# CEP TELEFONU ŞİRKETLERİNİN KULLANDIKLARI MANİPÜLATİF SATIŞ TEKNİKLERİNİN Z KUŞAĞINDAKİ TÜKETİCİLERİN DAVANIŞSAL NİYETLERİ VE TÜKETİM ALIŞKANLIKLARI ÜZERİNDEKİ ETKİSİ[1]

## THE EFFECT OF MANIPULATIVE SALES TECHNIQUES USED BY MOBILE PHONE COMPANIES ON THE BEHAVIORAL INTENTIONS AND CONSUMPTION HABITS OF CONSUMERS IN GENERATION Z

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**Özet**
Bir kaynak olarak verinin oldukça önemli olduğu modern pazarlama dünyasında işletmeler, tüketicilerin satın alma davranışı ile ilgili çeşitli veriler elde etmek, onların tüketim alışkanlıklarıyla ilgili detaylı bilgilere ulaşabilmek için teknolojinin de yardımı ile birçok farklı yöntem kullanmaktadır. İşletmeler, yaptıkları analizlerden ettikleri bilgiler sayesinde tüketicinin zayıf noktalarını tespit ederek bunu manipüle edebilmekte ve tüketicinin ihtiyaç duyduğundan fazla ve sık satın almasını sağlayabilmektedir. Tam da bu noktada işletmelerin çeşitli boyutlarda ve türlerde kullandıkları manipülatif teknikler karşımıza çıkmaktadır. Manipülasyon eylemini işletmeler de artık tüketicilerin dikkatini çekmek ya da satın alma davranışını, tüketim alışkanlığını farklı uyarıcılarla değiştirmeye çalışarak kendi ürünlerini satın almaya teşvik etmek için kullanmaktadırlar. Yapılan çalışmada, cep telefonu şirketlerinin kullandıkları manipülatif satış tekniklerinin z kuşağındaki tüketicilerin davranışsal niyetleri ve tüketim alışkanlıkları üzerindeki etkisinin boyutlarının tespiti hedeflenmiştir. Bunun için, kavramsal bir model geliştirilmiş ve araştırma için oluşturulan hipotezler, yapılan analizler üzerinden test edilmiştir.

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Araştırmanın örneklemi, Türkiye'de üniversite okuyan bireyler üzerine yoğunlaşmış, verilerin toplanmasında ise Google Formlar ile çevrimiçi anket yöntemi kullanılmıştır. Araştırmanın amacı doğrultusunda, elde edilen veriler üzerinde açımlayıcı ve doğrulayıcı faktör analizi ve yapısal eşitlik modeli analizleri gerçekleştirilmiştir.

**Anahtar Kelimeler:** Manipülatif Pazarlama, Z Kuşağı, Tüketim Alışkanlığı, Davranışsal Niyet

**Abstract**

In the modern marketing world, where data as a source is very important, businesses use many different methods with the help of technology to obtain various data about consumers' purchasing behavior and to reach detailed information about their consumption habits. Businesses are able to identify the weak points of the consumer, manipulate them, and enable the consumer to buy more and more often than they need, thanks to the information they have obtained from the analyzes they have made. At this point, we come across manipulative techniques that businesses use in various sizes and types. Businesses use the act of manipulation, to attract the attention of consumers or to encourage them to buy their products by trying to change their purchasing behavior and consumption habits with different stimuli. In the study, it was aimed to determine the extent of the effects of the manipulative sales techniques used by mobile phone companies on the behavioral intentions and consumption habits of the consumers in the generation z. For this, a conceptual model has been developed and the hypotheses created for the research have been tested through the analysis. The sample of the research focused on individuals who studying at university in Turkey, and the online survey method with Google Forms was used to collect the data. In line with the purpose of the research, exploratory and confirmatory factor analysis and structural equation model analyzes were performed on the data obtained.

**Keywords:** Manipulative Marketing, Generation Z, Consumption Habit, Behavioral Intention

**INTRODUCTION**

In the age we live in, technological tools have become an indispensable part of our lives. One of the most important of these is perhaps the cell phones that we use the most. Now, as in every sector, the mobile phone industry is a very large and competitive market. Companies are now using many methods to reach as many consumers as possible, regardless of gender, age, country, and thus increase their profitability by gaining competitive advantage, with the help of technology, leaving behind outdated methods. Manipulative marketing, which is one of these methods, has become a tool that businesses often use, despite ethical discussions. Manipulative marketing can be applied in many different dimensions, types and methods. The aim of the businesses is to attract the consumers and direct them to buy their products by changing their purchasing behavior, consumption habits and behavioral intentions, especially with these techniques, which are used without the awareness of the consumer (Campbell, 1995: 225). This method can vary positively or negatively according to the mastery of the person who manipulates and the reactions of the person who is manipulated. The manipulative techniques that companies apply, especially in the print and visual media or through advertisements in social media, have become a regular situation that consumers are regularly exposed to in their daily lives.

For the generation z, who are born with technology and are generally very prone to internet technologies, (Deneçli & Deneçli, 2012) it is quite ordinary that the change is very fast and the product life is quite short. This situation of the generation z, which has started to become more active in the consumption sector as of age, naturally attracts the attention of companies. Generation Z are conscious consumers in terms of consumption. Before taking any purchasing action, they want to try the product or service they plan to buy by doing research and can use the internet in the most efficient way to find the most suitable price offers for themselves (Sladek & Grabinger, 2013: 4).

However, despite this, the rapid change in technology and the fact that products become obsolete in a short time or the perception of companies as if they are and this situation is quite ordinary for the generation z can make the generation z consumers more comfortable targets for the application of manipulative techniques.

In our age, the concept of consumption for people now means many different meanings rather than just meeting their physiological needs. Consumers provide psychological satisfaction by trying to give a message about their personality traits, mindsets and lifestyles, perspectives on life and standards through the products they prefer and buy (Hallumoğlu, 2018: 3). Consumption, which is also defined as the values that individuals sacrifice to buy and obtain even if they do not need them; It has become a social and cultural concept that integrates with concepts such as dignity, status, difference, class and privilege. People feel compelled to spend beyond their needs, forcing or even exceeding their material and moral purchasing capacity, in order to be accepted by the society and environment in which they live, and to feel themselves as an important and valuable individual in the society they live in (Bozbek, 2014: 4).

Behavioral intentions, which emerge as a result of the satisfaction process, (Anderson et al., 1994) of customers purchasing products or services from a business itself; It is defined as the ability to say positive things about the brand, to recommend the brand to other customers, to stay loyal to the brand by making repeat purchases, as well as to spend more and higher by buying other products offered by the company (Zeithaml, et al., 1996: 36). Companies that try to gain as many, diverse and worldwide new customers as possible through different marketing activities should also try to increase the loyalty of their customers to the brand and make their purchases permanent. The cost of acquiring new customers is much higher than the cost of retaining an existing customer, which has led companies to increase their efforts to keep customer satisfaction at the highest level (Spreng et al., 1995). Almost all of the studies carried out in this way have focused on re-consumption and recommendation behaviors in relation to the behavioral intentions of consumers (Cronin et al., 2000).

Within the framework of this research, the aim is to determine how effective the manipulative intentional techniques applied by mobile phone brands are on the mobile phone consumption habits and behavioral intentions of the generation z. In this direction, it has been tried to determine to what extent and in which direction the effects determined on the purchasing behavior of the generation z have been determined.

## 1. Young Generation and Cell Phone Usage, Consumption Habits and Behavioral Intention Concepts

In many studies on mobile phone use, has been determined that mobile phone users are mostly young individuals (Duggan & Brenner, 2013). Today, communication via mobile phone has become face-to-face communication, communication for establishing close relationships. The form of mobile communication has become a fundamental element in the strengthening and expansion of personal social networks of young people who are intertwined with technology. This form of communication is called "mobile communication" for short. Young people can be quite picky when it comes to expanding and strengthening their personal social networks. In studies on these issues, it has been seen that young people prefer mobile phone communication with small social networks where they are in contact with their close friends (Thulin & Vilhemson, 2007: 243).

