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Araştırma Makalesi / Research Article

The Relationship Between Reputation Quotient and Perceived Quality of Brands in Turkey's Mobile Communication Sector

Türkiye'de Mobil İletişim Sektöründeki Markaların İtibar Katsayısı ve Algılanan Kalite İlişkisi

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Öz

Günümüz iş dünyasındaki yeni bilgi çağı, markalar için itibar algısı yönetiminin önemini göstermektedir. Nekadar kaliteli ürün üretirsek üretelim itibarlı olarak algılanmıyorsak ekonomik olarak değersizdir. Yazında, itibar katsayısı ile ilgili çalışmalar olmakla birlikte, Türkiye'de mobil iletişim sektöründe Algılanan Kalite ve İtibar Katsayısı ilişkisi ile ilgili herhangi bir araştırmaya rastlanılmamıştır. Bu çalışmada, itibar katsayısı ve algılanan kalite arasındaki ilişki incelenmiştir. Türkiyede en iyi satış yapan dört mobil iletişim kurumunlarında: 'LG, Samsung, iPhone ve HTC'nin itibar katsayısı ve algılanan kalite' incelenmiştir. Fombrun'un "İtibar Katsayısı" ve Aaker'ın "Algılanan Kalite" modelleri kullanılarak anket oluşturulmuştur. Uluşabilirlik örneklemi yöntemi kullanılarak, gönüllü 434 kişiden veri toplanmıştır. Data SPSS 21.0 ile analiz edilmiş ve ortaya atılan ilişki regresyon analizi ile test edilmiştir. Bu çalışmanın sonuçları göstermiştir ki itibar katsayısı ile algılanan kalite arasında pozitif yönlü anlamı bir ilişki olduğu görülmüş ve. yüksek kalite algısı yüksek itibar algısı için gerek şartken, HTC örneğinde görüldüğü gibi yüksek itibar algısı için yeterli değildir.

Anahtar Kelimeler: İtibar katsayısı, algılanan kalite, iletişim markaları

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ABSTRACT

In today's business world, the new information era reveals the importance of perceived reputation management for brands. No matter how high the quality of the product is, as long its perceived reputation is not good, it is worthless from an economic point of view. Although a plethora of research has been conducted on reputation quotient, no study on perceived quality has been conducted in Turkey's mobile communication sector. In this study, the relationship between reputation quotient and perceived quality was investigated. The reputation quotient and perceived quality of four bestselling mobile phones in Turkey, namely, 'LG, Samsung, iPhone and HTC' were examined. Fombrun's "Reputation Quotient" and Aaker's "Perceived Quality" models were employed to measure variables in the research model. By

means of the convenience sampling method, 434 participants completed the study's instrument on a voluntary basis. Data were analysed with SPSS 21.0 and a proposed relationship was tested through regression analysis. The results showed that there is positive relationship between reputation quotient and perceived quality. Furthermore perceived high quality is a necessity for high perceived reputation, but it is not sufficient as shown in the example of HTC.

Keywords: Reputation quotient, perceived quality, communication brands

EXTENDED ABSTRACT

The purpose of this study is to investigate the relationship between consumers' brand reputation perception and perceived quality in Turkey's mobile communication sector, highlighting the reputation of four brands: LG, Samsung, iPhone and HTC. It is commonly accepted that the information era in which we live underscores the importance of perceived brand reputation management. If brand reputation isn't perceived as high, the product becomes worthless in an economic sense no matter how high the product quality is. According to Aaker (2009), if a company loses its reputation, neither money nor other resources can bring it back to life (p. 105). The corporation must maintain a good impression before all its stakeholders to increase profitability, continually widening its customer portfolio, to survive and sustain itself in the market. This "good impression" is the essence of reputation. Reputation is a cumulative total perception, which exist as a result of aggregate experiences of stakeholders, along with identifying features from the past about an institution in question (Alessandri, Un Yang & Kinsey, 2006, p. 14; Fombrun, 1996, p. 57; Gaines-Ross, 2008, p. 6; Gotsi & Wilson, 2001, pp. 25-27; Green, 1996, p. 21; Markwick & Fill, 1997, p. 398). Within the context of corporate reputation research, a firm's brand reputation concept is a specific area of interest. According to Corkindale and Belder (2009), brand only has a significant relationship for firm's customers rather than for all stakeholders (p. 242). Consequently, while reputation is essential for success, it alone is not sufficient, because institutions need strong brands to achieve. "The major point is that brand reputation is not necessarily limited only to a local product or service. In services and business-to-business industries, brand appears to be more often connected to the reputation of the company rather than individual products or services" (Selnes, 1993, p. 20). High brand reputation is similar to a promise given to stakeholders. Customers expect to receive good products, and good customer service after purchasing them, along with a responsible, well-organized and well-managed institution that takes seriously its responsibility both to its workers and the environment. Therefore, within this study, the dependent variable to be analysed is brand reputation.

Conceptually, quality varies according to subjective preferences of individuals. Indeed, the very concept of quality differs widely within the framework of individual perceptions. According to some scholars, quality can be analysed as either real or perceived quality. Real quality is objective whereas perceived quality is related to the image perceived by customers. In some studies literature, quality is classified as both real and perceived, where quality is regarded as objective and perceived quality is something else. Real quality is essential for client satisfaction. Nevertheless it is not sustainable unless it is also accompanied by perceived quality. Perceived quality differs from customer to customer and, as a result, products with perceived quality can command a higher price. Other customers consider appearance, configuration, fashion ability, durability, ergonomic design, and materials used to make the products as being indicative good quality although many customers automatically assume certain brands are recognized by good quality. According to Zeithalml (1988), objective quality can be proved by means of certain standards and sizes (pp. 3-4). However measuring perceived quality is difficult because it is subjective and is thus defined as a relative concept, given that it depends on the rate of customer attributions for the product in question.

Within the context of this literature, consumers' brand reputation perception and the associated relationship of perceived quality will be studied. The research population is composed of Turkish citizens that use mobile phones. A convenience sampling method was used to collect the data. To be able to increase the representativeness of the sample, participants from different socio-cultural and socio-economic backgrounds were chosen. Data were collected from the customers of the companies in mobile communications sector in Istanbul, where 434 customers' answers were gathered. To measure the brand reputation quotient dimension, Fombrun's (2000), "Reputation Quotient Questionnaire" was used (p. 253). In total there were twenty items in the scale used; four questions to measure products and services; three to measure visionary leadership; three to measure workplace environment; four to measure financial performance; three to measure corporate social responsibility, and three to measure emotional appeal. Turkish language adaptation of the scale was done by Dayanç Kıyat in 2012. The "Model of Quality Perception" developed by Aaker (2009), was used to assess quality perception and to investigate other aspects of the subject matter in seven dimensions (p. 112). Based on the literature and this model, a modified scale was developed by the author. In

total, fourteen items were created for the scale; two to measure performance, two to measure features, two to measure conformity, two to measure reliability, two to measure durability, two to measure serviceability, and two to measure fit and finish.

