in the scale demonstrates this fact. The only meaningful difference between elements has been observed in a brave brand element for Samsung.

5.1.9. Brand Personality Perception (Apple Product Usage)

(Table 5.9: Brand Personality Perception - Apple Product Usage)

	APPLE_PHONE		APPLE_PHONE	
	NONUSER	USER	T Value	Significance
	Mean	Mean	Inference	Inference
A HUMBLE BRAND-APPLE	6,44	↑ 6,81	-1,030	,305
AN HONEST BRAND-APPLE	6,53	↑ 7,19	-1,789	,076
A DIGNIFIED BRAND-APPLE	7,09	↑ 7,15	-,183	,855
A CHEERFUL BRAND-APPLE	7,01	↑ 7,36	-1,085	,280
A BRAVE BRAND-APPLE	7,14	↑ 7,16	-,056	,955
A LIVELY BRAND-APPLE	6,97	↑ 7,15	-,549	,584
A CREATIVE BRAND-APPLE	6,81	↑ 7,28	-1,242	,216
AN UP-TO-DATE BRAND -APPLE	6,97	↑ 7,50	-1,520	,131
A RELIABLE BRAND-APPLE	↑ 7,53	7,10	1,263	,209
A SUCCESSFUL BRAND-APPLE	7,24	↑ 7,36	-,357	,722
A SMART BRAND-APPLE	7,29	↑ 7,56	-,795	,428
A HIGH CLASS BRAND-APPLE	7,17	↑ 7,69	-1,578	,117
A CHARMING BRAND-APPLE	7,27	↑ 7,60	-,982	,328
A CONVENIENT BRAND-APPLE	6,57	↑ 7,25	-1,852	,066
A COMPELLING BRAND-APPLE	7,17	↑ 7,26	-,258	,797

	APPLE_TABLET PC		APPLE_TABLET PC	
	NONUSER	USER	T Value	Significance
	Mean	Mean	Inference	Inference
A HUMBLE BRAND-APPLE	↑ 7,11	6,38	1,972	,050
AN HONEST BRAND-APPLE	↑ 6,94	6,85	,252	,801
A DIGNIFIED BRAND-APPLE	7,08	↑ 7,14	-,188	,851
A CHEERFUL BRAND-APPLE	↑ 7,30	7,14	,469	,640
A BRAVE BRAND-APPLE	↑ 7,42	7,01	1,111	,269
A LIVELY BRAND-APPLE	↑ 7,08	7,06	,040	,968
A CREATIVE BRAND-APPLE	↑ 7,11	7,03	,211	,833
AN UP-TO-DATE BRAND -APPLE	6,91	↑ 7,44	-1,481	,141
A RELIABLE BRAND-APPLE	6,75	↑ 7,60	-2,414	0,017*
A SUCCESSFUL BRAND-APPLE	7,11	↑ 7,41	-,857	,393
A SMART BRAND-APPLE	7,19	↑ 7,57	-1,043	,299
A HIGH CLASS BRAND-APPLE	7,40	↑ 7,47	-,227	,821
A CHARMING BRAND-APPLE	7,00	↑ 7,69	-1,997	0,048*
A CONVENIENT BRAND-APPLE	6,91	↑ 6,95	-,111	,912
A COMPELLING BRAND-APPLE	7,00	↑ 7,34	-,927	,356

In order to evaluate Apple users' brand personality perceptions for Apple, a table measuring product usage has been formed. Smartphone and tablet computer users' evaluation scores in brand personality perceptions have been observed to be higher than nonusers' with reference to this table. In addition, a meaningful difference has been detected in a reliable brand and a charming brand elements according to tablet computer users' perceptions.

Brand attitude of Apple smartphone users has a more positive impression than brand attitude of nonusers in these elements: A humble brand, an honest brand, a dignified brand, a cheerful brand, a brave brand, a lively brand, a creative brand, an up-to-date brand, a successful brand, a smart brand, a high class brand, a charming brand, a convenient brand, a compelling brand.

Brand attitude of Apple smartphone nonusers has a more positive impression than attitude of Apple smartphone users in the element that is a reliable brand.

Brand attitude of Apple tablet computer users has a more positive impression than brand attitude of nonusers in these elements: A dignified brand, a cheerful brand, an up-to-date brand, a reliable brand, a successful brand, a smart brand, a high class brand, a charming brand, a convenient brand, a compelling brand.

Brand attitude of Apple tablet computer nonusers has a more positive impression than brand attitude of users in these elements: A humble brand, an honest brand, a cheerful brand, a brave brand, a lively brand, a creative brand.

5.1.10. Brand Personality Perception (Samsung Product Usage)

(Table 5.10: Brand Personality Perception - Samsung Product Usage)

	SAMSUNG_PHONE		SAMSUNG_PHONE	
	NONUSER	USER	T Value	Significance
	Mean	Mean	Inference	Inference
A HUMBLE BRAND-APPLE	6,61	↑ 7,02	-1,217	,225
AN HONEST BRAND-APPLE	6,89	↑ 6,90	-,015	,988
A DIGNIFIED BRAND-APPLE	6,86	↑ 7,21	-1,029	,305
A CHEERFUL BRAND-APPLE	7,04	↑ 7,26	-,651	,516
A BRAVE BRAND-APPLE	6,84	↑ 7,55	-2,137	0,034*
A LIVELY BRAND-APPLE	↑ 6,92	6,74	,537	,592
A CREATIVE BRAND-APPLE	6,96	↑ 7,21	-,740	,461
AN UP-TO-DATE BRAND -APPLE	7,24	↑ 7,64	-1,179	,240
A RELIABLE BRAND-APPLE	7,11	↑ 7,29	-,534	,594
A SUCCESSFUL BRAND-APPLE	7,24	↑ 7,41	-,524	,601
A SMART BRAND-APPLE	7,30	↑ 7,34	-,123	,902
A HIGH CLASS BRAND-APPLE	7,15	↑ 7,36	-,642	,522
A CHARMING BRAND-APPLE	↑ 7,14	7,07	,229	,819
A CONVENIENT BRAND-APPLE	6,95	↑ 7,24	-,842	,401
A COMPELLING BRAND-APPLE	7,10	↑ 7,31	-,633	,527
	SAMSUNG_TABLET		SAMSUNG_TABLET	
	NONUSER	USER	T Value	Significance
	Mean	Mean	Inference	Inference
A HUMBLE BRAND-APPLE	6,73	↑ 6,85	-,329	,743
AN HONEST BRAND-APPLE	↑ 6,96	6,74	,600	,549
A DIGNIFIED BRAND-APPLE	6,88	↑ 7,24	-,992	,323
A CHEERFUL BRAND-APPLE	7,09	↑ 7,22	-,375	,709
A BRAVE BRAND-APPLE	6,99	↑ 7,39	-1,123	,263
A LIVELY BRAND-APPLE	↑ 6,91	6,72	,547	,586
A CREATIVE BRAND-APPLE	6,93	↑ 7,33	-1,103	,272
AN UP-TO-DATE BRAND -APPLE	7,33	↑ 7,54	-,604	,547
A RELIABLE BRAND-APPLE	↑ 7,23	7,07	,453	,651
A SUCCESSFUL BRAND-APPLE	↑ 7,38	7,15	,633	,528
A SMART BRAND-APPLE	↑ 7,50	6,91	1,708	,090
A HIGH CLASS BRAND-APPLE	↑ 7,29	7,11	,520	,604
A CHARMING BRAND-APPLE	↑ 7,13	7,09	,114	,910
A CONVENIENT BRAND-APPLE	↑ 7,10	6,98	,317	,752
A COMPELLING BRAND-APPLE	7,17	↑ 7,20	-,064	,949