Consumer is defined as a person or household that buys, consumes, rents goods and/or services purely for their personal or family needs rather than the production of other goods and/or services. One of the most important concepts to be mentioned with the consumer is consumption. Consumption; benefiting from economic goods and services in order to meet the needs of people (Kavalcı, 2015: 4). The concept of consumption is a process that continues from birth to death.

When considered as a process, consumption is defined as researching, finding, purchasing and using a product or service in order to meet the needs to be met. The concept of consumption is the reason for the existence of the market and the economic system (Öztokmak, 2018: 3).

Today, with the rapidly developing technology, the launch of many kinds of products has made the purchasing decisions of consumers even more complicated. Consumers try to decide not only the products they need, but also when, where, which product they will buy, and what the benefit of this product will be for them (Ezer, 2008: 10). As a result of these decisions, consumers also consider factors such as payment terms, guarantee conditions, delivery methods and credit features when choosing the product or service they prefer (Ekşi, 2017: 12). With the increasingly fierce competition environment, the idea of manufacturers to sell what I produce has disappeared, and the manufacturers have increased the product and service diversity according to the expectations of their target audiences, so the consumer has gained the power and consciousness to choose among thousands of alternatives. Today, consumers direct their purchasing decision by getting information about the experiences of a user who is hundreds of kilometers away, close to them or who have used the same product or service, in a very easy and comfortable way. As the consumer's capacity to access information and shopping, and the level of convenience increase, and the level of consciousness about himself, his environment and the future of the world increases, the factors that guide his lifestyle and purchasing decisions have changed greatly compared to hundreds of years ago, and this change continues rapidly. Therefore, in today's environment, where concepts such as sustainability, respect for nature and animals are gaining strength, production and transportation opportunities are developing, and communication technologies are reaching a great speed, on the other hand, while consumption is reaching the level of insanity, it is difficult to analyze in detail the factors that shape the purchasing behavior of consumers clearly visible (Baran, 2015: 81).

Intention is defined as the probability determined for the occurrence of a behavior (Başaran, 2014). The concept of intention is considered as motivational factors that affect behavior. Motivational factors are defined as an indicator of how much a person can not push his limits to exhibit a behavior or how much he plans to try for it (Ajzen, 1991: 181).

Behavioral intentions include the action plan of consumers regarding the product, starting from the stages of purchasing and using the product/service (Anderson, et al., 1994). From a social perspective, behavioral intention is defined as positive or negative attitudes that affect the behavior of current and potential customers, such as complaints and verbal communication (Varinli & Çakır, 2004). In simpler terms, it covers the attitudes of the customer about the feedback towards the organizations that mediate the delivery of the product or the product to the original user. In this respect, the positive behavioral intention of the consumer after experiencing the services is to transfer his experience to others by being satisfied, to recommend this service to others, and to have a desire to repurchase the same service by developing a sense of loyalty because he is satisfied with the service he has received (Zeithaml, et al., 1996: 36)

According to the Reasoned Behavior Theory, which was developed to measure the relationship between the concepts of attitude and behavior, it is stated that the primary determinant of any behavior is the intention to perform the said behavior (Fishbein & Ajzen, 1975: 372). It is thought that the phenomenon of intention developed by the person occurs as a function of two different factors. While one of these factors is of a personal nature, the other reflects the social impact on the person. The personal factor shows the positive or negative evaluations of the person about performing the behavior and is expressed as the attitude formed towards the behavior. The other factor that has an effect on the concept of intention is the social pressure that the person perceives about performing or not performing the mentioned behavior and is defined as the subjective norm (Ajzen & Madden, 1986: 454).

The purchasing decision process of the consumer continues after purchasing the product or service. After the purchase action takes place, the consumer makes some decisions about whether the product/service received meets their expectations and the level of satisfaction (Bozkurt, 2004: 128).

After the completion of the experience phase by using the purchased product or service for a while, some positive or negative results emerge. The content of our experiences during consumption is effective in the emergence of such two-pronged results (Şen Demir & Kozak, 2013: 192).

Behavioral intentions, which have two different dimensions as positive and negative, can affect the thoughts of other potential customers as well as the consumer who buys or uses the product / service (Bendall Lyon & Powers, 2004: 115-116). Repeating the experience or making a complaint with a negative feedback, giving positive or negative advice to other consumers, etc. Many behaviors are very important to customers and businesses as they will be perceived as success or failure (Şen Demir & Kozak, 2013: 192).

## 2. Generation Z

It is the generational segment of individuals born between 2000-2010. Also known as technology generation, internet generation, crystal children, new silent generation, millennial generation, M generation, generation I, Next Generation (Next Generation), Instant Online (Always Online) (Okumuş, 2016: 11-12) generation benefits from all the blessings of today's technology. Generation Z, who has always been intertwined with the facilities in communication and transportation opportunities that other generations could not even imagine, from the moment they were born, can communicate with each other at any time, even if they are far away, by communicating verbally and even visually with their mobile devices (Keleş, 2011: 132).

Individuals in the Z ear, called "deeply emotional," seek trust in their relationships and communications. Due to these emotional structures they have, long-term memories can be more effective thanks to storytelling and daydreaming. As in the Y generation, they can do more than one job at the same time. However, in such cases, it is highly probable that they may experience a lack of attention and concentration. It is estimated that the average life expectancy will be higher with the effect of improvements in sectors and conditions such as health and healthy nutrition, and therefore, the duration of being in the business life will be longer compared to other previous generations (Okumuş, 2016: 12).

Generation Z may be more utilitarian and scarce-oriented than other generations. However, individuals in this generation may be more careful and discriminating about where they spend their money. This may cause brand sensitivity, similar to that of Generation X, but brand loyalty may not be affected in the same way. Some individuals in Generation Z may have a lower-than-expected lifestyle, but for others this may be a motivator, thus contributing to further generational changes in financial status (Wood, 2013: 2).

Generation Z is characterized as a GSM-based generation thanks to the growing and developing technological possibilities (Taş, et al., 2017). Unlike the previous generation, the Y generation, there are difficulties in communicating with them because they are the most connected /online generation in the internet environment and they are constantly on the internet. Especially in cities and developed societies, when examined in terms of family and education, Generation Z has older families compared to other generations and they were educated by older teachers. This generation can access the information they want with a click, be educated at an earlier age, and grow and develop in a shorter time (Mücevher, 2010: 16).

The most basic concept that distinguishes Generation Z from previous generations is that technology has never been so personal and integrated with daily life, and that it is developing at a much higher rate than previous periods (Arar, 2016: 98). The general characteristics of the generation z can be listed as follows (Ayhün, 2013: 102; Micoleta, 2012: 1; Peterson, 2014: 1; Kemp, 2014: 1; Arar, 2016: 98; Babaoğlu, 2015: 26):

• They grasp technology quickly,
• They like to do the tasks assigned to them in a short time,
• Can quickly handle multitasking,
• They have difficulty being a team player,

• Due to the latest state of technological development; They are intelligent, self-focused people who can grasp and process information very quickly,

• Entrepreneurial people who want to change the world,

• They enjoy working independently,

• Individuals in this generation are more realistic and optimistic about life than their predecessors, and are more aware of the opportunities that will come their way in the future thanks to technology,

• They give importance to education and social status,

• They have high self-confidence,

• They prefer to communicate via social media,

• They have an introverted lifestyle, they cannot make friends very easily,

• They believe that everything is possible in life.

When purchasing a product or service, young consumers go through a more careful purchasing process by making more effort to catch trends and fashion compared to other generations due to their age (Morgan & Birtwistle, 2009). The effect of social media on purchasing is seen quite a lot on generation z (Piacentini & Mailer, 2004). Therefore, it is very important for businesses to develop strategies accordingly, knowing that social media and print/visual media have very important effects on the purchasing behavior of generation z. However, this may not include all individuals in generation z (Cheung, 2017: 16).

