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ISSN 2148-6670

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Journal of Management, Marketing and Logistics

Year: 2017 Volume: 4 Issue: 1

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THE EFFECT OF PERCEIVED VALUE ON BEHAVIOURAL INTENTIONS*

DOI: 10.17261/Pressacademia.2017.375
JMML-V.4-ISS.1-2017(1)-p.1-16

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To cite this document
Basaran, U. and R. Aksoy, (2017). The effect of perceived value on behavioural intentions. Journal of Management, Marketing and Logistics (JMML), V.4, Iss.1, p.1-16.
Permemant link to this document: http://doi.org/10.17261/Pressacademia.2017.375

ABSTRACT
Purpose- This study investigates the relation between perceived value and behavioural intentions in the intercity passenger transportation industry from a multidimensional point of view. It is expected to contribute to theory and practice through the conceptualisation of perceived value within the benefit and sacrifice components and revelation of the effects of these variables on customers' behavioural intentions with a holistic perspective.
Methodology- Data were collected from 552 consumers that purchased services from the companies operating in the intercity passenger transportation industry within the last six months in Turkey. The research model is examined by using structural equation modelling.
Findings- The results show that functional, social and emotional values are more effective on repurchase intention and word of mouth. Likewise, monetary cost and emotional value are more effective on willingness to pay more and complaining intention.
Conclusion- These results may provide practical implications which could enable managers of intercity passenger transportation companies to understand the relation between perceived value and behavioural intentions and improve the customer loyalty on the basis of perceived value.

Keywords: Perceived value, benefit components, sacrifice components, behavioural intentions, services marketing
JEL Codes: M31, M39, L91

1. INTRODUCTION

One of the strategies companies can implement to provide competitive advantage in today's intense competitive environment is the differentiation strategy. The basis of the differentiation strategy is based on providing a unique offer that consumers perceive as valuable in the industry in which the company operates. Providing a valuable offer allows companies to reduce consumers' negative behavioural intentions while increasing the positive ones by adapting marketing programs to their wants and needs. Therefore, the concept of perceived value is an important factor that companies should consider for competitive advantage and customer loyalty within the framework of superior value proposition to consumers.

Along with the understanding that perceived value is an important factor for the success and continuity of companies, many studies have been conducted by academic circles about the concept. According to the generally accepted definition in the literature, the perceived value is expressed as the consumers' overall assessment of the utility of a product or service

* This article is derived from Basaran (2014)'s PhD thesis titled "The Effects of Perceived Customer Value Components on Behavioral Intentions" at Bulent Ecevit University.

based on perceptions of what is received and what is given (Zeithaml, 1988). Accordingly, perceived value is thought to be the result of the evaluation made by the consumer within the benefits derived from the purchase or use of a product or service and the sacrifices made to achieve those benefits.

Behavioural intentions are often included in perceived value models as an outcome variable. However, behavioural intentions appear to be handled in a unidimensional manner, usually as repurchase intention, word of mouth or loyalty (Cronin, Brady and Hult, 2000; Brady, Robertson and Cronin, 2001; Choi et al., 2004; Chen, 2008; Ryu, Han and Kim, 2008; Lai, Chen 2011; Chaohui, Lin and Qiaoyun, 2012; Han and Hwang, 2013). The implementation of the construct of behavioural intentions is considered limited in general, ignoring the entire possible behavioural intentions that might pursue the evaluation of perceived value. Accordingly, there appears little empirical research which has addressed the link between the separate dimensions of perceived value and behavioural intentions.

This study investigates the relation between perceived value and behavioural intentions in the services marketing. It is expected to contribute to theory and practice through conceptualisation of the perceived value within benefit and sacrifice components and revealing the effects of these variables on behavioural intentions with a multidimensional perspective. There is a paucity of evidence in the marketing literature in explaining the relation between the dimensions of perceived value and behavioural intentions. Therefore, this study may provide evidence for three different research questions on the multidimensional connection of perceived value and behavioural intentions. The research questions are:

1. Which perceived value dimensions can be detected?
2. Which behavioural intentions can be determined?
3. How are the perceived value dimensions related to the behavioural intentions?

The structure of the study is composed as follows. First, a summary of the existing literature is presented on the conceptual and empirical issues concerning perceived value and behavioural intentions together with the relation between these constructs. Subsequently, it refers to the research procedure and results of tests implemented to provide empirical evidence. The study is concluded with a discussion of the results and a number of theoretical and practical implications.

2. LITERATURE REVIEW

2.1. Perceived Value

Perceived value is often conceptualised as the consumers' overall assessment of the utility of a product or service based on perceptions of what is received and what is given (Zeithaml, 1988). In this concept, what is received and what is given reveal the benefit and sacrifice components. The benefit components of perceived value include intrinsic and extrinsic attributes of product or service, perceived quality, and other higher level of relevant abstractions such as prestige or experience. Moreover, the sacrifice components of perceived value include monetary prices, and non-monetary prices such as time and effort costs (Zeithaml, 1988).

Perceived value is defined as an interactive, relativistic and preferential experience. The relation of consumers with products or services operates in a relativistic manner to determine preferences that lie at the heart of the consumption experience (Holbrook, 1999). Holbrook's framework proposes three key dimensions of perceived value. These are extrinsic versus intrinsic, self-oriented versus other-oriented, and active versus reactive values (Holbrook, 1996). The framework also suggests that these three dimensions may generate eight distinct types of value called efficiency, excellence, status, self-esteem, play, aesthetics, ethics, and spirituality (Solomo et al., 2006). Perceived value is a perception of advantage arising out of a customer's association with an organization's offering. This perception can occur as a reduction in sacrifices, a presence of benefits or a resultant of any weighed combination of sacrifices and benefits (Woodall, 2003).

A broader theoretical framework of perceived value is developed by Sheth, Newman and Gross (1991a) that proposes five consumption values influencing consumer choice behaviour. These are functional, social, emotional, epistemic, and conditional value. Babin, Darden and Griffin (1994) describe a general view of shopping value recognising both utilitarian and hedonic components and they develop a specific measure. Utilitarian value reflects shopping with a work mentality, and it is described as task-related and rational. On the other hand, hedonic value is more subjective and personal and results more from fun and playfulness than a task completion (Holbrook and Hirschman, 1982; Babin, Darden and Griffin, 1994). Sweeney and Soutar (2001) develop a measure called PERVAL (Perceived Value Scale) that can be used to assess customers' perceptions of value. From their study, four value dimensions emerge that are termed emotional, social, quality/performance and price/value for money.

Petrick (2002) conceptualises the perceived value as a multidimensional construct, including the dimensions of quality, emotional response, monetary price, behavioural price and reputation (Petrick, 2002). Gallarza and Saura (2006) adopt

Holbrook's typology and combine it with negative inputs of value to investigate the dimensions of perceived value. In their study, efficiency, quality, play and aesthetics are considered as positive value inputs. Perceived monetary price, perceived risk and time and effort are regarded as cost dimensions (Gallarza and Saura, 2006). Sanchez et al. (2006) develop a scale of measurement of the perceived value of a tourism product with six dimensions. These dimensions are functional value of the travel agency (installations), functional value of the contact personnel (professionalism), functional value of the tourism package purchased (quality), functional value of price, emotional value, and social value (Sanchez et al., 2006).