To test the relationship between perceived quality and brand reputation, statistical analyses were performed using SPSS 21. The results showed a positive relationship between perceived quality and reputation perception. That is to say, the rate of reputation perception for a brand increases in direct proportion to perceived quality. Similar results were found in the literature of analogous surveys, even though they were inadequate to examine the relationship between perceived quality and reputation quotient were not adequate (Caruana & Ewing, 2010, pp. 1103-1107; Gatti, Caruana, & Snehota, 2012 pp. 65-71). That is, the relationship between perceived quality and reputation quotient obtained during this survey parallels the findings of prior studies.

INTRODUCTION

Brand reputation is one of the key factors in the scale of brand leadership in highly competitive global markets. Schultz and Pawlish (2002) emphasize that reputation of a brand includes all those known perceptions about that brand (pp. 159-161). In this case, management of those stakeholders' perceptions becomes an essential issue in respect to achieve a good reputation for a brand and to maintain that acquired fame as long as possible. Reputation is defined differently by researchers (Fombrun, Gardberg & Sever, 2000, pp. 241-243). For instance, for economists, reputation signals for what is expected to be done by the company in a specific situation. According to strategists, reputation is comprised of intangible assets, which provide competition advantage over competitors and barriers not allowing to be imitated. On the other hand, according to accountants, reputation is a group of intangible concepts difficult to be measured but it is a perceptional power creating values for the company established by the founders by their names; therefore, expressing the corporations and attracting the loyal customer. According to communicators, reputation is a total value forming as a result of the communication between stakeholders of the company, reputation is the identity of the company and cognitive representations of the company developing as result of corporate activities between the company and the stakeholders, regarding what is done, how it is done. From the point of sociologists, reputation is a social relation with the stakeholders, arising from the company structure.

All of those outputs of an institution, such as corporate design, corporate communication, and corporate behaviour constitute the total perception about that brand; that is to say, reputation of a brand. The RQ model developed by Fombrun and Van Riel (2004), reputation quotient is composed of six dimensions and 21 constituents (p. 53). These six dimensions are; product service, vision of leadership, workplace environment, financial performance, corporate social responsibility, emotional appeal. The reputation quotient of a brand is achieved as high as those values that are perceived on behalf of the stakeholders in question. Since the total perception of those stakeholders are measured while calculating the reputation quotient of a brand, it is necessary to pay attention to all those dimensions to create a good reputation of the brand. For example, the change experienced and observed in the production stage of Schlitz brand in 1970s affected their perceived quality. They were not able to re-gain their previous customers although they had launched

a huge advertisement campaign with a generous budget. What their advertisement manager said during the period when the Schiltz brand was the market leader emphasises the significance of perceived quality very well. "If a company loses its sources but maintains its reputation in the field of beer business, it can always recover and revitalize. Nevertheless, if it loses its reputation, neither money nor any other sources can bring it back to life." (Aaker, 2009, p. 105). When it comes to discuss the issue of whether there is a relationship between the reputation quotient and perceived quality or which of those six constituents of the reputation quotient accommodates a more powerful relationship between them, several aspects of the matter are dealt with in the following sections separately.

Literature Review

Reputation and Brand Reputation

Reputation is the only concept, which creates difference by stakeholders in today's markets, where products are quite similar and competition among brands is rather challenging. The corporation must have a good impression in front of all its stakeholders to increase its profitability by widening its customer portfolio, to survive and sustain in the market. This good impression constitutes the concept of reputation. To be successful, the reputation that is perceived by stakeholders must match with the brand image and brand identity that is created by the company. The concept of reputation evokes trust under which honesty and responsibility on behalf of the stakeholders as well. In other words, reputation is a cumulative total perception, which comes into existence as a consequence of all experiences of those stakeholders who represent various groups and those identification indicators in the past about that institution in question (Alessandri, Un Yang & Kinsey, 2006, p. 14; Fombrun, 1996, p. 57; Gaines-Ross, 2008, p. 6; Gotsi & Wilson, 2001, pp. 25-27; Green, 1996, p. 21; Markwick & Fill, 1997, p. 398). This perception is the cumulative total reflection in the memories of stakeholders, business stakeholders and parties generated by those who create an image consciously or unconsciously about a brand with their identity, posture, ways of behaviour, mode of communication and as well as together with all of those visual indicators of such concepts. In other words, while perception of the identity of an institution in the memories of stakeholders constitutes the image of an institution, the cumulative total image of an institution creates reputation of an institution (Dayanç Kıyat & Sütçü, 2013, p.19; Lewellyn, 2002, pp. 446-452).

Perceived Reputation is an intangible concept. In the literature there are examples of how this intangible concept is converted to a more tangible concept. Davis and Miles (1998), used Abratt's corporate reputation definition to develop a corporate reputation model (p. 18). Chun (2005), explains Davis and Miles's model with three elements: Personality (What the company is), identity (what the company says) and image (what the stakeholders think) (p. 98).

Davis and Chun measured corporate reputation with 7 dimensions and 49 questions by asking participants to imagine the company like a person (Davis, Chun, Silva & Roper, 2003, pp. 148-158). Agreeableness dimension consists of social responsibility, corporate citizenship, honesty, trustworthiness, and frankness. Enterprise dimension consists of modern, trendiness, adventurous, creativeness, courage, enthusiastic, extroverted. Competence size involves, hard-working, pioneering, success-oriented, institutional, technical and legal. Ruthlessness dimension includes egotistical, selfish, arrogant, aggressiveness, authoritarian, controlling. Chic dimension: attractive, stylish, elegant, and respectable. Machismo dimension includes durability, toughness, strength, masculinity and finally informality dimension, which consists of ordinary, plain, simple, smooth. In that model, it is advocated that image and identity should be measured together, as described in his Reputation Realizing Value From The Corporate Image book, Fombrun's corporate reputation is the comprehensive sum of perceptions of corporate identity, consumer image, social image investors image, employee image. According to Fombrun (1996), indicators accordance with corporate identity create consumer image, social image, the image of the investor and employee image and existing total image created the corporate image (p. 37). That is why, identity of an institution or identity of a brand is the keystone of the reputation of a brand or creation of a brand reputation.

Economy magazines such as Management Today, Asia Business, Fortune, Management Magazine, Far Eastern Economic Review, Financial Times, Industry Week, Capital etc. use emotional or rational measure dimensions for measurements (Dayanç Kıyat 2014, pp. 143-165).

How to Measure Reputation Quotient?

Even though there are various methods to measure corporate reputation, within this study Fombrun's (2000, pp. 251-253), reputation quotient dimensions are used to

operationally define the concept. According to this definition, corporate reputation composed of six main components.