Today, people have more different alternatives than ever before in terms of product and service diversity. Since the generation z was born in a time period where technology is constantly advancing and developing, they are in a constant expectation of innovation (Düzgün, 2020). Every product and service has a new and better model coming out at certain intervals, each new model has different innovations and variability compared to the previous ones, products/services become obsolete in a short time, etc. Situations such as these are extremely normal for the generation z. The fact that concepts such as innovation and change are ordinary concepts for the generation z and that there are many alternatives that offer similar features in almost all product/service groups have made visuality and design stand out as important criteria for the generation z in terms of distinguishing products from others and being the reason for consumers' preference (Wood, 2013: 1).

Consumers in the generation z, who are generally financially conscious consumers (Gümüş, 2020), can take more risks when making purchases and try new trends more, especially in western societies. For this reason, businesses need to be very meticulous in determining the wishes and needs of the generation z, who are still somewhat dependent on their families. In a study, it was revealed that the purchases made for the household can affect the purchase behavior of the parents by 94% of the child. This shows that there is an independent relationship between parents and children that affects almost every purchasing behavior (Hulyk, 2015).

## 3. Manipulation in Marketing, Manipulative Marketing Techniques and Ethics Concept

Manipulation can be defined as a set of behaviors that encourage consumers to buy or sell a product/service with various stimuli, and keep the price of a product/service at an artificial level (Altınbaş, 2012: 24). Consumers, who are guided by the effect of manipulation, can change their behaviors and opinions in line with the wishes of the person or institution doing the manipulation. In addition, the concept of manipulation is a concept that is used to explain more mental activities such as influencing (Özer, 2011: 4).

The act of interfering with the content of the visual and print media news is also considered as manipulation. Interfering with the content of the news means manipulating the news. Manipulation is mostly seen in the holding press and in monopolized market (Bülbül, 2001: 75).

Manipulation is at the forefront of the threats that the modern consumer faces at any time. Manipulation, which means creating a behavior or opinion change in the target person or audience by using psychological techniques, is also examined by experts working in the field of social psychology, and they focus on power and manipulation phenomena in directing behaviors as desired. The purpose of manipulation is to make a person think that the desired behavior is given by his own free will, and the illusion of freedom created at this point is of great importance, and it also brings up the issues of ethics and perception management. Obedience behavior emerges in the manipulated individual without any coercion (Bilgin, 2016: 236). Therefore, the concept of manipulation is directly related to the concept of perception management, as it is one of the basic elements of information warfare (Çalış, 2018: 45).

In any manipulation process, there are four basic elements as deceiver, deceived, subject of deception and context, and in order to achieve a success from manipulation techniques applied together with perception management, besides the success of the manipulators, the situation of the manipulated is also a determining factor (Gültekin, 2017: 21). In line with these data, the most important point that the manipulators focusing on perception management cannot ignore is that the target audience analysis is done very well. Because the strong and weak points, characteristics and behavioral intentions of the targeted audience are extremely important for the party who will manipulate them. The discourses to be used in manipulation are developed according to the current situation of the target audience and are progressed through this path throughout the process (Çalış, 2018: 45).

Companies are constantly focusing on the needs of consumers (Durukal, 2019: 1624). Companies do not hesitate to abuse their thoughts and wishes or to create marketing methods by deceptively directing them to attract consumers. The most suitable area of marketing for such methods is communication. Marketing communication is a tool for promoting products by conveying specific messages to consumers, aimed at persuading consumers to purchase these products/services. Advertising is the communications mix that offers all the tools and courses of action necessary to achieve the company's marketing goals (Danciu, 2014: 20).

The techniques applied while performing the act of manipulation include a series of actions taken by the manipulator to influence the manipulated victim. Using these techniques, the manipulator establishes a one-to-one relationship with his victim and tries to get closer. Each manipulation, depending on the situation of the manipulator and the victim, is affected by the environment and situation in which it is performed, and shows its own unique characteristics, which leads to the emergence of different techniques. The types of manipulation are as follows (Cialdini, 2001; Mobius & Rosenblat 2003; Sadykova, 2014; Newcomb, 1963; Ünlü, 2010; Jenson, 1998; Duman & Alacahan, 2010; Freedman & Fraser 1966; Demirci, et al., 2006):

- Good Behavior Technique
- Visual Appeal
- Compliment and Praise
- Creating Associations
- Victim Resemblance
- The Role of Familiarity
- Contrasting Principle Technique
- Gratitude Technique
- The Habit of Perceiving Stereotypes
- Social Cohesion Technique
- Foot on Threshold Technique
- Social Proof Technique
- Authority Technique
- The Technique of Slamming the Door in Your Face

- Scarcity Technique
- The Desire for Consistency Technique
- Cognitive Dissonance Technique
- Oratory Techniques
- Hasty Decision Making Technique

There are many definitions for the concept of ethics in the literature. Considering these definitions, some of them are ethical; While it is defined as "moral standards and rules that an individual should apply", some others; It has been evaluated as "a set of values, principles and standards that explain and define how individuals should behave correctly" (Schlegelmilch, 1998). The concept of ethics is mostly tried to be defined based on two starting points. The first of these; the concept of ethics as a science or discipline; It is a discipline that examines concepts such as benefit, harm, good and bad in terms of individuals, societies and organizations, in other words, determines which individual and group behaviors are suitable for society and which are not suitable for society, thus explaining moral standards, values and principles. Secondly, ethics, which is considered as a branch of philosophy or moral philosophy, is a subject of systematic thinking, research and analysis and discussion about moral life (Seymen & Başarır, 2006: 2).

Ethics can be defined primarily as an effort to find the ideal for people and society. Ethics, from a more inclusive perspective, is to place all actions and goals in the right places, to know what is normal and right to do, or what is unorthodox to do, wrong, what can be desired or not desired, what can or cannot be had. Ethics is a systematic attempt by our minds to add meaning to our lives by deciding on the principles that should guide the behavior of the individual and on the values that are worth following throughout life. Since ethics is a phenomenon that the individual tries to analyze using his mind, it differs from the theological and religious approaches of the concept of morality. Ethics is more about moral principles and moral duty put into practice (TÜSİAD, 2005: 50).

Business ethics is a disciplined, normative reflection on the nature, meaning and context of business activity. It therefore deals with the fairness of the economic context in which the business operates, and in this context with detailed questions about the nature, function, nature and scope of business, as well as with more specific issues arising from the business' relationship with government, consumers, employees and society in general (Hoffman & Moore, 1982: 299).

Every business has dynamics that can affect the economy, the geography, society, other institutions and organizations, people and the whole world in general (Torlak, 2001: 9). From the simplest home-sized businesses to the most complex post-industrial technology-intensive businesses, it is not the right approach to limit the responsibilities of businesses to economic purposes only (Torlak, 2001: 12). Businesses with such a wide influence must achieve their own goals without harming others. At this point, the business should take measures to eliminate possible harm to the environment while carrying out its own goals and activities, and in order to gain the trust of its stakeholders, it should determine and manage ethical performance criteria in each of its activities (Nardalı, 2009: 3).

The need and ability of marketing to maintain relationships in order to extend customer satisfaction to the long term is defined as a very important element for businesses (Yi & Nataraajan, 2018). The marketing unit is one of the most important functions of the business, as it communicates with consumers one-on-one and deals with them. For this reason, marketing ethics is more important than ethical behavior from other business areas (Singhapakdi, et al., 1999: 269).

Today, with the importance of ethical marketing understanding, businesses have to focus on this issue more sensitively and analyze the moral value levels of their employees and what needs to be done in order to align these values with the goals of the business (Nardalı quoted from Nuttal, 1995, 2009: 25).

For this purpose, many scientists have tried to reveal the factors that cause ethical behavior sensitivity, and in this context, they have determined the factors that affect the emergence of ethical and unethical behaviors and put forward various models related to the ethical marketing approach
.

## 4. Research Model, Hypotheses and Method

The model of the research conducted with the aim of determining the relationship between manipulative intentional marketing techniques applied by businesses and behavioral intentions and consumption habits of generation z consumers is shown below.