In brief, the literature shows that perceived value is measured with several variables in a multidimensional manner. These variables vary according to products, services, or consumer groups. Within the studies, these variables can be summarised as functional value, emotional value, social value, utilitarian value, hedonic value, economic value, monetary value, monetary price, behavioural price, monetary sacrifices, non-monetary sacrifices, monetary cost, time and effort costs (Babin, Darden and Griffin, 1994; Kantamneni and Coulson, 1996; Lapierre, 2000; Sweeney and Soutar, 2001; Petrick, 2002; Merle et al., 2010; Kaint and Verma, 2011; Huang, 2012; Walsh, Shiu and Hassan, 2014; Parente, Costa and Leocádio, 2015).

In this study, perceived value is measured through five dimensions, which are functional value, emotional value, social value, monetary cost and time and effort costs. This measurement is composed according to the definition of value for Zeithaml (1988) as a trade-off between benefit and sacrifice components. Functional, emotional, and social values are considered as benefit components, while monetary cost, together with time and effort costs are taken as sacrifice components. Functional value refers to the comprehensive aspect of perceived quality, and comprises the consumers' judgement about a product or service's overall excellence or superiority (Zeithaml, 1988). Hence functional value is defined as the utility derived from the perceived quality and expected performance of the product, and acquires as the result of product's or service's ability to perform its functional, utilitarian, or physical purposes (Sheth, Newman and Gross, 1991b; Sweeney and Soutar, 2001). Emotional value is described as the utility derived from the feelings or affective states that a product or service generates (Sweeney and Soutar, 2001). Social value is defined as the utility derived from the product's or service's ability to enhance social self-concept. Monetary cost is described as the price of a product or a service encoded by the consumer (Jacoby and Olson, 1977; Zeithaml, 1988). Finally, time and effort costs are defined as the cost of obtaining a product or service, which include the time, search, effort or psychic costs (Zeithaml, 1988).

2.2. Behavioural Intentions

In the field of consumer behaviour, it is not always possible to measure whether the consumers actually perform their purchasing behaviour. Therefore, intentions that consumers maintain for their behaviours are studied in many studies (Baker and Crompton, 2000; Chen and Tsai, 2007; Ryu, Han and Kim, 2008; Chen and Chen, 2010; Wang and Chen, 2012; Mandan, Hossein and Furuzandeh, 2013). Behavioural intentions can be viewed as indicators that signal whether customers will remain with or defect from the company (Zeithaml, Berry and Parasuraman, 1996). Hence, determining the consumers' behavioural intentions becomes an important issue among researchers, since measuring the expected future behaviour of a company's customers is a key strategic asset that must be monitored and nurtured by companies to maximise long-term performance and profitability in the current competitive marketing environment (Vogel, Evanschitzky and Ramaseshan, 2008).

Consumers' behavioural intentions are indicated comprehensively in a research by Zeithaml, Berry and Parasuraman (1996) that summarise the existing evidence about the behavioural consequences of service quality. The construct is split broadly into favourable and unfavourable behavioural intentions (Zeithaml, Berry and Parasuraman, 1996). Favourable behavioural intentions are the ones such as saying positive things about the company, recommending company to others, paying a higher price for the company, spending more with the company, and remaining loyal to the company or repurchasing from the company (Boulding et al., 1993; Zeithaml, Berry and Parasuraman, 1996; Cronin, Brady and Hult, 2000; Choi et al., 2004; Molinari, Abratt and Dion, 2008). On the other hand, unfavourable behavioural intentions are the ones like saying negative things about the company, switching to another company, complaining about the company to external agencies or doing less business with the company in the future (Zeithaml, Berry and Parasuraman, 1996; Bloemer, De Ruyter and Wetzels, 1999; Liu, Furrer and Sudharshan, 2001; Shukla, 2010).

In this study, behavioural intentions are measured through four dimensions which are introduced by Zeithaml, Berry and Parasuraman (1996) and Bloemer, De Ruyter and Wetzels (1999). The dimensions are specified as repurchase intention, word of mouth, willingness to pay more, and complaining intention. Repurchase intention is defined as an intention to repeatedly use products in the future, and based on previous experiences and expectations for the future Oliver, 1997; Kim et al., 2011). Consumer word of mouth transmissions consist of informal communications directed at other consumers about the ownership, usage or characteristics of particular products and services and their companies (Westbrook, 1987). Willingness to pay more is defined as continuing to do business with the company even if its prices increase somewhat or to pay a higher price than competitors charge for the benefits that are currently received from the company (Zeithaml, Berry and Parasuraman, 1996). Finally, complaining intention is described as an intention of the customer to provide negative feedback about the product, service or the company (Bell, Menguc and Stefani, 2004).

2.3. Hypothesis Development

Several studies show that variables such as perceived value, perceived quality, perceived price, perceived sacrifice, functional value, emotional value, or social value are utilised in order to identify the factors that affect consumers' behavioural intentions (Kashyap and Bojanic, 2000; Wang et al., 2004; Tsai, 2005; Hansen, Samuelsen and Silseth, 2008; Roig, Garcia and Tena, 2009; Wang, 2014; Yang et al., 2014; Albayrak, Caber and Comen, 2016). However, there is a little empirical research with a clear focus on the relation between perceived value and behavioural intentions in a multidimensional perspective. Various studies determine that perceived product or service quality, quality value, functional value, and utilitarian value which indicate the quality, performance, effectiveness or convenience of the product or service, have a positive effect on consumers' satisfaction, repurchase, word of mouth, and recommendation intentions, or loyalty (Gallarza and Saura, 2006; Molinari, Abratt and Dion, 2008; Shukla, 2010; Han and Hwang, 2013; Yang et al., 2014; Dedeoglu, Balikcioglu and Kucukergin, 2015). On the other hand, it is decided that perceived price, perceived sacrifice or non-monetary sacrifices, and perceived risk have a negative effect on satisfaction, repurchase intention, or loyalty (Kashyap and Bojanic, 2000; Chaohui, Lin and Qiaoyun, 2012; Chiu et al., 2014; Xu, Peak and Prybutok, 2015). Nonetheless, it is indicated that factors like social value, emotional value, symbolic value, hedonic value or enjoyment value have a positive effect on purchase, repurchase, word of mouth, recommendation intentions, willingness to pay more, or loyalty (Tsai, 2005; Pihlström and Brush, 2008; Roig, Garcia and Tena, 2009; Ha and Jang, 2010; Bakirtas, Bakirtas and Cetin, 2015).

Based on these studies, hypotheses are developed in order to determine the impact of perceived value on consumers' behavioural intentions. Firstly, it is expected that functional value, emotional value and social value will have a positive effect on repurchase intention, while monetary cost and time and effort costs will have a negative effect on it. Therefore, H1, H2, H3, H4, and H5 hypotheses are proposed as below.

H1: Functional value has a positive and significant effect on repurchase intention.

H2: Emotional value has a positive and significant effect on repurchase intention.

H3: Social value has a positive and significant effect on repurchase intention.

H4: Monetary cost has a negative and significant effect on repurchase intention.

H5: Time and effort costs have a negative and significant effect on repurchase intention.

Secondly, it is expected that functional value, emotional value and social value will have a positive effect on word of mouth, whereas monetary cost and time and effort costs will have a negative effect on it. Thus, H7, H8, H9, H10, and H11 hypotheses are formulated as follows.

H6: Functional value has a positive and significant effect on word of mouth.

H7: Emotional value has a positive and significant effect on word of mouth.

H8: Social value has a positive and significant effect on word of mouth.

H9: Monetary cost has a negative and significant effect on word of mouth.

H10: Time and effort costs have a negative and significant effect on word of mouth.

Thirdly, it is expected that functional value, emotional value and social value will have a positive effect on willingness to pay more, while monetary cost and time and effort costs will have a negative effect on it. Therefore, H11, H12, H13, H14, and H15 hypotheses are constructed as below.