Corporate social responsibility dimension measures, organization's environment responsibility, how they use their resources efficiently, whether they support community activities or causes of public interest, the value they give on the behavior towards people, law-abiding. It examines the economic, legal, moral and social responsibility steps in the Carroll's (1991) "Corporate Social Responsibility" pyramid (pp. 41-46).

Financial Performance dimension questions, the strong history of profitability, the growth potential in the future, its superiority to its competitors, and whether the company is chosen among the pioneer investors.

Product and Service dimension investigates company's ability to produce high-quality products, a good product and services in return for the money paid, company's customer support services, their position in developing new products.

Visionary and Leadership dimension, examines whether the company is managed by a good leader, its vision for the future, whether they see the opportunities in the market and respond them.

Workplace Environment dimension questions the image of the organization in the labour market, reputable, and if the organization governed by the positive communication, the qualifications of its employees, and positive communication culture.

Emotional Appeal dimension is concerned with intangible feelings such as: stakeholders' positive feelings about the company, whether the company is appreciated and trusted.

Unlike the other models in the literature, RQ model developed by Fombrun et al. (1996), focuses on all the stakeholders and do not only use concrete data, but also the intangible data, which creates the emotional side (p. 72).

According to Corkindale and Belder (2009), brand is only related to its customers

on the other hand for all stakeholders (p. 242). Consequently, reputation is essential for success but it is not sufficient alone because institutions need strong brands for achievement. "The major point is that brand reputation is not necessarily limited to only a local product or service. In services and business-to-business industries, the brand appears to be more often connected to the reputation of the company rather than individual products or services" (Selnes, 1993, p. 20). The key determinant of the relationship between stakeholders and the brand is an attitude to that brand. These attitudes affect the formation of the brand reputation directly (Jurisic & Azevedo, 2011, pp. 352-353; Selnes, 1993, p. 22). Attitude is the total cumulative perception, which comes out as a consequence of communication between brand and stakeholders. Perception comes into existence as a result of acceptance, evaluation and interpretation of those stimulants around about the brand by the individual (Güney, 2009, pp. 87-88). This process continues in congruence with those messages coming around. An attitude to a brand occurs in the direction of the perceptions related with these messages. And this attitude determines the reputation towards a brand. Similarly, as Cabral (2000), denoted, the level of quality perception created by brands on customers in the past determines the reputation of those brands in the future (p. 659). In the service quality perception research conducted by Güllülü and Bilgili (2011, p. 40), the concept of quality was investigated by adopting Chen and Ting's Model (2002, p. 846), in two phases functionally and technically and it was discovered that the effect of technical quality was superior to functional quality in the perceived quality. In the same research study, the dimension of "reputation" which took place in the quality measurement scale was separated from other dimensions and afterwards, it was discovered that the impact rate of the "reputation" dimension was much higher.

According Veloustsou and Moutinho (2008), "Reputation is one of the primary contributors to perceived quality of the products carrying the brand name" (p. 315). There is an intangible / intangible bond between an accredited honourable brand and its customers. This bond eradicates the price barrier. No matter how much products resemble to each other, the perceived quality of an accredited honourable brand differs from its competitors. Customers often agree to pay more money for this perceived quality difference. High brand reputation is just like a promise given to stakeholders. Customers expect to get a good product, a good service after purchasing the product, a responsible, well organized and managed institution which has responsibility both to its labourers and the environment.

Perceived Quality

Clients expect to purchase a quality brand in return for the money they pay for and they also want those products to meet their necessities at optimum level in the wake of decision making. However, quality is a concept that exhibits variations according to preferences of individuals since the concept of quality differs a lot within the framework of individual perceptions.

According to some scholars quality can be analysed in the forms of real quality and perceived quality. Real quality is the objective quality whereas perceived quality is related with the image perceived by the customers. In some literature, quality is classified as real quality and perceived quality whereas quality is regarded as objective quality and perceived quality in some others. Real quality is a must for clients but it is not sustainable unless it turns out to be a perceived quality. Perceived quality differs from customer to customer as a result of which it means a high priced product for some customers but some others consider appearance, configuration, fashion, durability, ergonomic design, materials of products as a sign of good quality although some customers locate certain brands behind the concept of good quality. In other words, perceived quality exhibits a wide range of variations depending on customers' experiences and expectations because it involves 'perception' which is completely an intangible concept. Whatever is more important or a priority for a customer is adopted as quality. Quality is as much as the attribution rate of a customer no matter how perfect is the quality product you produces. According to Zeithalml (1988), objective quality can be proved by means of certain standards and sizes (pp. 3-4). Nevertheless, it is difficult to measure perceived quality because it is defined as a relative concept since it depends on the attribution rate of a customer to the product in question. Although it is an essential condition to have a high perceived quality for a product to be regarded as a kind of merchandise which owns objective quality nowadays, many additional features such as the way of presentation of a product and its rate of meeting expectations and so on must be satisfied on behalf of customers so as to increase the level of perceived quality in their perceptions and in minds of those individuals who are likely to be prospective customers for the product in question. According to Zeithalml (1988), the perceived quality is a perception of superiority in the minds of customers in return for the advantages of their products and services in comparison to its competitors relying on their objectives (pp. 3-4). As Tek (1999), noted quality accommodates many concepts, such as reason of existence

of the product and its ability to achieve the expected target at a definite rate, durability of the product, its design specifications, some other features, reliability, maintainability and its precision (p. 360).

Perceived quality varies from sector to sector. Such as: durability in the car industry, freshness in the food industry, origin in personal care products may be significant. Darsono and Junaedi's (2006), research on perceived quality measurement in the sector of cold beverages is composed of three dimensions, such as nice scent, sweet taste, and clean packaging while measuring those concepts (p. 330). Gronroos (1984, pp. 36-44) added the image of institution dimension to those present technical and functional quality dimensions of Chen and Ting (2002, p. 846). Parasuraman et al. (1994), stated that service quality perception is also important for the quality dimension (p. 114).

Topuz and Çambaş (2014), stated that consumers can correlate price and quality much better when their value awareness, sensitivity towards prestige and awareness of price increase (pp. 315-319). As a consequence of the same research, those concepts which affect quality perception are rated as follows; the highest rate was displayed for "durability" as 37%, "trust / assurance" measured as 15% and consecutively "perfection / excellence", "practicality" and the following concepts displayed lower rates, such as "distinctness", "high price", "comfort" and "aesthetic".

Within the content of this literature research study, consumers' brand reputation perception and the relationship of perceived quality will be investigated and considered and the following factors will be measured by asking fourteen questions in seven dimensions according to Aaker's (2009), model namely "Perceived Quality in the Quality of Product": performance, features, conformance, reliability, durability, serviceability and fit and finish (sense of material quality) (p. 112).