**Figure 1. Model of the Study**
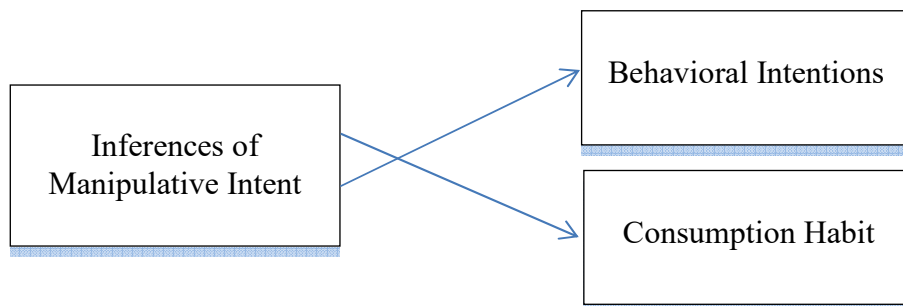


The hypotheses of this research are to determine whether the inferences of manipulative intent that generation z are exposed to when purchasing mobile phones affect their behavioral intentions and consumption habits, and if there is an effect, to what extent and in what direction. According to the data obtained as a result of the analyzes determined in line with the existing literature and research, the following hypotheses have been developed to be tested by using the inferences of manipulative intent scale as the independent variable of the study, the consumption habit scale and the other dependent variable behavioral intention scale:

**H1:** Inferences of manipulative intent significantly affect behavioral intention.

**H2:** Inferences of manipulative intent significantly affect consumption habits.

The main population of the research consists of individuals who were born between 2000-2010 and are considered to be generation z. However, approximately 97% of the participants are students between the ages of 18 and 21 who are actively studying at any university in Turkey. Snowball sampling was used since the survey application of the research was carried out in all of the main masses, creating time, cost and health constraints. It is thought that the generation z may have more information about this subject than other consumption areas and people born in other generations, since they were born in a technological age and have been very close and prone to technology since their childhood, and the vast majority of them actively use smart phones in their daily lives. and was chosen as a sample. In addition, since it is a new generation, research on the generation z is also very limited. Another reason for choosing university students is that the perceptions and values of university students are affected by similar mass media. For example, similar features and communication among the generation z are increasing through the internet and social media organs that are actively used today (Park & Rabolt, 2009: 714).

In order for the applications carried out in the research to be objective, attention was paid to the fact that the selected people were active smart phone users, and no focus was made on any mobile phone brand, and no discrimination was made. Therefore, the people who will participate in the survey application were determined by snowball sampling. As a result of the literature review while determining the number of questionnaires, Cohen, et al., (2000) and Çıngı (1994), according to the table data based on the estimated sample size and with a margin of deviation of 5%, the sample size suitable for this study was determined as 384.

Assuming that there will be incomplete or incorrectly filled questionnaires due to various problems, 1044 questionnaires were conducted, most of which were online, which would exceed the minimum sample size (384) 23 questionnaires that were incomplete or filled in inappropriately for the purpose of the study were excluded from the sample, and the data obtained from the remaining 1021 available questionnaires were analyzed.

In the first part of the questionnaire, the participant was asked three multiple-choice questions about the mobile phone they used, and the participant was asked to mark only one option for each question.

In the second part of the questionnaire, questions were asked to measure the inferences of manipulative intent (1) that the participants are exposed to when buying a mobile phone or in daily life, and to what extent this affects their consumption habits (2) and behavioral intentions (3). The survey questions used for the inferences of manipulative intent scale were created by using the article named "When Attention-Getting Advertising Tactics Elicit Consumer Inferences of Manipulative Intent: The Importance of Balancing Benefits and Investments" by Campbell (1995). The survey questions used for the consumption habits scale were created by using the article "Generation Z - The Global Market's New Consumers and Their Consumption Habits: Generation Z Consumption Scale" by Özkan & Solmaz (2017). Finally, the survey questions used for the behavioral intention scale were adapted to the study format and added to the questionnaire by using the study named "Termal Turizm İşletmelerinde Hedonik ve Faydacı Tüketim Eğiliminin Davranışsal Niyetler Üzerine Etkisinin Belirlenmesi" by Çetintaş (2014). All of the variables used in the questionnaire were prepared according to a 5-point Likert scale and the participant was asked to indicate the degree of agreement with the questions by choosing one of the options "Strongly Disagree", "Disagree", "Neither Agree nor Disagree", "Agree" and "Strongly Agree".

In the third and last part of the survey form; Questions were asked to determine three demographic characteristics: gender, age and income level as a student.

Before the application of the questionnaire on the targeted sample group, the application to be made on a small group selected randomly from the target sample in order to measure the clarity of the purpose and questions of the questionnaire, the response time of the participant, and the general application style and reliability, will provide preliminary data about the questionnaire. Before applying the questionnaire to the large group, a pre-test study was conducted on 150 people who could represent the sample of the research and were selected by convenience sampling method from the main mass. It was observed that the participants answered the questionnaire in an average of 4 minutes. After the pre-tests, it was observed that the reliability and comprehensibility of the scales used in the study were suitable for applying to the entire sample, and a few minor corrections and simplifications were made in the questionnaire form.

## 5. FINDINGS OF THE RESEARCH

In this part of the research, the analysis of the preliminary questions directed to the participants in the survey study, the analysis of the demographic characteristics of the participants and the reliability test of the scales, factor analysis and regression analysis were made and interpreted.

In Table 1 shown below, the analysis of the answers given by the participants to the preliminary questions asked to them is given in detail.

**Table 1. Analysis Results of Preliminary Questions**

| Questions | Frequency | % |
|---|---|---|
| **What is your cell phone brand?** | | |
| Apple | 309 | 30,3 |
| Samsung | 310 | 30,4 |
| Huawei | 151 | 14,8 |
| Xiaomi | 139 | 13,6 |
| Other | 112 | 10,9 |
| **How often do you change phones?** | | |
| Every year | 36 | 3,5 |
| Every 2 years | 136 | 13,3 |
| Every 3-4 years | 492 | 48,2 |
| 5 years and above | 357 | 35,0 |
| **Which element do you think manipulates you more when buying a mobile phone?** | | |
| Visual media | 239 | 23,4 |
| Social media | 175 | 17,1 |
| Social environment | 251 | 24,6 |
| Producers | 271 | 26,5 |
| Other | 85 | 8,4 |

According to the analysis results of the preliminary questions shown in Table 1; It was seen that the majority of the participants preferred between two phone brands. While 30.4% of the survey participants prefer to use Samsung brand mobile phones, 30.3% prefer to use Apple brand mobile phones. The rest of the consumers seem to prefer Huawei, Xiaomi and other brand mobile phones, respectively. In the second question, the participants asked, "How often do you change phones?" answered the question "once every 3-4 years" with the highest rate of 48.2%. Other participants answered "5 years and above" with 35.0%, "once every 2 years" with 13.3%, and finally "Every year" with 3.5%. The third question, "Which element do you think manipulates you more when buying a mobile phone?" The participants gave the most answers to the question "Manufacturers" with 26.5%, "Social environment" with 24.6%, and "Visual media" with 23.4%, as the third. However, it is seen that these first three answers are very close to each other.

**5.1. Analysis of Demographic Questions**
The demographic information of a total of 1021 valid participants who participated in the research by filling out the questionnaire form is given in Table 2.

**Table 2. Analysis Results of Demographic Data**

| Demographic Features | Frequency | % |
|---|---|---|
| **Gender** | | |
| Woman | 567 | 55,5 |
| Male | 454 | 44,5 |
| **Age** | | |
| 18 | 315 | 30,9 |
| 19 | 307 | 30,1 |
| 20 | 376 | 36,8 |
| Other | 23 | 2,2 |
| **Income** | | |
| 1000 TL and below | 770 | 75,4 |
| 1001-1500 TL | 174 | 17,0 |
| 1501-2000 TL | 57 | 5,6 |
| 2000 TL and above | 20 | 2,0 |

Considering the demographic characteristics of the students participating in the survey given in Table 2, it is observed that the rate of female participants is 55.5%, while male participants are 44.5%. The age groups, on the other hand, were mainly 18, 19 and 20 years old, since generation z university students were the main target of the study. Since most of the participants are dependent on their families for income, their income level has been 75.4% by weight, as 1000 TL and below. The ratio of those with 1000-1500 TL income is 17.0%, the ratio of those with 1501-2000 TL income is 5.6%, and the ratio of those with 2000 TL or more income is 2.0%.