In order to evaluate Samsung users' brand personality perceptions for Samsung, a table measuring product usage has been formed. Smartphone and tablet computer users' evaluation scores in brand personality perceptions have been observed to be higher than nonusers' with reference to this table. In addition, a meaningful difference has been detected in a brave brand and a charming brand elements according to Samsung users' perceptions.

Brand attitude of Samsung smartphone users has a more positive impression than brand attitude of nonusers in these elements: A humble brand, an honest brand, a dignified brand, a cheerful brand, a brave brand, a creative brand, an up-to-date brand, a reliable brand, a successful brand, a smart brand, a high class brand, a convenient brand, a compelling brand.

Brand attitude of Samsung smartphone nonusers has a more positive impression than attitude of Apple smartphone users in these elements: A lively brand, a charming brand.

Brand attitude of Samsung tablet computer users has a more positive impression than brand attitude of nonusers in these elements: A humble brand, a dignified brand, a cheerful brand, a brave brand, a creative brand, an up-to-date brand, a compelling brand.

Brand attitude of Samsung tablet computer nonusers has a more positive impression than brand attitude of users in these elements: An honest brand, a lively brand, a reliable brand, a successful brand, a smart brand, a high class brand, a charming brand, a convenient brand.

5.1.11. Brand Personality Perception (Apple Product Experience)

(Table 5.11: Brand Personality Perception - Apple Product Experience)

	APPLE			
	PERIOD SMARTPHONE		PERIOD SMARTPHONE	
	Less Than 1 Year	More Than 1 Year	T Value	Significance
	Mean	Mean	Inference	Inference
A HUMBLE BRAND-APPLE	5,00	↑ 6,61	-,750	,455
AN HONEST BRAND-APPLE	3,00	↑ 6,98	-1,842	,068
A DIGNIFIED BRAND-APPLE	6,00	↑ 7,13	-,559	,577
A CHEERFUL BRAND-APPLE	6,00	↑ 7,24	-,666	,507
A BRAVE BRAND-APPLE	4,00	↑ 7,12	-1,519	,131
A LIVELY BRAND-APPLE	6,00	↑ 7,04	-,549	,584
A CREATIVE BRAND-APPLE	6,00	↑ 7,11	-,511	,611
AN UP-TO-DATE BRAND -APPLE	6,00	↑ 7,40	-,708	,480
A RELIABLE BRAND-APPLE	6,00	↑ 7,38	-,718	,474
A SUCCESSFUL BRAND-APPLE	↑ 8,00	7,41	,312	,756
A SMART BRAND-APPLE	↑ 9,00	7,51	,731	,466
A HIGH CLASS BRAND-APPLE	5,00	↑ 7,51	-1,310	,192
A CHARMING BRAND-APPLE	4,00	↑ 7,61	-1,890	,061
A CONVENIENT BRAND-APPLE	3,00	↑ 7,07	-1,883	,062
A COMPELLING BRAND-APPLE	7,00	↑ 7,29	-,146	,885
	APPLE			
	PERIOD TABLET PC		PERIOD TABLET PC	
	Less Than 1 Year	More Than 1 Year	T Value	Significance
	Mean	Mean	Inference	Inference
A HUMBLE BRAND-APPLE	↑ 7,00	6,59	,268	,789
AN HONEST BRAND-APPLE	4,00	↑ 7,00	-1,957	,053
A DIGNIFIED BRAND-APPLE	↑ 7,50	7,11	,268	,789
A CHEERFUL BRAND-APPLE	7,00	↑ 7,24	-,179	,858
A BRAVE BRAND-APPLE	4,00	↑ 7,15	-2,178	,031
A LIVELY BRAND-APPLE	5,50	↑ 7,06	-1,162	,247
A CREATIVE BRAND-APPLE	↑ 7,50	7,09	,266	,790
AN UP-TO-DATE BRAND -APPLE	↑ 7,50	7,39	,082	,935
A RELIABLE BRAND-APPLE	6,50	↑ 7,39	-,647	,519
A SUCCESSFUL BRAND-APPLE	7,00	↑ 7,42	-,310	,757
A SMART BRAND-APPLE	6,50	↑ 7,54	-,721	,472
A HIGH CLASS BRAND-APPLE	5,50	↑ 7,52	-1,491	,139
A CHARMING BRAND-APPLE	7,00	↑ 7,59	-,429	,668
A CONVENIENT BRAND-APPLE	6,00	↑ 7,06	-,680	,498
A COMPELLING BRAND-APPLE	6,00	↑ 7,31	-,922	,359

In order to measure Apple users' brand personality perceptions about Apple, a table based on product experience has been formed. However, no significant difference has been detected between the elements in the personality scale used.

Consumers using a smartphone for more than 1 year have a more positive impression than the ones using a smartphone for less than 1 year in terms of Apple personality scale in these elements: A humble brand, an honest brand, a dignified brand, a cheerful brand, a brave brand, a lively brand, a creative brand, an up-to-date brand, a reliable brand, a high class brand, a charming brand, a convenient brand, a compelling brand.