In the research, Reputation Quotient Model, developed by Fombrun et al. (2000, pp. 249-253), used by the author in the doctorate dissertation. The model is first translated to Turkish, its validity and reliability measures are checked and explanatory factor analysis applied and this model found appropriate. According to RQ model developed by Fombrun et al. (2000), the reputation quotient will be measured in six dimensions by asking 20 questions to determine the following points; product and/ or service, vision and leadership, workplace environment, financial performance, emotional appeal and corporate social responsibility (p. 253).

Theoratical Framework and Hyphotesis: (See Appendices Figure1.)
In the light of the literature, the following hypothesis was generated.
H: "Perceived Quality" positively affects "Brand Reputation Quotient".

METHOD

Sampling & Procedure: Mobile communication sector is one of the most developed sectors in Turkey and there is harsh competition between the companies in which the corporate reputation of the companies gains a special importance. The research population is composed of Turkish citizens who are mobile phone users. Since it is impossible to research all population, convenience sampling is used. To be able to increase the representativeness of the sample, participations from different socio-cultural and socio-economical backgrounds were chosen. Data were collected from the customers of the companies in mobile communications sector in Istanbul, Turkey. 434 customers' answers were gathered.

Demographic characteristics of the participants: According to analyses conducted with demographic questions, 42,6% of the participants are women and 57,4% of them are men, 55,8% of them are between 16-25 age range, 24,9% of them are between 26-35 age range, 13,2% of them are between 36-45 age range, 4,1% of them are between 46-55 age range, 2% of them are at the age of 55 or older. In terms of education level; 3,2% of them are primary school graduates, 5,1% of them are secondary school graduates, 21,9 senior high school graduates, 62,6% of them have bachelor's degrees, 5,8% of them have post graduate degrees, 0,14% of them have doctorate diplomas. 44,2% of them are students, 47,7% of them are employed, 5,3 of them are house-wives, 1,9% of them are retired and 0,9% of them are in other groups. Within the framework of income, 36.9 of them earn between 0-1000, 36.7% of them earn between 1001-2500, 19.5% of them earn 2501-5000, 6.9% of them earn 5001 or more.

Measurement Instruments: To measure reputation quotient dimension, Fombrun's (2000),"The Reputation Quotient Questionnaire" was used (p. 253). Totally there are 20 items in the scale; 4 questions to measure products&services; 3 questions to measure visionary leadership; 3 questions to measure workplace environment; 4 questions to measure financial performance; 3 questions to measure corporate social responsibility and 3 questions to measure emotional appeal. Turkish adaptation of

the scale was made by Dayanç Kıyat in 2012. The "Model of Quality Perception" which was developed by Aaker was used to assess the Quality Perception and to investigate another aspect of the subject matter in seven dimensions. Based on the literature and this model the scale was developed by the author. Totally 14 items were created in the scale; 2 questions to measure performance, 2 questions to measure features, 2 questions to measure conformance, 2 questions to measure reliability, 2 questions to measure durability, 2 questions to measure serviceability and 2 questions to measure fit and finish.

The reason of choosing mobile telephone sector particularly for this research is that mobile telephones are devices generally used by most of the population and quality perception of their stakeholders is clear and visible. The volume of the sample utilized in this research has been determined by conceiving the number mobile telephone users in Turkey. Sekaran, (1992) stated that the volume of the sample who represent the great majority must be at least 384 in cases when the volume of great majority is expressed in millions (p. 253).

Brand reputation perceptions were measured in the first part of the survey. Reputation Quotient (Fombrun, Gardberg &Sever, 2000 p. 253), of each brand was measured by using a 10-point scale. In terms of perceived quality, a 14 -item perceived quality scale developed by Dayanç Kıyat through using Aaker's model (2009, p. 112), measuring seven dimensions was used and participants responded to the items with a 5 point likert scale (1. Strongly agree to 5. Strongly disagree).

At the beginning of the study, a pilot test was conducted with 48 people to check the comprehensibility of the questions. Afterwards, it has been observed that values are convenient and thus the surveys were distributed to a wide range of people from April to June 2015. 47% of those distributed scales returned. 8 of the scales were not taken in to consideration in the analyses as they were not property filled in.

FINDINGS

SPSS 21.0 version was used to conduct the statistical analysis. Principal component analysis with varimax rotation (exploratory factor analysis), reliability analysis (computation of Cronbach α coefficients), Pearson r correlation analysis, multiple regression analysis were used to analyze the data.

Factor & Reliability Analysis of Brand Reputation Quotient Scale

SPSS computed two factors for "LG Reputation Quotient Scale". In the brand reputation factor analysis for LG, the following dimensions, such as "Workplace Environment", "Financial Performance", "Emotional Appeal", "Corporate Social Responsibility" have been perceived as one in the first factor which is called Power and Emotion, whereas the dimensions of "Product/Service" and "Vision and Leadership" have been perceived as one in the second factor which is called Product and Management.

The Cronbach's α value has been calculated as 0.97 in the analysis of reputation quotient for LG which showed a high score for reliability. The fact that the value of Kaiser—Meyer—Olkin (KMO) is 0,963 which reveals us that factor analysis can be applied to the obtained data here. It is proved that the set of data is convenient for factor analysis since Chi–Square value in Bartlett Test is 7.574,191, the degree of freedom is 190, the value of meaningfulness (p) is 0,000 and; therefore, it is proved that the set of data is convenient for factor analysis. (See Appendices Table 1.)

To prepare the data for hypothesis testing first of all Exploratory Factor Analyses (Principal Component Analyses) using varimax rotation and analyses were conducted to the scales. The result of those analyses were presented in detail in the appendices Table 1.- 4.

The analysis of data of reputation quotient scale yielded three factors for iPhone but resulted with only two factors for LG, Samsung, and HTC brands. The reputation quotient on the basis of brands and total variations of factor analysis exhibit rather good values which explain the following rates consecutively %67,6, %65,4, %62,0 and %64,8 of total. It can be said that a reliable measurement scale has been actualized in this literature research study.

The reputation quotients of the following brands, such as LG, HTC, Samsung and iPhone are discovered as follows consecutively 5.8407, 5.953, 7.806 and 8.609 and the reputation quotients are provided in the Table 5.

When the subjects' perceptions of reputation of their favourite brands among their stakeholders are questioned during the research, the following values have been revealed for LG 8.1447, HTC 8.0070, Samsung 8.6636 and iPhone 9.1428.

Factor & Reliability Analysis of Perceived Quality Scale

In the first step SPSS computed 3 factors for Perceived Quality scale. 6 items related to experience values were collected in Factor 1 ("Fit and Finish", "Serviceability" and "Durability"), 4 items related to design and friendliness values were gathered in Factor 2 ("Performance and "Features") and 4 items related to information technologies values were under Factor 3 ("Reliability" and "Conformance").