### 5.2. Reliability Test
The reliability test on the scales used in the questionnaire was applied to all of the variables, that is, to a total of 28 variables in the three scales. Since Cronbach's Alpha values were at the highest level after the analysis, no variables were removed. When the reliability analyzes of the analyzed scales were performed one by one, the data regarding the results were as in Table 3.

**Table 3. Reliability Test Results**

| SCALES | Cronbach's Alpha |
|---|---|
| **Behavioral Intentions** | **0,86** |
| **Consumption Habit** | **0,83** |
| **Inferences of Manipulative Intent** | **0,75** |

The reliability test results shown in Table 3 are examined, it is seen that the Cronbach's Alpha values of all scales are above the accepted level. The coefficient for the Behavioral Intentions scale was 0.86, the coefficient for the Consumption Habit scale was 0.83, and the coefficient for the Inferences of Manipulative Intent scale was 0.75, respectively.

### 5.3. Exploratory Factor Analysis
Both exploratory and confirmatory factor analysis techniques were used for the scales used in the research. SPSS analysis program was used for exploratory factor analysis and the suitability of the scales for factorization was tested. Accordingly, the exploratory factor analysis results of all three scales are given in the tables below.

**Table 4. Results of Exploratory Factor Analysis for Inferences of Manipulative Intent**

| Inferences of Manipulative Intent | Factor Load | |
|---|---|---|
| | Manipulative Advertising Perception | Manipulative Brand Perception |
| In the advertisements of the mobile phone brand I have used, the audience is manipulated in ways that I do not like. | 0,83 | |
| I would be very offended by any advertisement for the mobile phone brand I have used because it feels like it is inappropriately trying to manipulate or control the consumer audience. | 0,83 | |
| The way he tries to persuade people in the advertisements of the mobile phone brand I have used is acceptable to me. | 0,60 | |
| The presentation of the mobile phone brand I have used, what is said and shown is fair in terms of the product. | | 0,86 |
| I think the presentations of the mobile phone brand I have used are fair. | | 0,86 |
| The presentations of the mobile phone brand I have used try to be persuasive without overly manipulating the consumer. | | 0,54 |

As a result of the factor analysis for the " Inferences of Manipulative Intent " scale, which is the independent variable of the study, it was seen that the scale was divided into two dimensions. The scale appears to be a single dimension in the received study. Based on the questions in the scale for the two dimensions formed in this study, the dimensions are respectively; It is named as "Manipulative Advertising Perception" and "Manipulative Brand Perception". The first three questions in the scale, which has six variables in total, are divided into the first dimension, and the next three questions are divided into the second dimension. The values of the variables in the first dimension; It was determined as 0.83, 0.83 and 0.60, and it was observed that the factorization rate of the first and second variables was higher. Again, the values of the variables in the second dimension are; It was determined as 0.86, 0.86 and 0.54, it was seen that the factorization rate of the first and second variables was higher. As a result of the analyzes made, it is seen that the statistical reliability of the factors created in the factor analysis related to inferences of manipulative intent is high, as well as the integrity of the meaning when the data of the variables in the structure of the factors are examined.

**Table 5. Results of Behavioral Intention Exploratory Factor Analysis**

| Behavioral Intentions | Factor Load |
|---|---|
| I say positive things to other people about the mobile phone brand I have used. | 0,83 |
| I would recommend the mobile phone brand I use to my friends. | 0,81 |
| I encourage my friends and relatives to buy from the mobile phone brand I have used. | 0,80 |
| The mobile phone brand I use is my first choice when purchasing a mobile phone. | 0,79 |
| I plan to shop more from the mobile phone brand I have used in the coming years. | 0,77 |
| I would visit the store of the mobile phone brand I used for a product that I am satisfied with. | 0,61 |

As a result of the factor analysis for the "Behavioral Intentions" scale, which is one of the dependent variables of the study, it was seen that the scale with a total of six variables remained in one dimension. The values of the variables in the scale are respectively; It was formed as 0.83, 0.81, 0.80, 0.79, 0.77 and 0.61. Except for the last variable, it was seen that the ratios of all other variables were above the average, reliable and the factorization ratio was high. As a result of the analyzes made, it is seen that the statistical reliability of the factors created in the factor analysis of behavioral intentions are quite high, as well as the integrity of meaning when the data of the variables in the structure of the factors are examined.

**Table 6. Consumption Habit Exploratory Factor Analysis Results**

| Consumption Habit | Faktor Load | | | |
|---|---|---|---|---|
| | Internet Impact | Product Description | External Factors | Opportunities |
| If I find the prices of the products on the Internet cheaper than in the stores, I prefer to buy them online. | 0,84 | | | |
| If a product in the store is cheaper on the website, I prefer to buy it from the website. | 0,78 | | | |
| I trust when buying branded products I know online. | 0,69 | | | |
| When purchasing a product, I prefer applications that have the option of "where can I find the cheapest" and I prefer to shop by visiting these sites. | 0,62 | | | |
| I think that shopping online is more practical and fun than shopping in stores. | 0,61 | | | |
| If there are advantages for me to buy on the website (cinema, theatre, bus, plane tickets), it will affect my buying behavior on those sites. | 0,57 | | | |
| The opportunities offered by the websites in the stores (points/points) encourage me to shop from that website. | 0,48 | | | |
| I'm willing to pay a high price for the comfort the product provides. | | 0,84 | | |
| If a product is long-lasting, I'm willing to pay a high price. | | 0,83 | | |
| I evaluate the products preferred while shopping according to the quality of the product brand. | | 0,45 | | |
| When purchasing a product, I read the comments about that product on social media. | | | 0,75 | |
| I am impressed by the comparative evaluations of the product on the internet sites. | | | 0,71 | |
| I would rather not pay more for brand-worthy products for the same benefit. | | | 0,50 | |
| I think that the reliability of internet shops can be determined from different forum sites and comments about them. | | | 0,48 | |
| While shopping, I buy environmentally friendly products (nature friendly, recyclable, respectful of animal rights, etc.). | | | | 0,61 |
| I prefer personalized products to mass-produced products. | | | | 0,59 |

As a result of the factor analysis for the "Consumption Habit" scale, which is one of the dependent variables of the study; It is seen that it is divided into four different dimensions as "Internet Impact", "Product Description", "External Factors" and "Opportunities". In the table above, the order of the questions in the questionnaire has been changed and all of them have been gathered under their own dimension. The 1,2,3,11,12,13 and 15th questions of the scale, which has sixteen variables in total, were separated as the first dimension. While the factorization rates of the first three variables were found to be quite high, the 12th and 15th variables were found to be at a moderate level, and the 11th and 13th variables were found to be at a relatively low level, but were not excluded because they did not greatly affect the overall reliability. Questions 4,5 and 16 in the scale were separated as the second dimension, while the factorization rates of the 4th and 5th variables were quite high, the rate of the 16th variable was low, but they were not removed because they did not affect the overall reliability to a large extent. The 7,8,9,10th questions in the scale were separated as the third dimension, while the factorization rates of the 8th and 9th variables were quite good, the rates of the 7th and 10th variables were at an average level. Finally, the 6th and 14th variables were separated as the fourth dimension and the factorization rates were above the average and suitable for the study. The values of each question are clearly shown in the table above. As a result of the analysis, it is seen that the statistical reliability of the factors created in the factor analysis related to consumption habits is high, as well as the integrity of meaning when the data of the variables in the structure of the factors are examined.
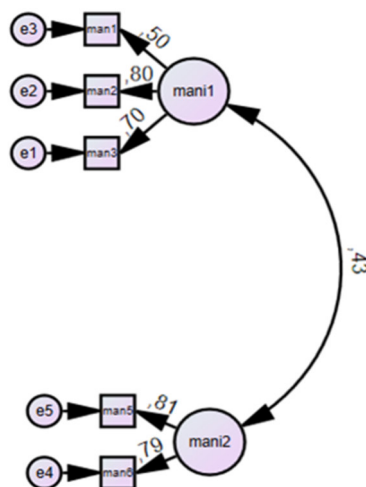
### 5.4. Confirmatory Factor Analysis

Confirmatory factor analysis is the analysis used to check whether a previously used scale fits the original factor structure when used in a current study, and if so, to what extent it is appropriate (Suhr, 2006). After the exploratory factor analysis using the SPSS statistical program on the scales used in the research, with AMOS, a much more up-to-date statistical program that works in harmony with SPSS and offers much more and healthier analysis opportunities as well as every operation that can be done with the SPSS program (Hair, et al., 1998: 688; Harrington, 2009: 22; Bentler & Lee, 1979: 93) confirmatory factor analysis was carried out using the analysis methods shown in the sources.