Consumers using a smartphone for more than 1 year have a more positive impression than the ones using a smartphone for less than 1 year in terms of Apple brand personality scale in these elements: A successful brand, a smart brand.

Consumers using a tablet computer for more than 1 year have a more positive impression than the ones using a tablet computer for less than 1 year in terms of Apple brand personality scale in these elements: An honest brand, a cheerful brand, a brave brand, a lively brand, a reliable brand, a successful brand, a smart brand, a high class brand, a charming brand, a convenient brand, a compelling brand.

Consumers using a tablet computer for less than 1 year have a more positive impression than the ones using a tablet computer for more than 1 year in terms of Apple brand personality scale in these elements: A humble brand, a dignified brand, a creative brand, an-up-to date brand.

5.1.12. Brand Personality Perception (Samsung Product Experience)

(Table 5.12: Brand Personality Perception - Samsung Product Experience)

	SAMSUNG				
	PERIOD SMARTPHONE		PERIOD SMARTPHONE		
	Less Than 1 Year	More Than 1 Year	T Value	Significance	
	Mean	Mean	Inference	Inference	
	A HUMBLE BRAND-SAMSUNG	6,50	↑ 7,02	1,568	,080
AN HONEST BRAND-SAMSUNG	↑ 7,20	6,98	1,788	,089	
A DIGNIFIED BRAND-SAMSUNG	↑ 7,33	7,26	1,368	,066	
A CHEERFUL BRAND-SAMSUNG	6,55	↑ 7,25	1,369	,054	
A BRAVE BRAND-SAMSUNG	6,48	↑ 7,59	-1,55	,254	
A LIVELY BRAND-SAMSUNG	6,50	↑ 6,89	1,578	,248	
A CREATIVE BRAND-SAMSUNG	7,11	↑ 7,36	1,654	,555	
AN UP-TO-DATE BRAND -SAMSUNG	7,55	↑ 7,78	1,254	,578	
A RELIABLE BRAND-SAMSUNG	7,01	↑ 7,41	1,33	,598	
A SUCCESSFUL BRAND-SAMSUNG	7,52	↑ 7,56	1,878	,887	
A SMART BRAND-SAMSUNG	↑ 7,30	7,27	1,22	,548	
A HIGH CLASS BRAND-SAMSUNG	7,35	↑ 7,41	1,54	,240	
A CHARMING BRAND-SAMSUNG	↑ 7,44	7,26	1,369	,125	
A CONVENIENT BRAND-SAMSUNG	7,16	↑ 7,25	1,747	,655	
A COMPELLING BRAND-SAMSUNG	7,19	↑ 7,38	1,665	,055	

	SAMSUNG				
	PERIOD TABLET PC		PERIOD TABLET PC		
	Less Than 1 Year	More Than 1 Year	T Value	Significance	
	Mean	Mean	Inference	Inference	
	A HUMBLE BRAND-SAMSUNG	6,00	↑ 6,99	-0,84	0,403
AN HONEST BRAND-SAMSUNG	6,00	↑ 6,94	-0,743	0,459	
A DIGNIFIED BRAND-SAMSUNG	6,00	↑ 7,23	-1,006	0,317	
A CHEERFUL BRAND-SAMSUNG	6,00	↑ 7,22	-1,021	0,31	
A BRAVE BRAND-SAMSUNG	6,00	↑ 7,57	-1,407	0,163	
A LIVELY BRAND-SAMSUNG	6,00	↑ 6,85	-0,661	0,51	
A CREATIVE BRAND-SAMSUNG	6,00	↑ 7,33	-1,148	0,254	
AN UP-TO-DATE BRAND -SAMSUNG	6,00	↑ 7,76	-1,458	0,148	
A RELIABLE BRAND-SAMSUNG	6,00	↑ 7,38	-1,086	0,28	
A SUCCESSFUL BRAND-SAMSUNG	6,00	↑ 7,53	-1,267	0,208	
A SMART BRAND-SAMSUNG	6,00	↑ 7,24	-0,996	0,322	
A HIGH CLASS BRAND-SAMSUNG	6,00	↑ 7,38	-1,294	0,199	
A CHARMING BRAND-SAMSUNG	6,00	↑ 7,23	-1,171	0,244	
A CONVENIENT BRAND-SAMSUNG	6,00	↑ 7,22	-1,003	0,318	
A COMPELLING BRAND-SAMSUNG	6,00	↑ 7,35	-1,133	0,26	

In order to evaluate Samsung users' brand personality perceptions for Samsung, a table measuring product experience has been formed. However, no meaningful difference has been detected between the elements in the scale.

Consumers using a smartphone for more than 1 year have a more positive impression than the ones using a smartphone for less than 1 year in terms of Samsung personality scale in these elements: A humble brand, an honest brand, a dignified brand, a cheerful brand, a brave brand, a lively brand, a creative brand, an up-to-date brand, a reliable brand, a successful brand, a smart brand, a high class brand, a charming brand, a convenient brand, a compelling brand.

Consumers using a smartphone for less than 1 year have a more positive impression than the ones using a smartphone for more than 1 year in terms of Samsung brand personality scale in these elements: An honest brand, a dignified brand, a smart brand, a charming brand.

Consumers using a tablet computer for more than 1 year have a more positive impression than the ones using a tablet computer for less than 1 year in terms of Samsung brand personality scale in these elements: A humble brand, an honest brand, a dignified brand, a cheerful brand, a brave brand, a lively brand, a creative brand, an up-to-date brand, a reliable brand, a successful brand, a smart brand, a high class brand, a charming brand, a convenient brand, a compelling brand.

Consumers using a tablet computer for less than 1 year do not have any more positive impression than the ones using a tablet computer for more than 1 year in terms of Samsung brand personality scale.

5.1.13. Apple Users' Visual Identity Perception

In this table, Apple users' visual identity perceptions for both Apple and Samsung have been measured. Average value and T values are as below.

(Table 5.13: Apple Users' Visual Identity Perception)

	GENERAL USAGE			
	APPLE	SAMSUNG	T Value	Significance
	Mean	Mean	Inference	Inference
Logo Match with My Brand Perception-APPLE	↑ 7,51	7,21	1,307	0,194
Logo Match with My Color Perception-APPLE	7,32	↑ 7,55	1,15	0,253
Success in Smartphone Designs-APPLE	↑ 7,17	7,02	0,57	0,57
Success in Tablet PC Designs-APPLE	↑ 6,60	6,51	0,239	0,811
MEAN	↑ 7,15	7,07	0,2655	0,7912

Apple users find Apple logo more successful, but as for the colors, they think Samsung logo is more successful. In this respect, it can be concluded that Samsung has more representative and successful corporate colors according to Apple users.