H11: Functional value has a positive and significant effect on willingness to pay more.

H12: Emotional value has a positive and significant effect on willingness to pay more.

H13: Social value has a positive and significant effect on willingness to pay more.

H14: Monetary cost has a negative and significant effect on willingness to pay more.

H15: Time and effort costs have a negative and significant effect willingness to pay more.

Finally, it is expected that functional value, emotional value and social value will have a negative effect on complaining intention, whereas monetary cost and time and effort costs will have a positive effect on it. Thus, H16, H17, H18, H19, and H20 hypotheses are offered as follows.

H16: Functional value has a negative and significant effect on complaining intention.

H17: Emotional value has a negative and significant effect on complaining intention.

H18: Social value has a negative and significant effect on complaining intention.

H19: Monetary cost has a positive and significant effect on complaining intention.

H20: Time and effort costs have a positive and significant effect on complaining intention.

3. DATA AND METHODOLOGY

3.1. Research Setting

Customers of travel firms in the intercity passenger transportation industry in Zonguldak, Turkey are surveyed based on a structured questionnaire with regard to their perception of the value about the service offered by the firm and their behavioural intentions. Data were collected via face-to-face interviews with customers of companies in Zonguldak city during August-October months in 2013. Respondents were selected from the customers who had used the particular service within the last six months to provide an up to date evaluation. In total, selected by convenience sampling method, 585 respondents participate in the study. As a result of the examination, 33 questionnaires are considered as invalid. Therefore, the final sample used to test the hypotheses is 552 respondents. 52 percent of the respondents are female, 60 percent are married, 34.1 percent have a bachelor degree, and 18.8 percent work as an officer. The age range of respondents is between 18 and 79 and the average age is 37.

3.2. Questionnaire Design

The measure of perceived value is derived from the studies of various researchers. Functional value is measured by seven items adapted from the questionnaires of Wang et al. (2004), Roig, Garcia and Tena (2009) Ruiz et al. (2008). A sample item is “This firm always delivers superior service”. Emotional value and social value are measured by Sweeney and Soutar (2001)’s PERVAL scale with nine items. A sample item for emotional value scale is “The service of this firm is the one that I enjoy”. A sample item for social value scale is “The service of this firm is preferred by other people”. Monetary cost is measured by five items adapted from the questionnaires of Chapman and Wahlers (1999), Tam (2004), Chu and Lu (2007). A sample item is “The price for this firm’s service is a lot of money to spend”. Time and effort costs are measured with three items derived from Baker et al. (2002)’s scale. A sample item is “The time I spend for receiving the service of this firm is a lot”.

Behavioural intentions scale is adapted from the questionnaires of Zeithaml, Berry and Parasuraman (1996), Gremler and Gwinner (2000), Fullerton (2003). Repurchase intention is measured by four items. A sample item is “Next time, when I need such services, I will choose this firm”. Word of mouth is measured by three items. A sample item is “I would say positive things about this firm to other people”. Willingness to pay more is measured by three items. A sample item is “I will continue to order services from this firm even if the prices increase somewhat”. Complaining intention is measured by four items. A sample item is “I will complain to employees if I experience a problem with this firm’s service”.

Each of the items is accompanied by a five-point Likert-type scale ranging from 1 (=completely disagree) to 5 (=completely agree). The items are translated into Turkish and small adjustments are made in the questionnaire for the cultural and linguistic setting.

4. FINDINGS AND DISCUSSION

4.1. Descriptive Analysis

Mean scores, standard deviations, zero-order correlations, and reliability estimates (Cronbach’s alpha) for the perceived value dimensions and behavioural intentions are shown in Table 1. As seen in Table 1, zero-order correlations are all in the expected direction and the internal consistency (α) for each measure is above the 0.70 as recommended by Nunnally and Bernstein (1994).

The convergent and discriminant validity of the measures is assessed by the method proposed by Fornell and Larcker (1981). For convergent validity, the composite reliability (CR) and the average variance extracted (AVE) are computed in order to determine whether the measurement variable is representative of the related construct. As seen in Table 1, all

AVEs are 0.72 or higher, and surpass the threshold value of 0.50 (Fornell and Larcker, 1981; Hair et al., 1998). Likewise, all CRs are 0.91 or higher and surpass the threshold value of 0.70 (Fornell and Larcker, 1981; Hair et al., 1998). These results support the convergent validity of each constructs involved in the study.

The evidence of discriminant validity can be demonstrated when measures of conceptually different constructs are not strongly correlated between themselves as compared to similar constructs (Kim, Kim and Shin, 2009). In order to evaluate the discriminant validity, the square root of the AVEs in each construct is compared with the correlation coefficients between two constructs (Fornell and Larcker, 1981; Hair et al., 1998). In Table 1, the square root of the AVEs in each construct that appear on the diagonal line is larger than any correlation between the associated constructs and any other constructs. These results indicate that discriminant validity is acquired.

Table 1: Descriptive Analysis

		Mean	Sd	α	CR	AVE	1	2	3	4	5	6	7	8	9
1	**Functional Value**	3.35	1.06	0.97	0.97	0.83	**0.91**[a]								
2	**Emotional Value**	3.21	1.20	0.97	0.97	0.86	0.76*	**0.93**[a]							
3	**Social Value**	3.38	1.12	0.95	0.95	0.81	0.77*	0.68*	**0.90**[a]						
4	**Monetary Cost**	2.70	1.17	0.96	0.96	0.83	-0.80*	-0.74*	-0.76*	**0.91**[a]					
5	**Time and Effort Costs**	2.59	1.09	0.94	0.94	0.83	-0.73*	-0.63*	-0.67*	0.69*	**0.91**[a]				
6	**Repurchase Intention**	3.38	1.08	0.94	0.94	0.80	0.79*	0.70*	0.75*	-0.73*	-0.65*	**0.90**[a]			
7	**Word of Mouth**	3.42	1.32	0.97	0.97	0.92	0.77*	0.70*	0.70*	-0.69*	-0.64*	0.66*	**0.96**[a]		
8	**Willingness to Pay More**	2.99	1.12	0.93	0.93	0.82	0.61*	0.60*	0.59*	-0.65*	-0.49*	0.58*	0.52*	**0.91**[a]	
9	**Complaining Intention**	2.96	1.07	0.91	0.91	0.72	-0.57*	-0.58*	-0.55*	0.66*	0.51*	-0.56*	-0.54*	-0.62*	**0.85**[a]

[1] N=552, *p<0.001
[2] Sd=Standard deviation, α=Cronbach's alpha, CR=Composite reliability, AVE=Average variance extracted
[3] Diagonal values (a) are the square root of the constructs' AVEs.

4.2. Measurement Properties

Prior to testing the hypotheses, exploratory and confirmatory factor analyses are performed to examine the construct validity of the variables. Firstly, exploratory factor analysis (EFA) is conducted on perceived value and behavioural intentions. The results of EFA on perceived value show that five factors with eigenvalues greater than 1.0 are identified. All items load on each distinct factor, and these factors explain 87.36% of the total variance. All factor loadings of five dimensions are confirmed above 0.70 and between 0.72 and 0.82. The results of EFA on behavioural intentions show that four factors with eigenvalues greater than 1.0 are identified. All items load on each distinct factor and, these factors explain 86.73% of the total variance. All factor loadings of four dimensions are confirmed above 0.70 and between 0.77 and 0.88.