The following concepts related to "Experience", such as durability, conditions of service warranty and quality of material learned by the user in real life conditions by experiencing individually are gathered under one heading in the first factor. The following concepts related to "Design and User Friendliness", such as user friendliness, rate of satisfying user's needs which include the expectations of the user from the product formed according to their life standards are gathered under one dimensions in the second factor. The third factor consists of user's information and data security.

The fact that the values of for Perceived Quality scale Kaiser-Meyer—Olkin (KMO) was calculated as 0.885 reveals that factor analysis can be applied to the data question. What is more, it has been comprehended that the set of data is convenient to factor analysis due to the fact that the value of Chi-Square in the Bartlett Test is 2.581,360, the degrees of freedom is 91, and the value of meaningfulness (p) is 0,000. Cronbach's Alpha value was calculated as 0.881 for the perceived quality scale. (See Appendices Table 6.)

SPSS computed 3 factors with this data set. The cumulative variance of factor model is 61.2 % of the variance. According to inter- item reliability score, the scale and sub-factors are highly reliable.

The rates of perceived quality of the following brands LG, HTC, Samsung and iPhone have been calculated as follows consecutively; 3.970, 4.239, 4.025 and 4.294.

The correlation analyses regarding the relationship between RQ and perceived quality are presented in Table 7. As it can be seen in Table 7 for iPhone, power and management dimension of perceived quality has a higher relationship with the design and user friendliness dimension of RQ compared to the other dimensions (r:.47, p<.01). Similarly for Samsung power and management has a comparatively higher relationship with design and user friendliness (r:.50, p<.01). In terms of LG, Power and Management

has significant correlations with the three dimensions of Perceived Quality: Experience (r:.53, p<.01), Design and User Friendliness (r:53, p<.01), and Information Technologies (r:.61, p<.01) respectively. Moreover for LG product management dimension of RQ is highly correlated with design and userfriendliness (r:.47, p<.01) and Information Technologies (r:.48, p<.01) dimensions of perceived quality. For HTC only power and emotion dimension of RQ has a significant but a low relationship with product and management dimension of perceived quality (r:.36, p<.05).

Hypothesis Testing / Regression Analyses

Relationship Between Perceived Quality Dimensions on Brand Reputation Quotient

To test the impact of perceived quality (independent variables) on brand reputation quotient (dependent Variables) dimensions multiple regression analysis was used. In this analysis, stepwise method was preferred in order to avoid multicollinearity problem.

To understand the relationship between perceived quality and reputation quotient for iPhone brand multiple regression analyses were conducted. As it can be seen in Table 8, Design and User Friendliness (β: .465, p<.01), Information Technologies (β:-.132, p.05), and Experience (β: .187, p<.05) were found to be predicting the Power and Management dimension of reputation quotient (RQ) (F: 25.921, P<.01). However Information Technologies was found to have a negative effect on I Phone's RQ. Only Design and User Friendliness (β: .326, p<.01) sub dimension of perceived quality was found to be explaining the variance in Product and Emotion dimension of RQ (F: 28.335, p<.01). Corporate Responsibility of the RQ was found to be predicted by Design and User Friendliness (β: .245, p<.01) and Information Technologies dimensions (β: .139, p<.05) of perceived quality (F: 9.784, p<.01)

The same analyses were also conducted to understand the relationship between perceived quality and reputation quotient for Samsung brand and presented in Table 9. Design and User Friendliness (β: .401, p<.01) and Experience (β:.197, p<.05) were in the regression equation explaining the variance in Power and Management dimension of RQ. (F: 24.404, p:.01) Moreover Product and Emotion dimension of RQ was found to be affected by Design and User Friendliness (β:.383, p<.01) and Information

Technology (β: .234, p<.05) dimensions of perceived quality and Experience was found to be on the statistical frontier for the statistical significance level (β:.183, p<.) on explaining the Product and Emotion dimension of RQ for Samsung.

As it can be seen on Table 10 most of the regression analyses did not yield significant results for the relationship between the dimensions of perceived quality and dimensions of RQ. However Information Technologies dimension (β:.361, p:.05) of the perceived quality had an almost significant effect on the Product and Management dimension of RQ (F.4.334, p:.05).

For LG, Information Technologies (β:.605, p<.01) dimension of perceived quality was found to be predicting Power and Emotional dimension of RQ. (F: 17.864, p<.01). In addition to that the regression results showed a significant relationship between the Design and User Friendliness (β: .583, p<.01) of LG and Product and Management dimension of the brand's RQ (F:12.298, p<.01). The results can be seen on Table 11.

These results indicate that "H" the effect of perceived quality on brand reputation quotient" is mostly supported although for some brands a few of the perceived quality dimensions did not show significant effects on RQ dimensions.

DISCUSSION AND CONCLUSION

Barand reputation is a sort of sensed value although it is a difficult and abstract concept to be defined by internal and external stakeholders. Besides, brand reputation is utilized as a master key while making plans regarding to strategic marketing communication tools and work schedule to enhance marketing of new products. One of the most significant dimensions of the brand equity is the perceived quality which directly affects brand reputation, market share, financial performance, profitability and competitive power of any merchandise launched into the market (Aaker, 2009, pp. 99-124). Consequently, reputation management and perceived quality are two substantial perceptions which cannot be left to ingenerate by themselves or by mere coincidence. In other words, reputation management and perceived quality must be created.

Reputation perception may vary depending on culture, sector and different brands even within the same sector. (Bartikowski, Walsh & Beatty, 2011, p. 966;

Dayanç Kıyat and Çalışkan, 2012, p. 75; Flatt & Kowalczyk, 2008, p. 13). As it can be observed in the research conducted in the health sector by Dayanç and Kıyat (2013), the most important factors that influence the reputation coefficient are financial performance, social responsibility, emotional appeal whereas the following factors such as social responsibility, emotional appeal and products and services emerge within the telecommunication sector (pp. 27-28). Similarly, it attracts notice that the highest perceived reputation values for LG and HTC are power and emotion but for Samsung they are power and management and the highest perceived reputation values for iPhone are product and emotion. That is to say, LG and HTC brands appear to be suitable companies to work for because they are strong from the view point of finance and they have low risk but they need to enhance the concepts of their quality of product service as well as management a bit more. The brand of Samsung also appears to be a financially powerful, low risky, suitable to work for and well-managed company whereas they must be more careful about their product service quality and they should also be more environmentally friendly and take part in social responsibility projects on institutional basis. When it comes to say something about the brand of iPhone, the perception of product service and the emotional attractiveness of his brand have emerged very high.

As it can be seen within the content of this research, the brand of iPhone has revealed the highest score in respect to the average of the highest reputation coefficient. According to these obtained research data, it is considered that the brand of iPhone comes first clearly in respect to its product service dimension which creates its difference in the name of iPhone in the mobile communication sector in Turkey even though it does appear to be the first in comparison to the other brands. For this reason, those other values looked for in the communication sector may be searched for in the following researches to be conducted later without mentioning any brand names.