When considering the Apple users' views, both brands have more successful designs in smartphones than in tablet computers. Nevertheless, Apple has scored better in both devices' designs than Samsung according to Apple users.

5.1.14. Samsung Users' Visual Identity Perception

In this table, Samsung users' visual identity perceptions for both Apple and Samsung have been measured. Average value and T values are as below.

(Table 5.14: Samsung Users' Visual Identity Perception)

	GENERAL USAGE			
	APPLE	SAMSUNG	T Value	Significance
	Mean	Mean	Inference	Inference
Logo Match with My Brand Perception-SAMSUNG	6,85	↑ 7,01	-0,728	0,468
Logo Match with My Color Perception-SAMSUNG	6,66	↑ 6,90	-0,75	0,455
Success in Smartphone Designs-SAMSUNG	6,98	↑ 7,15	-0,709	0,48
Success in Tablet PC Designs-SAMSUNG	6,80	↑ 6,96	-0,48	0,632
MEAN	6,82	↑ 7,01	0,3354	0,7381

Samsung users find Samsung logo more successful, and as for the colors, they think Samsung logo is more successful too. In this respect, it can be concluded that Samsung has more representative and successful corporate colors according to Samsung users.

When considering the Samsung users' views, both brands have more successful designs in smartphones than in tablet computers. Nevertheless, Samsung has scored better in both devices' designs than Apple according to Samsung users.

5.2. EXPERTS' BRAND PERCEPTION

5.2.1. The Message Sent By Apple

Özge – In my opinion, the message is given very clearly through the slogan “Think different”. That is, they emphasize the fact that one should think different in order to be different. Apple describes itself saying “There are Iphone and Ipad among my products and all the rest come behind following them. I am the pioneer in this field and I am distinct from my competitors.”

Saffet – There is such a message and the content of this message is: “The users preferring us are those who attach importance to quality and have a prestigious character just like we do. As we are not a low class brand, we appeal to the consumer group with a high social status and we create solutions for them. We show our difference through products”

Sera – “I am of the best quality and you should prefer me if you wish to have this luxury and high technology. If you choose me, you will be as cool as the person you see in the ads and you can have the opportunity to have a great experience.” is the message given.

Serkan – Apple brand can be said to send a message to the consumers. The content is: “We are one of the brands heading to be the best and having the most creative designs. We think that we implement this perception by standing out amongst other brands through our think different strategy.”

Türker – Sure they have a message sent. If you are using Apple, you get the feeling that you are in an upper segment in terms of everything and you are exclusive. They create the perception that “Not everybody can use our products, or we are not for everybody, we are for just you”. Apple differentiates itself through its designs or fonts from its rivals and this can be seen in the quality and the prices.

Keywords: Be different, think different, be pioneer, creative design, quality, prestige, experience, iphone, ipad, upper segment, exclusive.

5.2.2. The Message Sent By Samsung

Bahar – The message sent by Samsung can be interpreted as: “If you want to experience the nostalgia and the spirit of the old times with the new technology, do not give up preferring a rooted brand like us. We are a brand who have accomplished to be popular both in the past and today.”

Başak – Samsung brand send the message “We design the ideal products for you. Our criteria for being ideal apply to everyone.” Samsung is a brand which offers quality products with reasonable prices to all users.

Mert – Samsung gives its biggest message by launching high quality products. People using these products get this message as aimed. Samsung makes almost everybody feel that it is one of the leaders in the sector and that it never gives up quality.

Tahsin – Samsung gives the message “We are here, and we can produce whichever product in any condition for you. We expertised in music and sound systems in the past and over time we have found the opportunity to develop our product range producing different devices such as smartphones, tablet computers and televisions.”

Tuba – “When we shout out, everybody hears our voice, because to reach everyone is one of our main goals. Accordingly, our products in global scale reach to all segments.” Is the message given.

Keywords: New technology, nostalgia effect, spirit of old times, rooted, popular, ideal, reasonable, quality, leader, humble, smartphone, tablet computer, television.

5.2.3. The Interpretation of the Messages Sent

Regarding Apple, creative thinking is revealed via the slogan “think different”. Apple applies the necessities of its message by being the pioneer in the sector with its distinct structure. Setting superordinate goals as being the best, Apple leads the experts to have this impression. It positions itself for upper segment users and is preferred by a group of eminent people in global marketplace. That is why it has a limited number of users and a low share market. However, due to its high prices and quality products, its profitability ratio is very high. After all, Apple has the notion of “selling a little, aiming an exclusive target” rather than having a high sales rate.

On the other hand, Samsung has the notion of appealing to every segment in the market. That it highlights its reasonable prices with ideal product features reveals the fact that it positions itself for different target audience. The main reason for this company to design products for both middle and upper segments is to increase the demand for its products by increasing the sales rate. Although the profitability ratios of Samsung are lower than those of Apple, its market share is much bigger. Samsung products are used by all segments as it has a wide range of inventory and range of products.

5.2.4. Character Description of Apple

Özge – Apple would most probably be someone like Einstein. As a brand it is smart, successful and knowledgeable like him. Its creative ideas signify its intelligence, its leadership in the sector denotes its knowledge, and its being first in the sector indicates its knowledge. Apple, just like Einstein, has some unique inventions.

Saffet – If Apple were a person, it would be someone like Mark Zuckerberg, creative and enterprising. The business man Mark Zuckerberg's strategy for Facebook has made a breakthrough in communication. Apple's strategies also made the same thing. Apple has a creative, free spirited impression whose notion of service is highly developed.

Sera – It would like its founder Steve Jobs, who speaks his intelligence and takes distinctive actions. The brand carries its founder's characteristics remarkably and makes it felt very well by the consumers.

Serkan – Apple would be an ambitious and praiseworthy man who is mature as it is a rooted and long-established brand, handsome as its designs are very stylish, and rich as it appeals to upper segment consumers. But its ego and arrogance would also shine out as it gets above itself.

Türker – If it were shaped in flesh and bones, Apple would most probably a designer. It could be architecture, graphic design or fine arts, but it would definitely be related to design. Because Apple matches more with a type of person who uses his imagination. It would be someone walking around with his laptop and riding his segway or bicycle rather than travelling by a limousine in his suit.