Secondly, the factor structure of both the perceived value and behavioural intentions items are explored using confirmatory factor analysis (CFA). Fit statistics of CFA on perceived value, $\chi 2(239)= 400.90$; root mean square error of approximation (RMSEA) = 0.03; goodness of fit index (GFI) = 0.94; adjusted goodness of fit index (AGFI) = 0.93; normed fit index (NFI) = 0.98; Tucker-Lewis index (TLI) = 0.99; comparative fit index (CFI) = 0.99; all fit indices are determined at adequate levels for the measurement model (Hair et al., 1998; Brown, 2006; Raykov and Marcoulides, 2006; Byrne, 2010; Kline, 2011). The results of the CFA for the perceived value are shown in Table 2.

Table 2: Results of Confirmatory Factor Analysis for Perceived Value

Constructs and Items	Unstandardized Estimates	Standardized Estimates	Standard Errors	t values	R^2
Functional Value					
1 This firm always delivers superior service.	1.00	0.94	-	-	0.88
2 The service of this firm is of high quality.	1.02	0.92	0.02	50.28	0.85
3 The service quality of this firm is consistent.	0.94	0.89	0.03	36.66	0.80
4 The service of this firm is reliable.	0.94	0.89	0.03	36.31	0.79
5 My experience with this firm is always excellent.	0.94	0.90	0.02	37.50	0.81
6 Overall, I think this firm provides good service.	0.98	0.91	0.02	39.44	0.83
7 This firm's service is as I expected.	0.98	0.91	0.02	39.73	0.84
Emotional Value					
1 The service of this firm is the one that I enjoy.	1.00	0.92	-	-	0.85
2 The service of this firm makes me want to purchase and use it.	1.02	0.92	0.03	39.30	0.86
3 The service of this firm is the one that I feel relaxed.	1.01	0.91	0.03	37.23	0.83
4 The service of this firm makes me feel good.	1.01	0.94	0.02	41.21	0.88
5 The service of this firm gives me pleasure.	1.06	0.95	0.02	42.89	0.90
Social Value					
1 The service of this firm is preferred by other people.	1.00	0.91	-	-	0.82
2 The service of this firm improves the way I am perceived.	1.01	0.90	0.03	33.42	0.82
3 The service of this firm makes a good impression on other people.	0.97	0.88	0.03	31.13	0.77
4 The service of this firm is approved by other people.	1.02	0.92	0.03	35.69	0.86
Monetary Cost					
1 The price for the service of this firm is a lot of money to spend.	1.00	0.90	-	-	0.81
2 What I paid for the service of this firm is high.	1.06	0.91	0.03	33.78	0.82
3 In general, I find the service of this firm cost me a lot of money.	1.09	0.91	0.03	34.32	0.83
4 The price I paid for the service of this firm is unreasonable.	1.07	0.91	0.03	34.40	0.83
5 The price I paid for the service of this firm is expensive.	1.09	0.93	0.03	36.66	0.87
Time and Effort Costs					
1 The time I spend for receiving the service of this firm is a lot.	1.00	0.91	-	-	0.83
2The physical effort I exerted for receiving the service of this firm is a lot.	0.97	0.93	0.03	35.76	0.86
3The search effort I made for receiving the service of this firm is a lot.	0.95	0.90	0.03	33.22	0.81

Fit statistics of CFA on behavioural intentions, χ2(70)= 150.51; RMSEA = 0.05; GFI = 0.96; AGFI = 0.94; NFI = 0.98; TLI = 0.99; CFI = 0.99; all fit indices are determined at adequate levels for the measurement model (Hair et al., 1998; Brown, 2006; Raykov and Marcoulides, 2006; Byrne, 2010; Kline, 2011). The results of the CFA for the behavioural intentions are shown in Table 3.

Table 3: Results of Confirmatory Factor Analysis for Behavioural Intentions

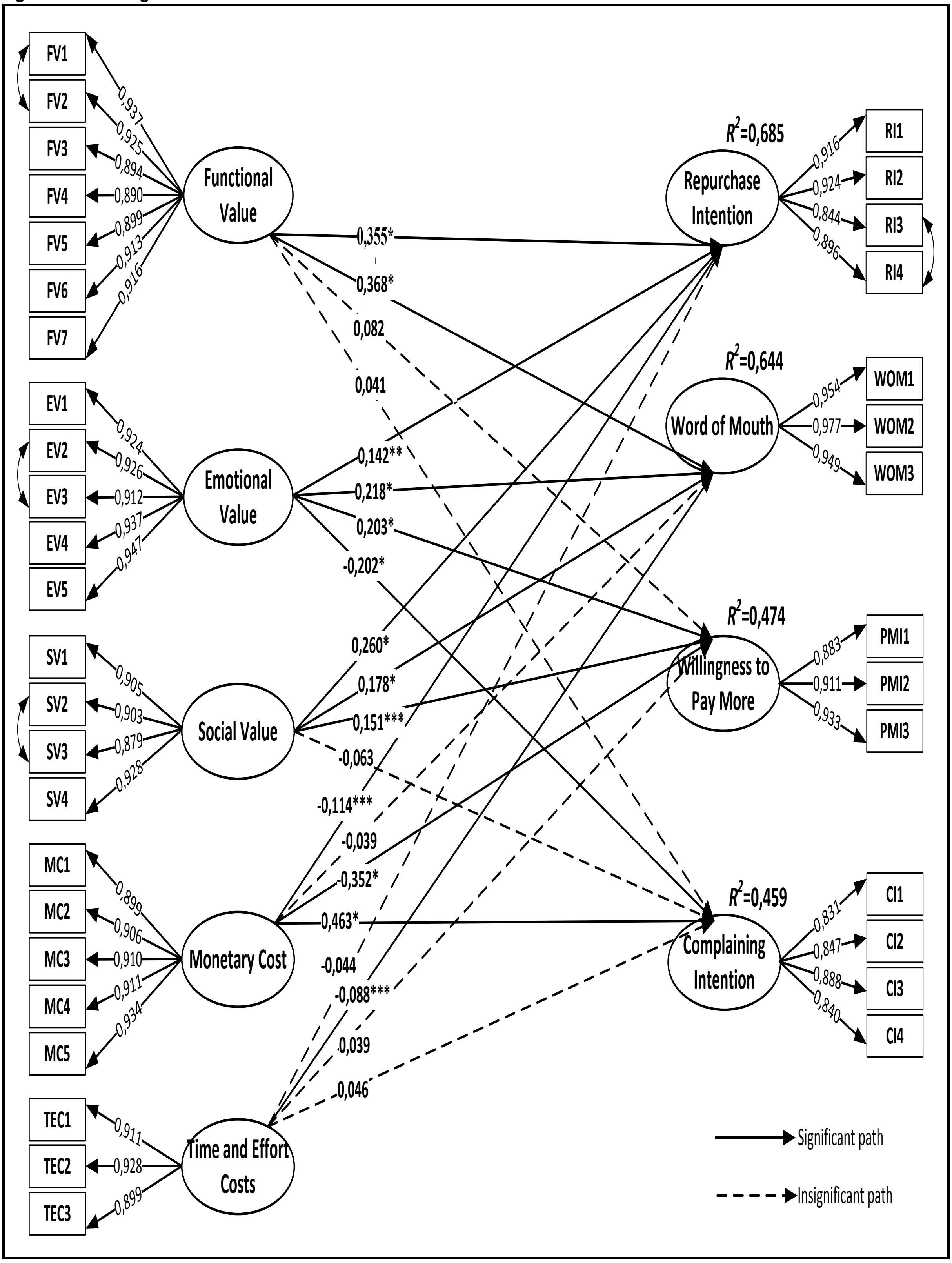
Constructs and Items	Unstandardized	Standardized	Standard	t values	R^2
Repurchase Intention					
1 Next time, when I need such services, I will	1.00	0.91	-	-	0.84
2 I intend to continue ordering service from	0.97	0.92	0.03	35.95	0.85
3 As long as the present service is offered, I do	0.88	0.85	0.03	28.94	0.72
4 I will order more services from this firm in	0.94	0.90	0.03	33.50	0.81
Word of Mouth					
1 I would say positive things about this firm to	1.00	0.95	-	-	0.91
2 I would recommend this firm to someone	1.04	0.98	0.02	58.46	0.95
3 I would encourage friends and relatives to	1.01	0.95	0.02	50.17	0.90
Willingness to Pay More					
1 I will continue to order services from this	1.00	0.88	-	-	0.78
2 I will accept higher prices if this firm raises	1.11	0.91	0.03	31.63	0.83
3 I will pay a higher price to this firm for the	1.12	0.93	0.03	32.75	0.87
Complaining Intention					
1 I will complain to employees if I experience a	1.00	0.83	-	-	0.69
2 I will complain to other customers if I	1.01	0.85	0.04	23.83	0.72
3 I will complain to external agencies, such as Consumer Rights Association, if I experience a	1.02	0.89	0.04	25.50	0.79
4 I will complain to websites, such as complaints.com, if I experience a problem with	0.93	0.84	0.04	23.62	0.71