It can be said that a picture or a reflection of perceptions which have accrued in the brains the community or the public regarding to the current brands have been released within the content of this research paper. Any of those companies which operate within the mobile communication sector in Turkey may constitute some new strategies by conducting more researches in more detailed versions of this research paper if they really intend to have larger shares in the mobile communication sector and if they want to grip the market leader position.

Another striking point that attracts attention within this subject matter is that the

dimension of corporate responsibility, different from those other brands, has come together under one factor within the brand of iPhone. Therefore, it can be safely said that the positive awerness of the brand of iPhone seems to be quite high in the eyes of the community as a result of those activities organized by the brand of iPhone regarding to the dimension of corporate responsibility ("İşte Apple'ın kırmızı…, 2017). It has been considered that this social awerness stems from the creator of this brand Steve Job who created an indispensable bond with their customers; in other words, the mission of the company leader Steve Job inspired the public because it has been cited that the leader of a company who constitutes the display window of the company and his vision was stated as an effective factor to be used while calculating the reputation coefficient as suggested by Fombrun. (Fombru & Van Riel, 2004, p. 202-204).

Another similar study revealed that corporate social responsibility showed the financial power of brands similarly. It was discovered that those brands whose social corporate responsibility activities were powerful were able protect the values of their stakes during hard times when many companies lose loads of maney. (Schnietz & Epstein, 2005, p. 327). In another study to be conducted in this respect, it may be searched that if the concept of corporate responsibility can really affect things so as to create a meaningful difference when the reputation coefficient of the public has been taken into account so seriously. Besdides, the impact of corporate social responsibility may be studied in other sectors to see if it causes any similar differences.

As it can be observed within the content of this study, iPhone is a brand which has the highest reputation coefficient whereas the brand of HTC scores the lowest in the reputation coefficient. Again, it has been revealed that in respect to the average of Perceived Quality, iPhone has the higest average (4.2943) so it comes first; however, HTC came second surprisingly with its average score of (4.2392). Nevertheless, when we take into account the market value of the brand of HTC, we can easily notice the significance of effective marketing strategies really play a great role in the performance of companies by taking into account the factor of reputation. According to those concrete concepts that companies own, it has been known that the reputation may create an indispensable difference in the market (Green, 1996: 11) because the reputation of a brand or a company becomes an invisible barrier against its competitors as it cannot be easily bought or sold in the market, it cannot be imitated whereas it can boost the productivity and also it can both pave the way for

companies to beome the market leader and it can also reinforce their current positions to overcome hardships during difficult times (Carmeli & Tishler, 2004, pp. 1267-1268; Green, 1996, p.11; Fombrun & Shanley,1990, p. 241; Hall,1992, p. 138).

The concept of Perceived Quality has been classified under four headings namely experience, design and user friendliness and information technologies consecutively. According to this study, it can be said that experience is the most significant aspects of this concept which affect Perceived Quality. Secondly, design and user friendliness emerge especially from the view point of providing easy usage and aestehetical values. Finally, it includes some other senses and perceptions related to information security, vulnerability to technological problems or competence for fast trouble shooting for the probable problems to be solved properly and in time. The concept of information technologies which fall far behind of the scale on the basis of all brands draws attention because it plays a significant role in the phase of decreasing average of the Perceived Quality perception. In other words, among the dimensions of Perceived Quality for all brands, experience, design and user friendliness vary between 4.1 and 4.5 whereas information technologies display values vary between 3.5 and 3.8. Therefore, it can be concluded that those mobile communication companies which intend to increase their Perceived Quality in the eyes of the public should attribute more importance to the compatibility and safety specifications of their products and they should also take some stategical steps by expanding their efforts to enhance their research and development in advanced communication technologies.

It has been determined that there is a positive relationship between Perceived Quality and reputation perception when the analysis of the Perceived Quality and RQ correlation is examined. That is to say, the rate of the reputation perception of a brand increases in the direct proportion to Perceived Quality. Similar results are reached to during several literature surveys even though those research studies conducted to examine the relationship between Perceived Quality and RQ are not adequate (Caruana & Ewing 2010, pp. 1103-1107; Gatti, Caruana, & Snehota 2012, pp. 65-71).

That is, the relationship between Perceived Quality and RQ obtained during this survey seems to be similar and parallel to those findings discovered during the previous researches conducted.

The perceived quality which is one of the most essential dimensions of the brand capital liability affects the brand in several aspects, such as reputation, market share, financial performance, customer loyalty, profitability and competitive power of brands as well as their images of service and product in the public opinion (Selnes,1993, pp. 19-20).

The brand of LG is rather striking by having the highest relationship values and the peak RSquare values when it is examined its Perceived Quality and RQ correlation on the basis brands. It has been discovered that there is quite high positive relationship between informformation technologies and of RQ and emotion as well as with design and user friendliness and of RQ, product management factors of the Perceived Quality among LG users. The increase in information technologies and design and user friendliness will cause the perception of reputation among users for the LG brand considerably. The brand of LG aims at manufacturing best quality products even far above the exptations of their loyal customers and they test their their products almost in all steps of technology design and production and user friendliness whether their products meet their target customers' demands and requests long before they launch a new product into the market.

Another striking point revealed during the analysis of the Perceived Quality and RQ correlation is that the RSquare value for the brand of iPhone is negative (-132) between information technologies and power and management. It is considered that the reason behind this data is the fact that iPhone users's private information was hacked globally short time before that survey was conducted. ("Apple hesapları hack'lendi…", 2016)

Moreover, one more striking point obtained during the analysis of the Perceived Quality and RQ correlation is that there has not been any relationship among any of the factors except for information technologies and power and management. As mentioned above, these data signify the importance of reputation of a brand or trademark in marketing strategies considearably. In brief, it does not matter how high quality products you manufacture as long as you are not known or recognized by the public.

Forthermore, iPhone comes first with its highest Perceived Quality and RQ value; however, HTC draws attention with its second highest Perceived Quality value

whereas it has the lowest RQ values among its competitors. As it was stated by Okay A. and Okay A. (2007), reputation does not only include concepts like product or service quality, it also includes a much broader concept such as organization's actions, future expectations, past reflections, brand equality, image, and goodwill (p. 378). Consequently, the overall results of the study indicate that perceived quality has an important explanatory power on reputation but it isn't the only determinate of reputation perception for companies. In the future with new independent variables, integrated models have to be tested.