Keywords: Einstein, Mark Zuckerberk, Steve Jobs, smart, successful, knowledgeable, creative, enterprising, rooted, mature, stylish, upper segment, praiseworthy, ambitious, egoist, arrogant, designer, free spirited.

5.2.5. Character Description of Samsung

Bahar – Samsung would be an artist living in the 80s. It would be imprinted in minds with its lively, chirpy and colorful personality. It would use its talents successfully and appeal to everybody.

Başak – It would an elite, quality and humble person like Cem Boyner, probably. Also, it would have an idiosyncratic style. Samsung is a clever, hardworking, brave and colorful brand.

Mert – Samsung would most probably be gutsy and quick like Ronaldo, charming like Adriana Lima, seductive like Angelina Jolie, and powerful like Fenerbahçe. It seems the meeting point of all these characteristics.

Tahsin – It would be like Ronaldo. Cristiano Ronaldo, when he was only 18, was discovered by the football coach Sir Alex Ferguson during a practice match with Manchester United and was transferred to Manchester United the same year. He was a quick winger in his first years and continued his success through his speed and control over the ball in the following years. He headed to be the best of the world over time.

Tuba – Samsung would probably be a music star if it were a person. It is chirpy, lively and exciteful. It resembles someone who jumps up and down and can't help singing all the time. Samsung loves the job it is doing and it is the greatest source of inspiration for it. It owes its life energy to its success.

Keywords: Charming, seductive, lively, chirpy, colorful, cheerful, elite, quality, humble, clever, hardworking, creative, brave, artist, quick and controlling.

5.2.6. Interpretation of Character Descriptions

Apple brand is as smart as Einstein, and as enterprising as Mark Zuckerberg. Moreover, using its imagination deeply, Apple matches with a designer, sporty person type. Its leadership and being rooted coalesces into smartness and creativity. Its idiosyncratic ideas and inventions are the basic factors that distinguish it from its competitors. These positive characteristics confirm the success of Apple in the sector. Nevertheless, its resemblance to an egoist and arrogant person puts the brand into a category of elite consumers. While this is a disadvantage for middle class users, it is an advantage for the upper class ones.

Samsung brand has personality as quick as Ronaldo, as beautiful as Adriana Lima and as seductive as Angelina Jolie. Along with being an eye-pleasing brand, it can be said to be very charming. The fact that it is defined as lively and exciteful as a music star heads it to success. In brief, Samsung is described as a colorful and cheerful brand that loves its job. Apart from all these traits, Samsung, in fact, is loved by its humbleness. The most distinct characteristic that distinguishes it from Apple is its modestness. Furthermore, since it never gives up quality, it builds a brand reliability in consumers.

5.2.7. Product Design of Apple

Özge – Its products have stylish designs. As they are lightweight and simple, it appeals to the eye. But the protrusive structure of the camera in their new models has an unaesthetic look. Except for it, its product designs are satisfactory in all aspects.

Saffet – Apple products designs are more successful than Samsung product designs. Since they are curvy, they have a more quality and elegant style. They carry the brand image in a more effective way.

Sera – Apple, positioning itself according to its target market, accomplishes to continue both the success in its designs and the quality perception of the brand. Beyond being a sustainable brand, it is such an expert even to determine the world standards.

Serkan – Apple is a successful brand with regard to its product designs. As well as being functional, it favors a style that is simple. Having chiseled designs is factor that displays its product structure. I am of the opinion that it adapts these unique features to all its products in a successful way.

Türker – I can say that I find Apple products good in terms of visual quality. I have always liked both simple and smart, unexaggerated designs. Apple does this successfully in its designs. Therefore, it keeps its leadership in industrial design.

Keywords: Smart, stylish, lightweight, simple, successful, curvy style, quality, elegant, sustainable, determining standards, unique style, functional, leader.

5.2.8. Product Design of Samsung

Bahar – Samsung product designs are very beautiful and ergonomic. They achieve a big success by products which appeals to the eye and that are handy. Samsung conveys the powerful design perception in technology with its unique product designs.

Başak – I can say that I find Samsung product designs very good in terms of visual quality. They have a wide range of products that appeal to every kind of taste. In addition, their color and style choices are a lot wider compared to their competitors.

Mert – I find its product designs wonderful. My favorites are Note and S series. In Note series Note 3, in S series S4 have become legendary. They implemented this through their features, applications and smart designs.

Tahsin – Samsung products designs are mostly successful but if it diversifies the color options, its products could be more appealing. For example a tablet computer or smartphone in dark green may be found convenient by many male users. Pink or yellow colored designs could be found convenient by female users.

Tuba – Samsung products achieves to attract the consumer in terms of visuality. Beyond being attractive and charming, they represent the spirit of technology successively. The only concern I have is that its products have very chiseled styles. In fact, having curvy designs would make the designs more elegant.

Keywords: Beautiful, smart, ergonomic, appealing to the eye, wide product range, unique, charming, convenient, successful, colorful, stylish, Note and S series.

5.2.9. Interpretation of Product Designs

Apple products are quality and elegant as well as being smart. They are liked by the users regarding their curvy style designs. The lightness and functionality in the products are two other features fancied. Even though its camera construction in the new models is not enjoyed aesthetically, it has successful designs in general and it is preferred due to its simple designs. It could be said to have achieved success in both smartphones and tablet computers. Furthermore, one can easily recognize an Apple product just by looking at the design structure even if they do not see the logo. Thus, the brand can be stated to have a distinct style in its designs.

As for Samsung products, the practical product design and the ergonomics are the outstanding characteristics. Different from Apple designs, some of Samsung designs have chiseled styles. Although not found charming by everyone, Samsung has created an idiosyncratic style thanks to this feature. In addition to its products satisfactory styles, its wide product range provides a big advantage for the brand. Promising different choice options in styles, the brand succeeds in being attractive. Moreover, launching new versions for each model, Samsung keeps up with the time. This can be observed in many models such as Galaxy, Note and J series. Samsung has accomplished to create a powerful brand perception in mobile technology through both its smartphone and tablet computer designs.

5.2.10. Design of Apple Logo

Özge – No modification or adjustment is needed in Apple logo as it is an electronic device brand that gives importance to simplicity and plainness. The identity of the logo matches with the identity of the brand.