According to the standard regression weights obtained as a result of the measurements, it was seen that the coefficients of one expression from the second dimension of the inferences of manipulative intent scale, one from the behavioral intentions scale and four from the consumption habit scale were below 0.50 and these questions were excluded from the analysis. Due to the statements made in the consumption habits scale, the variable, which was originally four dimensions, decreased to three dimensions and the "Opportunities" dimension was excluded from the study. According to the final results obtained after these steps, the standard regression weights are shown on the figures separately for each scale.

**Figure 2. Confirmatory Factor Analysis for Inferences of Manipulative Intent**



mani1: Manipulative Advertising Perception
mani2: Manipulative Brand Perception

**Table 7. Fit Index Values for Confirmatory Factor Analysis for Inferences of Manipulative Intent**

| Compliance Index | Confirmatory Factor Analysis | Perfect Fit Criteria | Acceptable Compliance Criteria | Evaluation |
|---|---|---|---|---|
| $\chi2/$ (df) | 1042,634/(257)= 4,056 | $0 \leq \chi^2 \leq 3$ | $3 < \chi^2 \leq 5$ | Acceptable fit |
| RMSEA | 0,06 | $0 \leq RMSEA \leq 0,05$ | $0,05 < RMSEA \leq 0,08$ | Acceptable fit |
| TLI/NNFI | 0.95 | $0,97 \leq TLI \leq 1,00$ | $0,95 \leq TLI < 0,97$ | Acceptable fit |
| CFI | 0.96 | $0,97 \leq CFI \leq 1,00$ | $0,95 \leq CFI < 0,97$ | Acceptable fit |
| NFI | 0.93 | $0,95 \leq NFI \leq 1,00$ | $0,90 \leq NFI < 0,95$ | Acceptable fit |
| AGFI | 0,91 | $0,90 \leq AGFI \leq 1,00$ | $0,85 \leq AGFI < 0,90$ | Perfect fit |
| GFI | 0,96 | $0,95 \leq GFI \leq 1,00$ | $0,90 \leq GFI < 0,95$ | Perfect fit |

Based on the template table in the study of Byrne, (2013) and Schermelleh-Engel, et al., (2003), the fit index values of the factor analysis applied for inferences of manipulative intent are given in Table 7. Accordingly, the $\chi2/$(df) value was calculated as 4.05 and it was seen that it had an acceptable fit index according to the template table value. Looking at other values; It is seen that RMSEA, TLI/NNFI, CFI, NFI values have acceptable fit index. However, when the AGFI and GFI fit indices are examined, it is seen that they have a perfect fit index with 0.91 and 0.96 values, respectively.

## Figure 3. Confirmatory Factor Analysis for Behavioral Intentions
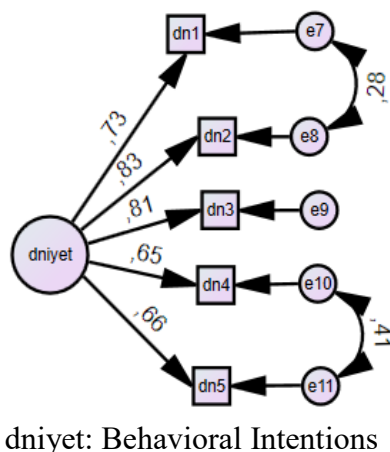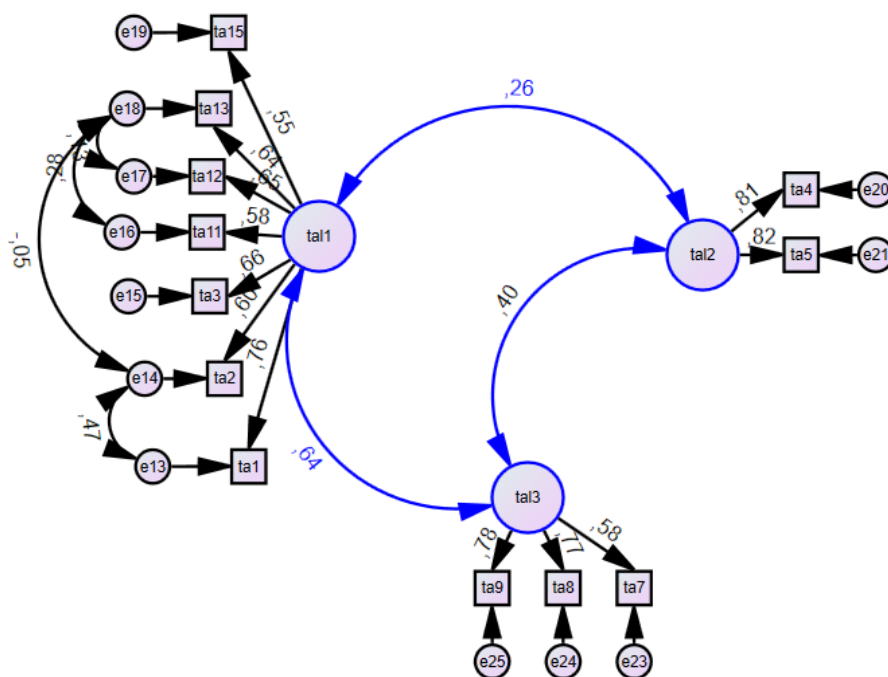


dniyet: Behavioral Intentions

## Table 8. Fit Index Values for Confirmatory Factor Analysis for Behavioral Intentions

| Compliance Index | Confirmatory Factor Analysis | Perfect Fit Criteria | Acceptable Compliance Criteria | Evaluation |
|---|---|---|---|---|
| $\chi2/$ (df) | 8,985/(3)= 2,995 | $0\leq\chi^2\leq3$ | $3<\chi^2\leq5$ | Perfect fit |
| RMSEA | 0,04 | $0\leq RMSEA\leq0,05$ | $0,05<RMSEA\leq0,08$ | Perfect fit |
| TLI/NNFI | 0.99 | $0,97\leq TLI\leq1,00$ | $0,95\leq TLI<0,97$ | Perfect fit |
| CFI | 0.99 | $0,97\leq CFI\leq1,00$ | $0,95\leq CFI<0,97$ | Perfect fit |
| NFI | 0.97 | $0,95\leq NFI\leq1,00$ | $0,90\leq NFI<0,95$ | Perfect fit |
| AGFI | 0,98 | $0,90\leq AGFI\leq1,00$ | $0,85\leq AGFI<0,90$ | Perfect fit |
| GFI | 0,99 | $0,95\leq GFI\leq1,00$ | $0,90\leq GFI<0,95$ | Perfect fit |

Based on the template table in the study of Byrne, (2013) and Schermelleh-Engel, et al., (2003), the fit index values for the factor analysis applied for behavioral intentions are given in Table 8. Accordingly, the $\chi2/$(df) value was calculated as 2.99 and it was seen that it had a perfect fit index according to the template table value. Looking at the other values, it is seen that all fit indices have perfect fit criteria.