It is obvious that all surveys have some inevitable boundries and restrictions and this one is not an exception. The fact that this is a cross-sectional research, the possibility of establishing relationship among variables in respect to cause and effect is rather restricted which enables us to discuss and compare only those obtained relationships and probabilities. It may be more beneficial to examine the relationships between / among the same variables by means of larger samples and longitudinal practice to be performed later. Although this survey imposes several restrictions, some meaningful findings have been obtained and exposed to reveal the relationship between the perceived quality and reputation and some questions and suggestions have been devised to be utilized during the prospective surveys.

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TABLES AND FIGURES

Independent Variables	Dependent Variables
Perceived Quality Fit and Finish Serviceability Durability Performance Features Reliability Conformance	**Reputation Quotient** Corporate Social Responsibility Financial Performance Product and Service Vision and Leadership Workplace Environment Emotional Appeal
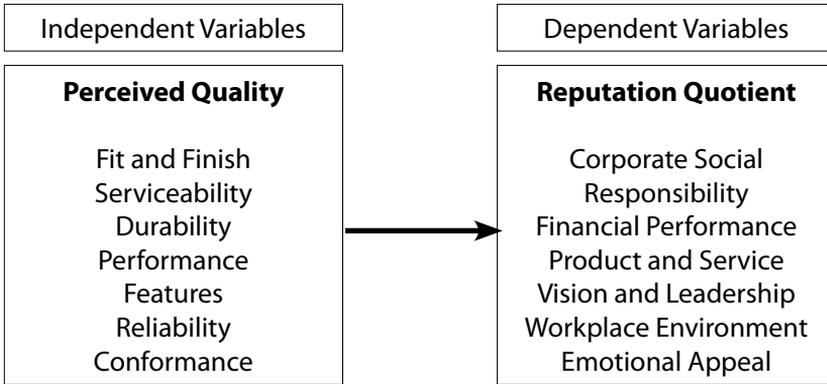
Figure 1: Theoretical

Table 1: Results of Exploratory Factor Analysis and Factor Loadings for LG Brand

	Power and Emotion	Product and Management
Trademark seems to be a good firm to work for	,788	
Trademark seems to be a firm to have good workers.	,749	
Trademark is managed well	,731	
Trademark seems to have great expectations to grow	,725	
Trademark supports objectives / aims	,722	
Trademark seems as low risky for investors	,700	
Trademark owns a strong profitability background	,694	
Trademark is a firm which feels responsibility for environment	,686	
I appreciate and respect the trademark.	,684	
I trust the trademark.	,677	
Trademark tends to overcome its competitors	,672	
Trademark has high standards in respect to its treating human beings	,665	
I have good feelings about the trademark	,655	
Trademark is aware of current prices in the market and benefits from its advantages	,610	
Trademark offers good services in return for the money /its price		,826
Trademark backs up its products and services		,821
Trademark offers high quality products and services		,768
Trademark develops innovative products and services		,744
Trademark owns a perfect leadership		,735
Trademark owns a clear vision for the future		,633
% of Variance	**38,933**	**28,624**
% of Cumulative Variance	**67,557**	
Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		**,963**
Bartlett's Test of Sphericity / Approx. Chi-Square	**7.574,19**	
df / Sig.	**190 / 0**	
Cronbach's Alpha / N of Items:14/6	**,960**	**,926**
Cronbach's Alpha / N of Items: 20		**,968**

Table 2: Results of Exploratory Factor Analysis and Factor Loadings for Samsung Brand

	Power and Management	Product and Emotion
Trademark seem to have great expectations to grow	,787	
Trademark is aware of current prices in the market and benefits from its advantages	,758	
Trademark owns a strong profitability background	,728	
Trademark is managed well	,728	
Trademark owns a clear vision for the future	,728	
Trademark seems to have good workers	,720	
Trademark develops innovative products and services	,715	
Trademark seems to be a good firm to work for	,707	
Trademark tends to overcome its competitors	,699	
Trademark seems as low risky for investors	,602	
I have good feelings about the trademark.		,809
I appreciate and respect the trademark..		,793
I trust the trademark..		,791
Trademark scores high standards in respect to its treating human beings		,707
Trademark is a firm which feels responsibility for environment		,690
Trademark offers good services in return for the money /its price		,656
Trademark backs up good aims.		,652
Trademark offers high quality products and services		,618
Trademark backs up its products and services		,558
% of Variance	**34,489**	**30,890**
% of Cumulative Variance		**65,379**
Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		**,954**
Bartlett's Test of Sphericity / Approx. Chi-Square		**6.613,38**
df / Sig.		**171 /0,000**
Cronbach's Alpha / N of Items:10/9	**,942**	**,928**
Cronbach's Alpha / N of Items: 19		**,961**

Table 3: Results of Exploratory Factor Analysis and Factor Loadings for iPhone Brand

	Product and Emotion	Power and Management	Corporate Responsibility
Trademark offers high quality products and services	,727		
I trust the trademark.	,692		
I appreciate and respect the trademark.	,685		
Trademark offers good products and services in return for the money/ price.	,660		
Trademark backs up its products and services.	,580		
I have good feelings about the trademark.	,567		
Trademark owns a perfect leadership.	,537		
Trademark develops innovative products and services.	,529		
Trademark seems to be a good firm to work for.		,750	
Trademark is managed well.		,719	
Trademark seems to have good workers.		,699	
Trademark seems to have great expectations to grow.		,663	
Trademark has a clear vision for the future.		,661	
Trademark tends to overcome its competitors.		,568	
Trademark is aware of the market opportunities and benefits from its advantages.		,568	
Trademark owns a strong profitability background.		,530	
Trademark backs up good aims.			,816
Trademark is a firm which feels responsibility for environment.			,783
Trademark scores high standards in respect to its treating human beings.			,454
% of Variance	**23,786**	**23,354**	**14,866**
% of Cumulative Variance			**62,006**
Kaiser-Meyer-Olkin Measure of Sampling Adequacy.			**,940**
Bartlett's Test of Sphericity / Approx. Chi-Square			**5.500,492**
df / Sig.			**171 / 0,000**
Cronbach's Alpha / N of Items:8/8/3	**,830**	**,841**	**,575**
Cronbach's Alpha / N of Items: 19			**,899**

Table 4: Results of Exploratory Factor Analysis and Factor Loadings for HTC Brand

	Power and Emotion	Product and Management
I appreciate and respect the trademark.	,791	
I trust the trademark.	,780	
I Have good feelings about the trademark.	,740	
Trademark seems to be affirm which has great expectations to grow.	,712	
Trademark scores high standards in respect to its treating human beings.	,675	
Trademark is a firm which feels responsibility for environment.	,664	
Trademark seems as low risky for investors.	,660	
Trademark backs up good aims.	,649	
Trademark seems to be a firm which has good workers.	,622	
Trademark tends to overcome its competitors.	,600	
Trademark seems to be a good firm to work for.	,555	
Trademark backs up its products and services.		,807
Trademark offers good products and services in return for the money/ price.		,785
Trademark is aware of the market opportunities and benefits from its advantages.		,754
Trademark develops innovative products and services.		,738
Trademark owns a perfect leadership.		,737
Trademark offers high quality products and services.		,705
Trademark has a clear vision for the future.		,677
Trademark is managed well.		,673
% of Variance	**32,787**	**32,046**
% of Cumulative Variance		**64,832**
Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		**,961**
Bartlett's Test of Sphericity / Approx. Chi-Square		**6.399,96**
df / Sig.		**171 /0,000**
Cronbach's Alpha / N of Items: 11/8	**,937**	**,933**
Cronbach's Alpha / N of Items: 19		**,961**