Saffet – The genesis myth that the apple image in the logo refers to can be observed in the creative vision of the brand. After all, Apple is a brand that has created unique products such as Macbook, Macintosh, Ipad, or Iphone and has blazed a trail. It has a simple looking logo which is not eye-straining. The colors of the logo is in harmony with its product patterns.

Sera – The logo of Apple depicts its sincerity and ergonomic structure. I also think that they hold the motto of simplicity. In my opinion, Apple has reached this stage by this motto of simplicity.

Serkan – In visual terms, it has a nice looking logo on its products. The aesthetical appearance of the logo form a completeness when combined with the product aesthetics. However, I would expect more harmony with the product construct regarding the image in logo, like the metal plate in Arçelik logo.

Türker – I find Apple logo good in visual terms. The image used in its first logo is the same as the one used today. The main element in the logo has never changed. There have been just little modifications. Regarding the color, common tones have been preferred. In terms of image and colors, Apple adapts its logo to its products successfully. It locates the logo on the products in an elegant and smart way.

Keywords: Simplicity, plainness, genesis myth, Macbook, Macintosh, Ipad, Iphone, not eye-straining, simple look, harmonic, sincere, ergonomic, aesthetical, elegant, smart.

5.2.11. Design of Samsung Logo

Bahar – I do not like Samsung's logo. I think it does not match with its image. They could choose a logo that is more suitable for today, more lively and exciting. Samsung logo should be used in a more modernized way eliminating the inharmoniousness of the font and the elliptical shape.

Başak – I find Samsung's logo average. It could have more attracting colors. Besides, if it had a more distinctive style, this could make it look more charismatic.

Mert – I like Samsung's logo a lot. It gives one confidence with both its font and type size. However, I do not think the elliptical shape is necessary. After all, Samsung logo is not used with the shape on the products, just the font is used.

Tahsin – It is a bit dim in visual terms, but it looks paramount. But I still believe that it needs some modifications as it open to changes. It could have been as significative and permanent as Apple logo, which does not require any modifications.

Tuba – I reckon that Samsung's logo is outdated. They have not changed it for a long time. It looks like a rough copy and I do not see any liveliness. As it is very dull, the hard edges look very obvious.

Keywords: Font, type size, giving confidence, a bit dim, paramount.

5.2.12. Interpretation of Logo Designs

Apple highlights the simplicity and the plainness in its logo. The brand has a visually balanced and nice looking logo. There is a harmony between the aesthetics of the logo and that of the products. As it is successful in terms of form and colors, it matches with its product designs. Apple logo, which makes the users feel the sincerity and ergonomics, has not been changed in terms of the form much so far. Nevertheless, there have been some modifications regarding the colors. The tones of the colors used combines the simplicity and the plainness. The effect behind the Apple logo considerably stems from the genesis metaphor. In this respect, the function that the narrations contribute to the bitten apple symbol leads the visual perceptions.

Samsung logo, on the other hand, is thought to be unsuccessful and the rough copy look it has makes the brand experts feel that the logo design has not been completed yet. Samsung has an outdated logo which requires adjustments in order to catch up with the time. It needs to be revised to gain a more modern style. Samsung logo is not liked much in these respects and criticized. With regard to the shape used, it resembles an elliptical galaxy and completes the polar star theme in the brand. However, that the logo of Samsung is only used in typeface, excluding the elliptical form from the logo draws the attention of the brand experts. The narratives used in Samsung logo are not as enchanting and catchy as those used in Apple logo. If Samsung can create powerful metaphors through a different kind of narrative, its logo could be more effective and catchy.

5.3. Comparative Expert Analysis

5.3.1. Experts' Apple Attitude and Loyalty Perception

Experts' attitude towards Apple brand: Experts' brand attitude mean criteria are as below. The general average of the criteria shows that experts have a positive attitude towards Apple.

The elements they definitely agree with: A brand whose products are worth the price, a brand with quality products, a solution oriented brand, an innovative brand, a sector leader brand, a brand that attaches importance to customer satisfaction, a brand whose second hand products are of good value.

The elements they agree with: A brand whose services are worth the price, a brand with a technical service of good quality, a brand developing new products, a brand respectful of environment, a brand with long warranty period products, a brand whose products are easily accessible, a brand with a wide product range.

The elements they do not agree with: A brand with reasonable product pricing.

Experts' loyalty perception towards Apple brand: In this part, the criteria concerning the experts' brand loyalty mean were examined. The general mean indicates that experts have a positive attitude towards Apple.

The elements they agree with: A brand I can recommend, a brand I can prefer when buying a new product.

5.3.2. Experts' Samsung Attitude and Loyalty Perception

Experts' attitude towards Samsung brand: Experts' brand attitude mean criteria are as below. The general average of the criteria shows that experts have a positive attitude towards Samsung.

The elements they definitely agree with: A brand whose products are worth the price, a brand whose services are worth the price, a brand developing new products, a solution oriented brand, an innovative brand, a sector leader brand, a brand that attaches importance to customer satisfaction, a brand whose products are easily accessible, a brand with reasonable product pricing, a brand with a wide product range.

The elements they agree with: A brand with a technical service of good quality, a brand respectful of environment, a brand whose second hand products are of good value, a brand with long warranty period products.

Experts' loyalty perception towards Samsung brand: In this part, the criteria concerning the experts' brand loyalty mean were examined. The general mean indicates that experts have a positive attitude towards Samsung.

The elements they definitely agree with: A brand I can recommend, a brand I can prefer when buying a new product.

5.3.3. Experts' Apple Personality Perception

Experts' personality perception of Apple brand: In this part, experts' brand personality perception means were examined. The general mean indicates that experts have a positive personality perception of Apple.

The elements they definitely agree: An honest brand, a brave brand, a creative brand, an up-to-date brand, a reliable brand, a successful brand, a smart brand, a high class brand, a charming brand, a compelling brand.

The elements they agree with: A dignified brand, a cheerful brand.

The elements they feel neutral: A convenient brand.

The elements they do not agree: A humble brand.

5.3.4. Experts' Samsung Personality Perception

Experts' personality perception of Samsung brand: In this part, experts' brand personality perception means were examined. The general mean indicates that experts have a positive personality perception of Samsung.

The elements they definitely agree: An honest brand, a dignified brand, a brave brand, a lively brand, a creative brand, an up-to-date brand, a reliable brand, a successful brand, a smart brand, a charming brand, a convenient brand.

The elements they agree with: A cheerful brand, a high class brand.

The elements they feel neutral: A humble brand, a compelling brand.