## Figure 4. Confirmatory Factor Analysis for Consumption Habit



tal1: Internet Impact
tal2: Product Description
tal3: External Factors

### Table 9. Fit Index Values for Confirmatory Factor Analysis for Consumption Habits

| Compliance Index | Confirmatory Factor Analysis | Perfect Fit Criteria | Acceptable Compliance Criteria | Evaluation |
|---|---|---|---|---|
| $\chi^2/$ (df) | 506,850/(134)= 3,782 | $0 \leq \chi^2 \leq 3$ | $3 < \chi^2 \leq 5$ | Acceptable fit |
| RMSEA | 0,06 | $0 \leq RMSEA \leq 0,05$ | $0,05 < RMSEA \leq 0,08$ | Acceptable fit |
| TLI/NNFI | 0.95 | $0,97 \leq TLI \leq 1,00$ | $0,95 \leq TLI < 0,97$ | Acceptable fit |
| CFI | 0.95 | $0,97 \leq CFI \leq 1,00$ | $0,95 \leq CFI < 0,97$ | Acceptable fit |
| NFI | 0.91 | $0,95 \leq NFI \leq 1,00$ | $0,90 \leq NFI < 0,95$ | Acceptable fit |
| AGFI | 0.91 | $0,90 \leq AGFI \leq 1,00$ | $0,85 \leq AGFI < 0,90$ | Perfect fit |
| GFI | 0.94 | $0,95 \leq GFI \leq 1,00$ | $0,90 \leq GFI < 0,95$ | Acceptable fit |

Based on the template table in the study of Byrne, (2013) and Schermelleh-Engel, et al., (2003), the fit index values for the factor analysis applied for consumption habits are given in Table 9. Accordingly, the $\chi^2/$(df) value was calculated as 3.78 and it was seen that it had an acceptable fit index according to the template table value. Looking at other values; It is seen that RMSEA, TLI/NNFI, CFI, NFI, GFI values have acceptable fit index. However, when the AGFI fit index is examined, it is seen that it has a perfect fit index.

### 5.5. Convergent Validity
After finding sufficient fit values for the measurement model, convergent and divergent validity analyzes were also applied in order to determine the validity of the model. Fornell's proposed methodology was used for convergent validity.

Accordingly, in order for the convergent validity of the scale to be established, the average explained variance (AVE) values of the variables must be greater than 0.50 and the composite reliability values (CR) must be greater than 0.70 (AVE: Average Variance Extracted , CR: Composite Reliability) (Fornell & Larcker, 1981). For convergent validity to be acceptable, all CR values on the scales are expected to be greater than the AVE values (Yaşlıoğlu, 2017: 82).

**Table 10. Table of Convergent Validity Test AVE and CR**

|     | Inferences of Manipulative Intent | Behavioral Intentions | Consumption Habit |
|-----|-----|-----|-----|
| **AVE** | 0,53 | 0,58 | 0,51 |
| **CR** | 0,85 | 0,84 | 0,81 |

As can be seen in Table 10, convergent validity criteria are provided for all three scales by providing the conditions stated above. In this case; It is possible to say that the observed variables adequately and consistently explain the dimensions they belong to and each other.

### 5.6. Divergent Validity

In the next step after the convergent validity, the divergent validity of these factors was determined in order to reach a definite judgment about the "constructive validity". Accordingly, it is sufficient for divergent validity that the square root of the mean explained variance value (AVE) of a factor is greater than the correlation values of this factor with other factors. For divergent validity to be accepted; Expected to be MSV<AVE and ASV<MSV (MSV: Maximum Squared Variance, ASV: Average Shared Square Variance) (Yaşlıoğlu, 2017: 83).

**Table 11. Table of Divergent Validity Test MSV and ASV**

| Scales | AVE | MSV | ASV |
|-----|-----|-----|-----|
| **Inferences of Manipulative Intent** | 0,53 | 0,26 | 0,15 |
| **Behavioral Intentions** | 0,58 | 0,39 | 0,24 |
| **Consumption Habit** | 0,51 | 0,21 | 0,12 |

According to the results obtained after the analysis, as seen in Table 11, the expected equations for divergent validity are; It is seen that MSV<AVE and ASV<MSV conditions are met and these values comply with divergent validity conditions as stated. In line with these results, it is possible to state that the dimensions in the model are separate structures.

### 5.7. Structural Equation Model

In Figure 5, the path analysis performed to test the research hypotheses is illustrated. The results on the paths show the standardized regression coefficients (Hair, et al., 1998: 706) and these coefficients are shown in detail in Table 13. In addition, the fit index values of the structural equation model are shown in detail, as in the confirmatory factor analysis, in Table 12.
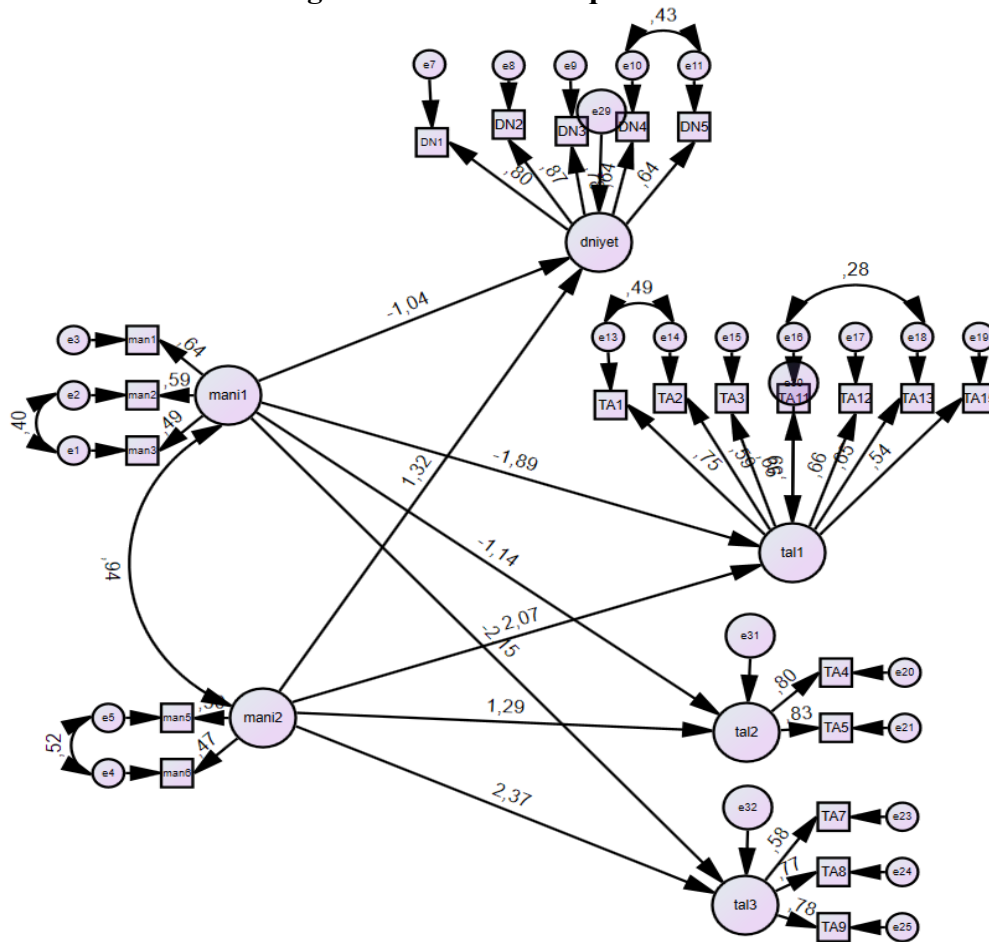
## Figure 5. Structural Equation Model



## Table 12. Fit Index Values for the Structural Equation Model

| Compliance Index | Structural Equation Model | Perfect Fit Criteria | Acceptable Compliance Criteria | Evaluation |
|---|---|---|---|---|
| χ2/ (df) | 713,025/(195)= 3,657 | 0≤χ²≤3 | 3< χ²≤5 | Acceptable fit |
| RMSEA | 0.05 | 0≤RMSEA≤0,05 | 0,05<RMSEA≤0,08 | Perfect fit |
| TLI/NNFI | 0.95 | 0,97≤TLI≤1,00 | 0,95≤TLI<0,97 | Acceptable fit |
| CFI | 0.94 | 0,97≤CFI≤1,00 | 0,95≤CFI<0,97 | Acceptable fit |
| NFI | 0.92 | 0,95≤NFI≤1,00 | 0,90≤NFI<0,95 | Acceptable fit |
| AGFI | 0.92 | 0,90≤AGFI≤1,00 | 0,85≤AGFI<0,90 | Perfect fit |
| GFI | 0.94 | 0,95≤GFI≤1,00 | 0,90≤GFI<0,95 | Acceptable fit |

Based on the template table in the study of Byrne, (2013) and Schermelleh-Engel, et al., (2003), the fit index values of the structural equation model applied in this study are given in Table 12. Considering the χ2/(df) value in the table, this value was calculated as 3.65 and it is seen that it has an acceptable fit index according to the template table value. Looking at the other fit values, respectively; TLI/NNFI, CFI, NFI and GFI values seem to have acceptable fit index. However, when looking at the RMSEA and AGFI fit index, it is seen that they have a perfect fit index.