As shown in Table 2 and Table 3, all standardised factor loadings are greater than 0.70 and significant at p<0.001 level. Therefore, in response to research question 1, it can be concluded that perceived value is a multidimensional construct consisting of the following five dimensions: “functional value”, “emotional value”, “social value”, “monetary cost”, and “time and effort costs”. Similarly, in response to research question 2, it can be concluded that behavioural intentions are multidimensional construct consisting of the following four dimensions: “repurchase intention”, “word of mouth”, “willingness to pay more”, and “complaining intention”.

4.3. Hypothesis Testing

Structural model is conducted in order to evaluate the relation between the perceived value dimensions and behavioural intentions, which answers the research question 3. Fit statistics of structural model, $\chi2(631)= 998.70$; root mean square error of approximation (RMSEA) = 0.03; goodness of fit index (GFI) = 0.91; adjusted goodness of fit index (AGFI) = 0.90; normed fit index (NFI) = 0.96; Tucker-Lewis index (TLI) = 0.98; comparative fit index (CFI) = 0.99 all fit indices are determined at adequate levels for the structural model (Hair et al. 1998; Brown, 2006; Raykov and Marcoulides, 2006; Byrne, 2010; Kline, 2011). The model produces standardised path coefficients as presented in Figure 1 and Table 4.

Figure 1: Path Diagram for the Relation between Perceived Value and Behavioural Intentions



*p<0.001, **p<0.01, ***p<0.05

As observed from Figure 1 and Table 4, repurchase intention is positively affected by functional value (H1; β=0.36, p<0.001), emotional value (H2; β=0.14, p<0.01), and social value (H3; β=0.26, p<0.001). Furthermore, it is noticed that monetary cost exhibits a negative influence on repurchase intention (H4; β= -0.11, p<0.05). These results support the H1, H2, H3 and H4 hypotheses. However, it is found that time and effort costs have no significant effect on repurchase intention (H5; β= -0.04, p>0.10). Therefore, H5 hypothesis is not supported.

Word of mouth is positively influenced by functional value (H6; β=0.37, p<0.001), emotional value (H7; β=0.22, p<0.01), and social value (H8; β=0.18, p<0.001). Conversely, it is determined that time and effort costs have a negative effect on word of mouth (H9; β= -0.09, p<0.05). These results confirm the H6, H7, H8 and H9 hypotheses. Additionally, no significant path coefficient is found between monetary cost and word of mouth (H10; β= -0.04, p>0.10). This result does not support the H10 hypothesis.

Table 4: Path Coefficients of Relation between Perceived Value and Behavioural Intentions

Hypotheses				**Standardized Estimates**	**Standard Errors**	**t values**	**p values**
H1	Functional	→	Repurchase	**0.35***	**0.06**	**5.96**	**0.001**
H2	Emotional	→	Repurchase	**0.14****	**0.04**	**3.06**	**0.002**
H3	Social Value	→	Repurchase	**0.26***	**0.05**	**5.14**	**0.001**
H4	Monetary	→	Repurchase	**-0.11*****	**0.06**	**-2.06**	**0.040**
H5	Time and	→	Repurchase	-0.04	0.04	-0.99	0.320
H6	Functional	→	Word of	**0.37***	**0.07**	**6.16**	**0.001**
H7	Emotional	→	Word of	**0.22***	**0.05**	**4.67**	**0.001**
H8	Social Value	→	Word of	**0.18***	**0.06**	**3.52**	**0.001**
H9	Monetary	→	Word of	-0.04	0.07	-0.70	0.481
H10	Time and	→	Word of	**-0.09*****	**0.05**	**-1.98**	**0.048**
H11	Functional	→	Willingness to	0.08	0.07	1.11	0.268
H12	Emotional	→	Willingness	**0.20***	**0.05**	**3.50**	**0.001**
H13	Social Value	→	Willingness	**0.15*****	**0.06**	**2.41**	**0.016**
H14	Monetary	→	Willingness	**-0.35***	**0.06**	**-5.05**	**0.001**
H15	Time and	→	Willingness	0.04	0.05	0.71	0.480
H16	Functional	→	Complaining	0.04	0.07	0.54	0.590
H17	Emotional	→	Complaining	**-0.20***	**0.05**	**-3.37**	**0.001**
H18	Social Value	→	Complaining	-0.06	0.06	-0.98	0.328
H19	Monetary	→	Complaining	**0.46***	**0.07**	**6.33**	**0.001**
H20	Time and	→	Complaining	0.05	0.05	0.80	0.421

*p<0.001, **p<0.01, ***p<0.05

It is found that emotional value (H12; β=0.20, $p<0.001$), and social value (H13; β=0.15, $p<0.05$) are positive predictive factors of willingness to pay more. Similarly, willingness to pay more is determined to be negative by monetary cost (H14; β= -0.35, $p<0.05$). These results support the H12, H13, and H14 hypotheses. It is also determined that functional value (H11; β=0.08, $p>0.10$) and time and effort costs (H15; β=0.04, $p>0.10$) have no significant impact on willingness to pay more. Thus, H11 and H15 hypotheses are rejected.

Finally, it is observed from Figure 1 and Table 4 that emotional value (H17; β= -0.20, $p<0.001$) has a negative effect but monetary cost (H19; β= 0.46, $p<0.001$) a positive one on complaining intention. These results support the H17 and H19 hypotheses. On the contrary, no significant path coefficients are found between functional value, social value, time and effort costs and complaining intention. Therefore, H16, H18 and H20 are not supported.