Table 5: The Values of Reputation Quotient According to Factors of Brands

N :434	LG		Samsung			iPhone		HTC
	Power and Emotion	Product and Management	Power and Management	Product and Emotion	Product and Emotion	Power and Management	Corporate Responsibility	Power and Emotion	Product and Management
Mean	5,9231	5,75 83	8,0436	7,562	8,3148	8,7831	8,3148	5,9949	5,9098

Table 6: Results of Exploratory Factor Analysis and Factor Loadings for Perceived Quality

	"Experience"	"Design and User Friendliness"	"Information Technologies"
Design of the device is elegant.	,783		
Appearance of the device is of high quality.	,748		
I think the device has warranty service.	,713		
I think the device is durable.	,704		
I think I will be satisfied with technical service of the firm for device.	,660		
Device will meet our needs for a long time.	,589		
The speed of device is high.		,734	
Device meets the needs that demand.		,724	
Device is easy to use.		,691	
Device enables me to do what I imagine to do with it.		,685	
I think the firm will keep my personal information secret			,758
I think the device will not allow anyone to hack my personal data and information			,734
I think I will never experience any problems related to the device			,696
I think the device is free of problems / trouble-free. .			,689
% of Variance	**24,407**	**19,263**	**17,567**
% of Cumulative Variance			**61,238**
Kaiser-Meyer-Olkin Measure of Sampling Adequacy.			**,885**
Bartlett's Test of Sphericity / Approx. Chi-Square			**2.581,36**
df / Sig.			**91 / 0,000**
Cronbach's Alpha / N of Items:6/4/4	**,851**	**,796**	**,766**
Cronbach's Alpha / N of Items: 14			**,881**

Table 7: Result of Correlation Analysis Between Reputation Quotient and Perceived Quality

Brand	Factors Obtain for Reputation Quotient	Factors Obtain for Perceived Quality		
		"Experience"	"Design and User Friendliness"	"Information Technologies"
iPhone N: 241	**Power and Management**	**,369****	**,465****	,086
	Product and Emotion	**,158****	**,245****	**,218****
	Corporate Responsibility	**,158***	**,245****	**,218****
Samsung N:129	**Power and Management**	**,400****	**,500****	**,285****
	Product and Emotion	**,352****	**,383****	**,358****
LG N:33	**Power and Emotion**	**,527****	**,532****	**,605****
	Product and Management	**,370***	**,533****	**,484****
HTC N:31	**Power and Emotion**	,139	,238	,294
	Product and Management	,342	,335	**,361***
**.Correlation is significant at the 0.01 level (2-tailed).				
*.Correlation is significant at the 0.05 level (2-tailed).				

Table 8: The Relationship Between Perceived Quality and Reputation Quotient for iPhone Brand

Dependent Variable	R	R Square	Adjusted R Square	Durbin-Watson	F	Sig.
Power and Management	,498	,248	,238	1,903	25,921	0
Independent Variables	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	VIF
	B	Std. Error	Beta			
(Constant)	5,444	,474		11,479	0	
Design and User Friendliness	,841	,104	,465	8,107	0	1
Information Technologies	-,150	,072	-,132	-2,099	,037	1,212
Experience	,380	,164	,187	2,319	,021	2,034
Dependent Variable	R	R Square	Adjusted R Square	Durbin-Watson	F	Sig.
Product and Emotion	,326	,106	,102	1,982	28,335	0
Independent Variables	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	VIF
	B	Std. Error	Beta			
(Constant)	6,393	,568		11,265	0	
Design and User Friendliness	,661	,124	,326	5,323	0	1
Dependent Variable	R	R Square	Adjusted R Square	Durbin-Watson	F	Sig.
Corporate Responsibility	,276	,076	,068	1,851	9,784	0
Independent Variables	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	VIF
	B	Std. Error	Beta			
(Constant)	5,861	,752		7,792	0	
Design and User Friendliness	,644	,165	,245	3,909	0	1
Information Technologies	,230	,114	,139	2,023	,044	1,217

Table 9: The Relationship Between Perceived Quality and Reputation Quotient for Samsung Brand

Dependent Variable	R	R Square	Adjusted R Square	Durbin-Watson	F	Sig.
Power and Management	,528	,279	,268	1,554	24,404	0
Independent Variables	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	VIF
	B	Std. Error	Beta			
(Constant)	4,342	,651		6,670	0	
Design and User Friendliness	,745	,163	,401	4,571	0	1,344
Experience	,310	,138	,197	2,246	,026	1,344
Dependent Variable	R	R Square	Adjusted R Square	Durbin-Watson	F	Sig.
Product and Emotion	,464	,215	,196	1,593	11,428	0
Independent Variables	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	VIF
	B	Std. Error	Beta			
(Constant)	4,982	,763		6,529	0	
Design and User Friendliness	,826	,177	,383	4,670	0	1
Information Technologies	,458	,175	,234	2,620	,010	1,244
Experience	,336	,170	,183	1,979	,050	1,369

Table 10: The Relationship Between Perceived Quality and Reputation Quotient for HTC Brand

Dependent Variable	R	R Square	Adjusted R Square	Durbin-Watson	F	Sig.
Product and Management	,361	,130	,100	1,952	4,334	,046
Independent Variables	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	VIF
	B	Std. Error	Beta			
(Constant)	5,471	1,227		4,460	0	
Information Technologies	,656	,315	,361	2,082	,046	1

Table 11: The Relationship Between Perceived Quality and Reputation Quotient for LG Brand

Dependent Variable	R	R Square	Adjusted R Square	Durbin-Watson	F	Sig.
Power and Emotional	,605	,366	,345	1,698	17,864	0
Independent Variables	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	VIF
	B	Std. Error	Beta			
(Constant)	4,500	,874		5,150	0	
Information Technologies	,991	,235	,605	4,227	0	1
Dependent Variable	R	R Square	Adjusted R Square	Durbin-Watson	F	Sig.
Pruduct and Management	,533	,284	,261	2,101	12,298	,001
Independent Variables	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	VIF
	B	Std. Error	Beta			
(Constant)	4,780	,995		4,806	0	
Design and User Friendliness	,816	,233	,533	3,507	,001	1