5.3.5. The Messages Sent

Both brands produce quality goods and maintain their leadership in global markets. However, as it appeals to every segment, Samsung is a more popular brand. Apple, on the other hand, is a more exclusive brand as it appeals to high class users.

Apple: Be different, think different, be pioneer, creative design, quality, prestige, experience, iphone, ipad, upper segment, exclusive.

Samsung: New technology, nostalgia effect, spirit of old times, rooted, popular, ideal, reasonable, quality, leader, humble, smartphone, tablet computer, television.

5.3.6. Character Description

Apple resembles an arrogant and egoist person as it positions itself appealing to high class consumers. As it break grounds, it has a strong enterprising feature. Samsung has a more humble style as it appeals to different social classes.

Apple: Smart, successful, knowledgeable, creative, enterprising, rooted, mature, stylish, high class, praiseworthy, ambitious, egoist, arrogant, designer, free spirited.

Samsung: Attractive, seductive, lively, chirpy, colorful, cheerful, quality, humble, clever, hardworking, creative, brave, quick, controlling.

5.3.7. Product Design

Apple products, like Samsung products, have a stylish appearance and they are all handy. Since Apple products have curvy styles, they look more elegant, however, Samsung products look eye catching as well despite having hard-edge styles.

Apple: Smart, lightweight, simple, successful, curvy style, quality, elegant, sustainable, determining the standards, unique style, functional, leader.

Samsung: Beautiful, smart, ergonomic, appealing to the eye, wide product range, unique, charming, convenient, successful, colorful, stylish, Note and S series.

5.3.8. Logo Design

The simplicity and plainness in Apple products can be observed in its logo too. In this respect, it has an aesthetical logo that is not eye straining. As for Samsung logo, dim colors offend the eye bit, but it gives confidence. The common opinion the experts have is that Samsung needs some modifications in its logo. That is, a more modern style is necessary.

Apple: Simplicity, plainness, genesis myth, Macbook, Macintosh, Ipad, Iphone, not eye-straining, simple look, harmonic, sincere, ergonomic, aesthetical, elegant, smart.

Samsung: Font, type size, giving confidence, a bit dim, paramount.

5.4. Comparison of Consumer and Expert Opinions

5.4.1. Apple Comparative Attitude and Loyalty

When the brand attitude elements are examined, it can be seen that both consumers and the experts have a positive attitude towards Apple. Apple users' attitude matches with the experts'. As Apple brand has been produced directly for the experts, the positive attitude of the experts has met the expectation of the study. Moreover, considering the factors like product experience, product use and product range, Apple has been observed to have an expected positive attitude.

While Samsung users prefer the brand primarily for themselves, the experts recommend it to others. Apple users have a positive loyalty perception as brand experts. Therefore, the loyalty perceptions of the consumers and that of the experts coincide. Furthermore, when the factors such as product experience, product use and product range are taken into consideration, Apple has been observed to have an expected positive perception.

As a result of the comparison, it has been thought that the increase in the loyalty perception progresses parallel with the brand attitude, because people prefer the brand and recommend it to others to the extent that they are contented with the product and the brand. From both the experts' and the consumers' perspective, Apple is successful in attitude and loyalty perception terms. The recognition of Apple brand has affected both consumers' and experts' attitude and loyalty perceptions positively.

5.4.2. Samsung Comparative Attitude and Loyalty

When the brand attitude elements are examined, it is observed that both consumers and the experts have a positive attitude towards Samsung. Samsung users' attitude matches with the experts'. The fact that Samsung brand has a positive impression like Apple according to experts demonstrates that it is a strong competitor. Moreover, considering the factors like product experience, product use and product range, Samsung has been observed to have an expected positive attitude.

When Samsung loyalty elements are examined, it has been concluded that consumers' loyalty is positive like the experts'. Therefore, the loyalty perceptions of the consumers and those of the experts coincide. Furthermore, when the factors such as product experience, product use and product range are taken into consideration, Samsung has been observed to have an expected positive perception.

As can be seen in the comparison, Samsung takes firm steps forward to become a challenging brand regarding the attitude and loyalty it has built. To provide the loyalty, rather than the attitude, is not easy in digital market. In this dynamic market, where the needs differ and the preference scale is wide, the prevalence of the brands like Apple and Samsung is

mostly based on the brand loyalty they have developed. By this means, consumers prefer Apple or Samsung again in the repurchase phase.

5.4.3. Apple Comparative Brand Personality

When the elements are examined, it has been observed that both consumers and the experts have a positive perception about Apple brand. Therefore, the personality perceptions of the consumers and those of the experts coincide. Furthermore, when the factors such as product experience, product use and product range are taken into consideration, Apple has been observed to have an expected positive personality perception.

In the comparison concerning the brand personality, it has been concluded that the personality Apple possesses is in compliance with the personality it reflects to the consumers and experts. Although Apple builds an egoist and arrogant image, this does not create a negative situation in terms of users and experts. It makes the users feel exclusive.

5.4.4. Samsung Comparative Brand Personality

When the elements are examined, it has been observed that both consumers and the experts have a positive perception about Samsung brand. Therefore, the personality perceptions of the Samsung consumers and those of the experts coincide. Furthermore, when the factors such as product experience, product use and product range are taken into consideration, Samsung has been observed to have an expected positive personality perception.

In the comparison concerning the brand personality, it has been concluded that the personality Samsung possesses is in compliance with the personality it reflects to the consumers and experts. Samsung has a humble personality structure and it is well known for everyone. This positive characteristic of its makes it a preferred brand by many users.

5.4.5. Apple Comparative Visual Identity

In this part, Apple's visual identity has been evaluated in two dimensions that are logo design and product design. The opinions about Apple products and designs have been examined through the consumers' and experts' approaches.

According to Apple users, Apple logo is successful as it signifies the brand attitude and color perception in a good way. In this respect, the visual image that Apple logo has is in harmony with the its brand image. In brand experts' opinion, beyond having a nice and meaningful traits, Apple logo has been designed with regard to simplicity and plainness in its products. Referring to the genesis myth and creating a consumption perception make the logo a suggestive symbol.

From the point of view of Apple users, Apple brand is successful in product designs regarding both smartphone and tablet computer designs. From the experts' view, the concepts such as smartness, quality and elegancy are obvious in Apple products. Besides, the simplicity and the curvy styles of the products are some of the most appreciated features.