4.4. Discussion

As observed from Table 4, repurchase intention is positively affected by functional (β=0.355, p=0.001), emotional (β=0.142, p=0.002), and social value (β=0.260, p=0.001) and negatively affected by monetary cost (β= -0.114, p=0.040). The negative effect of time and effort costs on repurchase intention is determined insignificant. These results show that functional value (i.e. service quality) is the most effective dimension of perceived value on repurchase intention. It is also identified that monetary cost is the least influential dimension of perceived value on repurchase intention. A similar picture emerges for word of mouth. It is primarily determined in a positive manner by functional value (β=0.368, p=0.001), emotional value (β=0.218, p=0.001), and social value (β=0.178, p=0.001) and in a negative manner by time and effort costs (β= -0.088, p=0.048). However, the negative influence of monetary cost on word of mouth is found meaningless. Functional value is the most influential dimension of perceived value on word of mouth similar to repurchase intention. In addition, time and effort costs have the fewest effect on word of mouth. Apparently, service quality is a key factor in determining customer preference and recommendation to others. This could be explained as follows. If customers perceive the quality of the service as higher, reliable, consistent, and in accordance with or above expectations, the possibility of their willingness to repurchase the service in the future and recommend it to others will increase in return. Likewise, if customers think that the firm and its service provide them a kind of social approval or improve their status, and that is preferred by their social environment, then repurchase intention and word of mouth might increase. Moreover, it is crucial for companies to make customers feel good and happy during the travel, and to ensure an enjoyable, pleasant and comfortable service environment for increasing patronage and recommendation of customers. While the customers think that they make a reasonable payment in monetary terms for the service received, they may have an increasing intention to prefer the same company in the future. On the other hand, the word of mouth or recommendation intention of the customers who perceive time and effort costs as high, might decrease.

The third type of behavioural intention that is focused on in the research is willingness to pay more. As observed from Table 4, emotional (β=0.203, p=0.001), and social (β=0.151, p=0.016) values are decisive dimensions of perceived value in determining willingness to pay more. It is also noticed that willingness to pay more is negatively influenced by monetary cost (β= -0.352, p=0.001). Furthermore, it is identified that the effects of functional value, and time and effort costs on willingness to pay more are insignificant. In fact, the path coefficients show that the strongest relation exists between monetary cost and willingness to pay more. These findings can be explained as follows. If customers believe that the price paid for the service is reasonable, the possibility of their willingness to pay a higher price for the service in the future may increase. Therefore, adjusting the current price level in a reasonable manner, providing an enjoyable and comfortable service atmosphere during the travel, and creating a brand that provides social status to customers may enable companies to convince them even if the prices are somewhat increased.

The fourth type of behavioural intention that is investigated in the research is the complaining intention. As observed from Table 4, it is found that monetary cost (β=0.463, p=0.001) is an important determinant of complaining intention. Moreover, it is determined that emotional value (β= -0.202, p=0.001) exhibits a negative influence on complaining intention. It is also indicated that no significant path coefficients are found between complaining intention and functional value, social value together with time and effort costs. Accordingly, the companies, which provide service to customers within reasonable pricing strategies and offer enjoyable and relaxing activities during the travel, may find an opportunity to reduce the customer complaints and, thus be tolerated by the customers in some negative cases.

5. CONCLUSION

This study examines the relation between perceived value and behavioural intentions from a multidimensional perspective within the intercity passenger transportation industry. In response to the first research question, the analysis points to the existence of five distinct dimensions of perceived value entitled functional value, emotional value, social value, monetary cost, and time and effort costs. In a similar way, as opposed to the second research question, results indicate four different behavioural intentions entitled repurchase intention, word of mouth, willingness to pay more, and complaining intention.

The third research question attempts to answer the relations between the dimensions of perceived value and behavioural intentions. Consistent with prior studies (Gallarza and Saura, 2006; Molinari, Abratt and Dion, 2008; Roig, Garcia and Tena, 2009; Ha and Jang, 2010; Chaohui, Lin and Qiaoyun, 2012; Han and Hwang, 2013; Chiu et al., 2014; Xu, Peak and Prybutok, 2015; Hsiao and Chen, 2016) that report an association between certain dimensions of perceived value and behavioural intentions across multiple companies from different industries, the findings of this study show partial support of the relation between perceived value and behavioural intentions. The analysis within the companies from the intercity passenger transportation industry yields a separate pattern of perceived value and behavioural intentions relation. A multidimensional perspective reveals a different relation for each dimensions of perceived value on behavioural intentions. For instance, while repurchase intention is predominantly determined by functional, social, and emotional values and monetary cost, complaining intention is mainly influenced by monetary cost and emotional value. These findings underline the importance of the multidimensional approach to perceived value and behavioural intentions relation.

In the literature there is no consistency for the conceptualisation within the dimensions of the perceived value. In this case, various studies need to be carried out in different industries and with different samples, required in order to contribute to the clarification of the perceived value concept. Hence, this study should be seen as a contribution attempt at filling the gaps about the perceived value. When studies investigating the relation between perceived value and behavioural intentions are examined, it is seen that both constructs are usually considered as unidimensional. However, there is a little empirical research that is clearly focused on the relation between perceived value and behavioural intentions in a multidimensional point of view. Accordingly, this research could be seen as a preliminary approach to addressing an issue that has important implications for services marketing theory and practice.

The results could enable managers of intercity passenger transportation companies to understand the relation between perceived value and behavioural intentions and improve the customer loyalty on the basis of perceived value. In addition, the findings may benefit practitioners in enhancing perceived value in accordance with the obtained dimensions.

First, the results show that customer repurchase intention and word of mouth are predominantly influenced by functional value. This means some improvements can ensure customer’s positive future intentions like hiring and training personnel who is courteous, helpful and who responses quickly to customer requests and needs or increasing key transportation factors such as comfort, cleanliness, air conditioning, odours, ergonomics and providing safe and secure travelling environment.

Second, customer word of mouth, willingness to pay more and complaining intention are strongly related to emotional value. This means caring about the variety and freshness of food and refreshments, diversity of movies, music, radio and television broadcasts, suitability of stop-offs and places could encourage customers about recommendation or paying more. These could also facilitate a decrease in customer complaints. Moreover, providing different types of publications such as books, magazines, newspapers and an uninterrupted high speed wireless internet connection may contribute to customer recommendation, price or complaint tolerance.

Third, customer repurchase intention and word of mouth are also heavily associated with social value. This means being a favourite and popular company by the social environment of the customers could enhance repurchase and positive recommendation intentions. To ensure social value, it could be important for companies that capture the primary reference groups like family members and close friends through the strategies such as the implementation of promotions or discounts in buying more than one ticket and for customers who encourage people for doing business with the company. Within the related marketing applications, it is recommended to the companies that benefit from the loyalty cards and create an attractive website which allows online transactions effectively and personally. Moreover, within the permission-based marketing, to inform customers via e-mail or short message services about the customised solutions, price discounts or sales promotions and send greetings on special occasions could provide superior social value.

Finally, willingness to pay more and complaining intention are mainly affected by monetary cost. This means thinking about making a reasonable payment for services received from the company could decrease the customer’s price sensitivity and also reduce the complaints. It can be suggested that companies pay attention to the pricing methods or strategies in comparison with competitors. Also, performing transparent pricing policies, demand management strategies and value-based pricing strategies could provide companies offering services with more reasonable price levels.

In addition to its contribution to the literature, this study involves a number of limitations which are important to acknowledge. First, this study focuses solely on customers who received services from the companies operating in the intercity passenger transportation industry. This consequently reduces the issue of generalisation of the findings. For the purpose of cross validation, additional exploration of the perceived value and behavioural intentions relation needs to be extended within the different service industries. Next, the empirical relations between perceived value and behavioural intentions reported in this research are based on cross-sectional data collected at one point in time and represents the post-purchase customer evaluations. Longitudinal data that focus on the dynamics of the two constructs over time, such as pre-purchase, purchase, and post-purchase, is needed in order to define the link between the perceived value and behavioural intentions more accurately. Finally, conceptual models as well as scales for measuring perceived value and behavioural intentions need further development and readjustment. Differences in the nature of service setting might require additional dimensions of perceived value such as benefit constructs like conditional value, epistemic value and/or aesthetic value and sacrifice constructs like perceived risk. Further research should also comprise multiple variables of behavioural intentions, such as switching intention, in order to better understand the consequences of the perceived value and achieve a more comprehensive measure for the service loyalty pattern. Further conceptual and empirical research addressing the above mentioned issues may provide a more detailed and comprehensive insight into the content of perceived value and behavioural intentions separately, which may ensure more extensive inferences.