**Table 13. Regression Coefficients and Significance Values**

|  |  |  | St. Regression Coefficients | S.E. | C.R. | P (Meaningfulness) |
|---|---|---|---|---|---|---|
| dav. niyet | <--- | manipülasyon1 | -1,043 | ,429 | -3,667 | 0,000 |
| tük.alış1 | <--- | manipülasyon1 | -1,886 | ,840 | -4,220 | 0,000 |
| tük.alış2 | <--- | manipülasyon1 | -1,138 | ,471 | -3,876 | 0,000 |
| tük.alış3 | <--- | manipülasyon1 | -2,150 | ,585 | -4,152 | 0,000 |
| dav. niyet | <--- | manipülasyon2 | 1,318 | ,465 | 4,924 | 0,000 |
| tük.alış1 | <--- | manipülasyon2 | 2,065 | ,893 | 5,002 | 0,000 |
| tük.alış2 | <--- | manipülasyon2 | 1,290 | ,508 | 4,690 | 0,000 |
| tük.alış3 | <--- | manipülasyon2 | 2,366 | ,626 | 4,910 | 0,000 |
| dav. niyet | <--- | manipülasyon1 | -1,043 | ,429 | -3,667 | 0,000 |
| tük.alış1 | <--- | manipülasyon1 | -1,886 | ,840 | -4,220 | 0,000 |

$P<0,01$ significant at the level
dav. niyet: behavioral intentions
tük.alış: consumption habit
manipülasyon: inferences of manipulative intent

Table 13 shows the standardized regression coefficients and p significance values obtained as a result of the path analysis. As can be seen from the table, the p significance value of all loads was determined as "0.000". Thus, it was determined that the loads were below the 0.01 significance value and therefore they were significant. It is seen that all hypotheses have been realized and the dimensions significantly affect each other as stated in the hypotheses. However, as can be seen in Table 13, it was found that the first dimension of the inferences of manipulative intent scale, the perception of manipulative advertising, negatively affected the three dimensions of behavioral intention and consumption habits. However, it was determined that manipulative brand perception, which is the second dimension of the inferences of manipulative intent scale, positively affects the three dimensions of behavioral intention and consumption habits.

## 6. CONCLUSION

In today's marketing world, where competition, market share, sustainability and profitability are very important and difficult, all businesses, regardless of the sector, try many different methods to attract the attention of customers and make them prefer their own brands. With the development of technology, businesses can now access all kinds of data about consumers and their consumption habits and behavioral intentions and use this data by manipulating them. Even if you do not need a product or service, the urge to have it or the feeling that the model you have is getting old because of the phone models that are renewed every year are examples of these manipulative methods.

Manipulative marketing techniques, which are one of the techniques used for the highest level of profitability and competitive advantage, and which have been heavily exposed lately, often occur without the consumer even being aware of it. However, the persuasion efforts used in manipulation may differ from those in which the facts and reasons are presented fairly and impartially (Gatignon & Negard, 2015: 7). Thanks to these different manipulative techniques, businesses can affect the consumption habits and purchasing behaviors of consumers positively or negatively (Campbell, 1995).

The fact that the Internet has become a part of our daily lives with the spread and ease of access has led people to actively use many social media and communication tools. Therefore, the facilitation of communication has led to an increase in consumer awareness about products and services and the level of consumer knowledge about these products and services.

Since the beginning of the 2000s, when technology began to enter our daily lives, the generation z, who are the closest individuals to technology, have also started to take an active part in the consumption sector as they age. Because the generation z makes active and efficient use of the internet, they do more research when buying a product, try that product and compare it with alternatives to find the most suitable product for them (Sladek & Grabinger, 2013). Generation Z has more alternatives in terms of products and services than the previous generations. However, as they are accustomed to a world where technology is constantly advancing and developing, they are in a constant expectation of innovation. In almost every sector, every product and service comes out with a new and higher model at certain intervals, each new model offers differences and advantages compared to the previous one, the currently used products or services become obsolete in a short time, or give the feeling of being so. Situations like this are extremely common for generation z.

At this point, generation z becomes an easier target for businesses. For a generation that is so accustomed to change and technological speed, it will be easier to manipulate their purchasing behavior than other generations. Although they are conscious consumers about consumption and purchasing, the manipulative marketing methods that companies apply in many different ways affect the consumption habits and behavioral intentions of the generation z positively or negatively, as it does every individual. Although these manipulative techniques used by businesses are controversial in terms of ethics, they continue to be used and consumers are involved in the process by constantly feeling the need to buy, whether they are aware or not.

The aim of this study, which focuses on individuals in the generation z who have come to university age and are active university students, is to determine to what extent and in what way the manipulative techniques applied by the companies in the mobile phone sector affect the consumption habits and behavioral intentions of the generation z. During the study, no particular brand was chosen. Within the scope of the research, while determining the scales to be used in the survey application, scales that complement and overlap each other in terms of meaning and that will form a meaningful whole were selected and the expressions in the scales were carefully adapted to the study.

As a result of the analyzes made on 1021 valid questionnaires using SPSS and AMOS statistical programs, it was determined that the reliability and factor loads of the scales used in the study were reliable and suitable for use in the study. However, in the regression test using the structural equation model, both hypotheses presented in the study were supported and it was observed that there was a significant difference between all dimensions. While the independent variable of the study, which was divided into two dimensions, "Manipulative Advertising Perception", the first dimension of "Inferences of Manipulative Intent", had a negative effect on all the dimensions it was compared, the second dimension, "Manipulative Brand Perception", had a positive effect on all the dimensions it was compared. With these results, it is seen that the consumption habits and behavioral intentions of the generation z related to the mobile phone are negatively affected by the advertising applications they feel and this reflects negatively on their purchases, but on the other hand, the manipulative methods used affect the attitude towards the brand positively, increasing the loyalty of the consumer to the brand and increasing the profitability. It is possible to say that it has a positive effect on the business in order to increase it. Therefore, the wrong and excessive use of manipulative intentional techniques applied by businesses to try to gain competitive advantage and increase their profitability, on the contrary, can cause great harm to the business. Businesses should be very sensitive in the techniques they use, especially through advertising, and should communicate with them only by revealing the features, quality and differences of their own products, without disturbing the consumers, without trying to affect their purchasing behavior and consumption perceptions. Thus, the consumer will be able to choose the product that he thinks is most suitable for him, in line with his wishes, needs and will among the alternatives. However, today's modern consumers' subjective knowledge of products is increasing day by day and they are becoming conscious about consumption.

The higher the knowledge and experience of consumers on this subject and the more conscious they are, the less likely they will be manipulated by other people and businesses.

In the thesis study, due to the unpredictable constraints of time, cost, as well as the COVID-19 pandemic, the survey study to be applied to the selected sample was carried out online via Google Forms. However, the study sample was partially limited because the oldest generation z individual was 21 years old as of the date of the study. However, the fact that future studies can be carried out with a larger random sample size by choosing a larger universe will allow more reliable information to be collected. Since there is very little information in the Turkish literature about the manipulative marketing techniques discussed in the research, it is possible to say that this study will help future studies and is a guiding study on this subject.

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