In terms of product design and logo design, Apple creates a positive impression. In both logo and products, the user opinions and expert opinions coincide. As a conclusion, it can be said that Apple possesses a visual identity fitting the products it designs.

5.4.6. Samsung Comparative Visual Identity

In this part, Samsung's visual identity has been analyzed in two stages that are logo design and product design. The opinions about Samsung products and designs have been examined through the consumers' and experts' approaches.

According to Samsung users, Samsung logo does not reflect the brand perception and color perception in a proper way. In this respect, a better narration and a suitable logo design is expected. The visual image in the logo is not in harmony with the brand image. In experts' opinion, despite being simple, it looks like a rough copy that is uncompleted. Referring to the pole star and the galaxy, the logo makes the brand disidentified. Without the shape in the logo, it is symbolized with the font only and it does not associate neither the polar star nor the galaxy.

From the point of view of Samsung users, Samsung brand is successful in product designs regarding both smartphone and tablet computer designs. From the experts' view, the concepts such as functionality and quality are obvious in the products. Despite the simplicity, and the hard-edged styles of the products are not liked much by some users.

The positive perception about the product designs of Samsung turns into negative when it comes to logo design. Users' and experts' ideas about the logo does not coincide. Therefore it can be concluded that Samsung logo does not have a matching visual identity in compliance with its products.

PART 6: CONCLUSION AND EVALUATION

Research studies conducted on consumption provide remarkable data about the symbolic aspect of consumption. Besides this, all associations towards the perceptions of experts and consumers that develop in parallel with consumption lead the development of brand attitude, brand loyalty and visual identity. In this respect, brand associations reveal the symbolic aspect of brands. The concept of symbolic consumption plays a key role in the formation and development of today's brand perception. The symbols spreading today serve as the focus of marketing and cause the brands to reshape their brand strategies. Firms convey their products to their customers by implementing their marketing operations in digital channels. In fact, it is known by everyone today that the digital leaps taken by some specific firms have life more practical. Digitalization process is being shaped by the new consumption culture created by these firms.

Branding activities contribute to the organization in terms of generating an environment of trust and reputation as well as contributing to the product image and brand image. Consumers of today are not contented with only goods and services provided by companies, they expect them to create new values. Consumers support the organizations that value them and recommend them to others. They may even ignore the negative associations about the organization as a result of this. Corporate refutation, making brand associations create a positive impression, is the primary condition to maintain sustainability. After all, the essence of brand value is based on the refutation the organization has, not on the material value of the products and the sources. Therefore, all organizations desire to be permanent in the market by means of creating a potential.

Global firms call attention to the requisite to get to know the domestic markets when creating and developing the brand image. Brand personality and visual identity concepts construct brand associations in brand image that is a symbolic communication means. It has been detected that smartphone and tablet computer experiences have created a positive perception in terms of both Apple and Samsung users in this construction period. It has been determined that experienced users favor the brands they use in the context of attitude, loyalty and brand personality. As the study reveals, the fact that the brands have been successful by both consumers and experts indicates the coherency between the brand associations developed and the goals. When generally considered, it has been concluded that Apple and Samsung brands are at the level where they can compete with each other in terms of attitude, loyalty and personality.

As in brand attitude and brand loyalty, Apple users find Apple more successful whereas Samsung users find Samsung more successful regarding brand personality and visual identity perception. The way product use and product experience lead brand image has also been analyzed. With regard to product use, each brand was examined in two categories that are users and nonusers. And as for the product experience, the periods were classified as less than 1 year and more than 1 year. Product usage has led to a positive change in users' brand attitude, brand loyalty and brand personality perceptions. In this context, the ones using the brand have a more positive image perception than the ones who are not using the brand. Moreover, growing product experience has a positive influence on the brand image perception. In addition to the factors mentioned, product differences have also affected the brand image. That is, tablet computer users' perceptions differ from smartphone users' to a certain extent.

According to experts, while Samsung creates a perception as if it was a joe public, Apple creates a more elitist perception. In terms of product designs, Apple is liked more owing to its curvy style design. Products and logos having curvy designs form a more elegant and aesthetical perception in brand experts' minds. That an aesthetical perception has arisen related to products and designs confirms the fact of symbolic consumption. This perception leads to purchase behaviors as well as forming a consumption culture.

In the comparison of consumer perception and expert perception, both sides have been observed to have positive perceptions of brands. It is true for attitude, loyalty and brand personality perceptions. When evaluating Apple and Samsung brands positively, experts also focused on the aspects that need improving. Thanks to this perspective, an ideal route map has been presented about brand strategies. That Apple users' and Samsung users' brand perceptions are different from other well-known brands' make these two brands more charming.

When examining Apple and Samsung brands, the effects of their attitude, loyalty perception, personality perception and visual identity perception in the globalization and branding process have been clarified. Since Apple's brand attitude, brand loyalty, brand personality and visual identity perceptions coincide with the consumers' and experts' opinions, Apple brand has been found more successful than Samsung brand in global arena. Samsung needs a more powerful symbol as it has not been so successful in terms of visual identity perception. In brief, the image Samsung brand has in global marketplaces in visual terms has not done as well as Apple.

The attempts of brands and products to cross beyond the borders along with globalization are proportional to the success of local strategies that are aimed to be implemented. Most global brands determine strategies according to the cultural values of their home countries while operating in other marketplaces apart from their own. Global brands need to know that each country has its own cultural signs and furthermore, they have to analyze accurately the symbols and values of the countries in which they are doing business. The symbols used by global brands exhibit the visual perception dimension of cultural interaction and universal values. As the concept of visual perception deepens the content of the message, advertising messages and marketing strategies cannot be considered independent from symbols. Creating a memorable visual identity by means of narrations and using myths is for the benefit of brands.

It should not be forgotten that organizations willing to maintain their existence in rapidly changing market conditions have to accommodate themselves to the global era. The development of brand infrastructure that is a significant aspect of globalization can be possible through R&D activities. In order for organizations to generate their own brands and reach to a stage where they can compete with their global peers, they need to know the domestic markets. After all, multinational companies that have attained a place in the globalizing world economy have analyzed the consumption culture properly and positioned themselves accordingly. The pioneering ones among the aforementioned multinational companies have created a consumption culture in a global scale. Apple and Samsung brands, who have positioned themselves in Turkish market successfully, have created a new consumption culture. The market share of Samsung products is very likely to increase. So as to attain this, Samsung brand is expected to have a more powerful image in symbolic terms.

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