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PressAcademia

Journal of Management, Marketing and Logistics

Year: 2017 Volume: 4 Issue: 1

MOBILE ADVERTISING EFFECT: INVESTIGATING FACTORS AFFECTING THE USAGE OF MOBILE PAYMENT

DOI: 10.17261/Pressacademia.2017.376
JMML-V.4-ISS.1-2017(2)-p.17-29

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To cite this document
Basaran, U. and R. Aksoy, (2017). The effect of perceived value on behavioural intentions. Journal of Management, Marketing and Logistics (JMML), V.4, Iss.1, p.17-29
Permemant link to this document: http://doi.org/10.17261/Pressacademia.2017.376

ABSTRACT

Purpose- The purpose of this study is to build a set of hypotheses and a novel conceptual model around the adoption of mobile payment. In brief, it is to discuss how mobile advertisement effect affects the intention to use the mobile payment.
Methodology- The study aims to apply a partial least squares (PLS) path modeling technique to demonstrate exploring the relationship between mobile trust and involvement along with customers' attitude and mobile payment intention.
Findings- The findings revealed that for the online marketing strategy of mobile advertisement environment, with mobile trust and product involvement, it could be an effective contribution for the online marketers to increase the intention to use mobile payment and customer attitude.
Conclusion- It was concluded that consumers used to receive the mobile advertisement easily. The level of product involvement and customer attitude also influence the credibility toward the consumers, and extend the information to every hierarchy of customers.

Keywords: Mobile advertisement effect, mobile trust, product involvement, customer attitude, mobile payment intention.
JEL Codes: M31, M37, M15

1. INTRODUCTION

In traditional advertising perspective, consumers are constantly faced with the persistent advertising messages in their daily life, so consumers often do not pay close attention to the advertisement messages. Because of this, how to grab customers' attention through the mobile advertisement has become an important issue for the advertisers nowadays. Therefore, there is an ongoing topic of discussion over the issue of mobile advertisement so far and it receives more and more attentions. As results, many organizations strive to find the different ways to communicate with their target audiences by using mobile advertising mediums to get more attention as well as earn extra revenues.

Chief marketing officer Gramigna (2016) pointed out, marketers spent more of their budgets on mobile advertising than desktop tactics in 2015. She also predicts that investments in desktop advertising will continue to steadily decline through 2019. Undoubtedly, nowadays marketers need to be more concern about customers' intention and attitude toward the advertising communications. So the mobile device can be seen as an ideal platform for integrating messages, which creates the relationship bridge and develops direct marketing with each other. However, mobile advertising does not consider the user's interests, users tend to passively accept some advertising contents that they are not interested in, as a result, many users remain offensive attitude to these ads. Only by pushing advertisements based on the analysis of the user's interest, can marketers achieve the effect of advertising?

In this issue, the authors investigate in depth the antecedents and consequences of mobile advertisement effect, and acceptance of mobile payment; by using a novel research framework to look at the relationship between mobile trust, product involvement, customers' attitude as well as mobile payment intention as mediated in the context of online shopping behavior.

Research has suggested that consumers increasingly expect mobile phone companies to disclose important information so that they can make better purchasing decisions As a result, the outcome of the investigation may virtually encourage advertisers to practice the advertising formats responsibly. Ashraf and Kamal (2010) have proved that mobile's two unique characteristics of interaction and target audience had made it as the most effective medium of advertising. It ultimately allows marketers and advertisers to access the customers virtually via the mobile device anytime and anyplace. Because of this reason, marketers and advertisers are now viewing mobile devices as an ideal platform for marketing communications.

The primary objective of this study is to analyze the antecedents of mobile advertisement in order to determine the influence of each component. Furthermore, there is a lack of empirical studies in academic literature concerning the effectiveness of mobile advertising and the factors contributing to its success (Drossos et al., 2012). This research aims to fill the gap and have a further study on the subsequent attitude and mobile payment intention.

Based on the background and motivation mentioned above, this research questions mainly discusses as below. (1) Through the variable of the mobile advertisement effect, explore how it will ultimately affect the mobile trust and product involvement. (2) Respectively discusses mobile trust and product involvement toward the web advertisement and how they influence the mobile payment intention as well as customer attitude.

2. LITERATURE REVIEW

2.1 Mobile Advertisement Effect and Mobile Trust

Generally speaking, trust is more difficult to build in the mobile environment because of the greater uncertainties and risks among the mobile commerce (Yeh & Li, 2009), therefore, a possible way to solve trust building issues would be transferring trust from existing channels to m-commerce. Empirical studies indicate that several factors are determinants of trust and perceptions of trustworthiness in online and mobile exchanges (Beldad et al., 2010). According to Lin (2011) showed that trust transfer is a cognitive process that may arise from one familiar context to a new context or from one trusted entity to an unknown entity.

Giovannini et al. (2015) mentioned mobile services can then be viewed as being similar to other online or offline services. In short, if consumers trust a certain service or provider, this trust could be transferred to its mobile version. In addition, marketing and e-commerce research indicate that trust transference can occur both intra-channel, when trust is transferred from an entity to another in the same channel (Ballester & Espallardo, 2008), and inter-channel, when trust is transferred from one context to another, mainly offline to online (Hahn & Kim, 2009) or from online to mobile. Despite the importance of trust for mobile commerce, there has been little academic efforts made to investigate the relationships between mobile advertisement effectiveness and mobile trust, or the relationship between previous extant offline trust and online trust, and mobile trust formation.

Mobile advertising helps businesses reach their target audience; it provides advertisers a new opportunity to communicate with consumers more effectively and efficiently in the rapid growingly mobile society (Pagani, 2014). When to mention about the mobile advertisement effect, the interaction will be the key role to pursue the trust value. It is expected that, when a trusted sender sends an ad banner, the influence of advertiser trust would be smaller. People tend to rely on their friends or family members in making decisions and evaluating objects, even when other situational factors are uncertain and risky (Rousseau et al. 1998) because they would likely believe their friends and family members understand their needs and goals and sincerely care about their feelings. However, when an unknown sender sends a mobile advertisement, the recipient's responses to the ad would be more based on other cues, such as the advertiser's reputation. Therefore, based on the previous empirical evidence regarding trust transfer, and move it to the online platform, the authors can propose that:

H1: Mobile advertisement has the positive impact on the mobile trust.

2.2 Mobile Advertisement Effect and Product Involvement

In terms of product-related effects on consumers' perspective, Kannan et al. (2001) proposed that mobile advertising is likely to meaningfully increase the frequency of impulse purchases, especially in low-value or low-involvement product categories. Varnali et al. (2012) recently demonstrated that message relevance improves mobile response rates and facilitates the viral impact. However, subsequent research has failed to provide sufficient evidence on how product involvement and impulse buying tendency interact to affect mobile advertising.

In general, product involvement seems to exert a certain effect on the mobile advertisement. Specifically, individuals faced with products of higher involvement may be more eager to explore more product-specific information. Thus, a possible explanation for the advertisement effect of product involvement on consumer attitudes can be found in cognitive resource allocation literature. This argument finds support in Kannan et al.'s study (2007) proposing that the wireless context can significantly increase the frequency of impulse purchases, especially of low-value, low-involvement products. He also argued that, since wireless communication enables instant gratification and immediate fulfillment of a need, this could have a positive impact on consumers' impulse purchase behaviors. Hence, in light of the studies above, we can propose that:

H2: Mobile advertisement effect positively affects the product involvement.

2.3 Product Involvement and Mobile Trust

When entering a certain website, a higher or lower involvement in purchases over the Internet will influence the types of signals that the individual is likely to consider and also the acceptance they want to adopt within the formation of satisfaction and trust toward that Web site. Therefore, cognitive and experiential signals will have a different impact on trust according to the degree of the product involvement toward the product in online buying.

A consumer who is more involved with a product is more likely to find both the product and its purchase intention. Thus, the consumer is likely to be motivated to make a right decision by avoiding a wrong purchase. In this case, the consumer requires an appropriate level of trust or a certain degree of acknowledging toward the product in order to avoid a wrong buy, through the actively searching and product-related information from a variety of sources toward the Internet. In accordance with this finding of the social judgment theory to the electronic commerce setting leads us to the hypothesis that the customer who involved more toward the product categories, it is likely that the customer has more trust toward the merchant. And thus, the customer will raise more expectation and aspiration to buy the product.

This research illustrated a positive relationship between product involvement and trust expectation; the authors propose the hypothesis given below:

H3: Product involvement positively affects the mobile trust.

2.4 Mobile Trust and Mobile payment intention

Generally, the mobile service provider plays a crucial role in mobile payment transactions. Hence, in the context of the intention to buy from mobile payments, this hypothesis aims at exploring the two dimensions of consumer trust are trust in mobile service provider and trust in technology facilitated by mobile service provider characteristics and mobile technology characteristics respectively. As of 2015, reported by statista.com, "40% of responding smartphone payment users used their device to pay for food or drinks at quick service restaurants. The American coffee shop chain Starbucks alone has witnessed an almost twofold increase in weekly mobile app payments in the space of only one year".

The prior literature showed that lack of trust is one of the key reasons for consumers' decisions not to purchase products from e-commerce sites (Lee, and Turban, 2011). That is, trust can be seen as an informal control mechanism to reduce doubt or suspicion, limit opportunistic behaviors, encourage future transactions and help build long term relationship (Grabner-Kräuter, S., and Kaluscha, 2003). Therefore, to successfully facilitate mobile payment services, it is important to investigate how consumer develops mobile payment trust.

Meharia (2012) have provided a perspective theory to examine trust and mobile payment adoption by incorporating factors from a trust framework developed by the American Institute of Certified Public Accountants (AICPA). Luarn and Juo (2010) examined the role of trust in technology in mobile payment adoption and they find that trust in technology mediates the effect of trust in the firm, perceived usefulness, and perceived ease of use in determining the users' behavioral intention. Moreover, Chandra et al. (2010) have indicated in examined two broad dimensions of trust antecedents in the mobile payment context, which are the characteristics of the mobile service provider and the characteristics of the mobile technology. They find that those two dimensions of trust antecedents have the significant influence on the formation of consumer trust. Prior studies in the mobile payment context also showed that trust is a key predictor of mobile payment adoption (Zhou, T, 2011). With the raised concern of trust, it has been a critical factor in mobile payment system (McKnight et al., 2002), and also has been a recent topic of research analysis. Thus, in accordance with the increasing importance of trust in mobile commerce (Misra & Wickamasinghe, 2004), trust is proposed in this study as an antecedent variable to the intention to use the mobile payment. Therefore, the authors hypothesize as below:

H4: Mobile trust positively affects the mobile payment intention.

2.5 Mobile Trust and Customer Attitude

The term of the trust is a particularly important mediator among buyers and sellers because viral ad messages have elements of both media advertising and interpersonal communication, which differ greatly in regard to trust (Nan and Faber 2004). The advertiser is the initial source of advertisement messages and to be frank, advertisements are sometimes viewed skeptically because their intention is to persuade consumers to buy a product (Calfee and Ringold, 1994). However, viral messages are passed on from friends or family members who are seen to have the consumers' best interests at heart. This unique combination can, therefore, make the source of trust a particularly interesting and important factor in determining viral advertising effects. Previous studies have identified multiple stages which consumers must experience before an advertisement message can affect their attitudes (De Bruyn and Lilien 2008). Thus, in order to fully understand the influence of source trust, it is necessary to consider its role at different stages in the transfer of advertisement. Once the customer obtains the trust from the buyers, the customer will expose the different degree of the attitudes, which influenced by the mediators. Research has also found that consumers have a tendency to form positive attitudes toward socially responsible corporations that follow the appropriate role in society (Sen & Bhattacharya, 2001). Based on the prior literature listed above, the study then tests the following hypothesis：

H5: Mobile trust can positively affect the customer attitude.

2.6 Product Involvement and Mobile Payment Intention

As always, financial transactions have been playing an important role through the online transactions among buyers and sellers. Initially, consumers are unacceptable with the idea of m-payment— that is, "the fear of an unknown medium"— they are not even willing to try paying the money toward their mobile device. Although recently enthusiasm and hope about mobile payment services are widespread, people are still fears of security breaches and identity theft toward online transaction; as a result, it takes the time to build the trust on these mobile payment systems. The mobile payment system has the characteristic that it provides many functions on a single mobile phone so that customer can hold the personal and sensitive information stored on that phone that poses a great privacy.

Recently, sellers have been taking lots of efforts to break through customers' defense against using the mobile payment. As a result, research has suggested that a variety of approaches can be used to enhance mobile phone users' motivation to form positive perceptions of mobile payment. One of the most important approaches involves the creation of attractive and interesting messages that will enhance product involvement. In light of the mobile payment intention, marketing communication research has identified product involvement as a crucial component that underlies the degree of information processing (Greenwald & Leavitt, 1984). The researcher pointed (Hayashi, 2012) out, mobile devices could be used for a variety of payments, including person-to-person transfers and purchases on the Internet; this article focuses on the use of mobile payments at brick-and-mortar stores.

Moreover, Greenwald and Leavitt have used psychological theories of attention and levels of processing to establish a framework of audience involvement that is highly related to product involvement. The higher levels require greater product involvement and result in increasingly durable cognitive effects. This situation prompts a deeper product involvement with the mobile payment that enables mobile phone users to engage in accepting the mobile payment. As a result, the study can assume that:

H6: Product involvement positively affects the mobile payment intention.

2.7 Product Involvement and Customer Attitude

Product involvement, Mitchell (1981), especially, has attracted researchers' attention and has been studied under various conditions and frameworks. This study focuses on the mobile advertising channel and addresses the dimensionality of product involvement construct and the effect of involvement on consumers' attitude and intention to use mobile payment. The degree of involvement directs the focus of a person's thoughts in response to a persuasive communication (Petty and Cacioppo, 1979).

Beyond that, studies have shown that product involvement can influence the decision-making process regarding a product, the extent of the consumer' search for information about the product, the manner in which the consumer's attitudes and preferences regarding the product are affected, and the consumer's perceptions regarding the various alternatives to the same product category (Leclerc and Little, 1997). In addition, various studies demonstrated that a consumer with greater product involvement will be more loyal to a particular brand within the same product category (Iwasaki and Havitz, 1998). Other studies have also found that product involvement is a constant and stable variable relative to many other variables, and that consequently, it may serve the marketer and advertiser over the long term and which will facilitate the consequent customer attitude (Iwasaki and Havitz, 2004). This study investigates the product involvement via mobile trust, customer attitudes, and the intention to use mobile payment. Hence, regarding the studies above, we can propose the following hypothesis:

H7: Product involvement can positively affect the customer attitude.

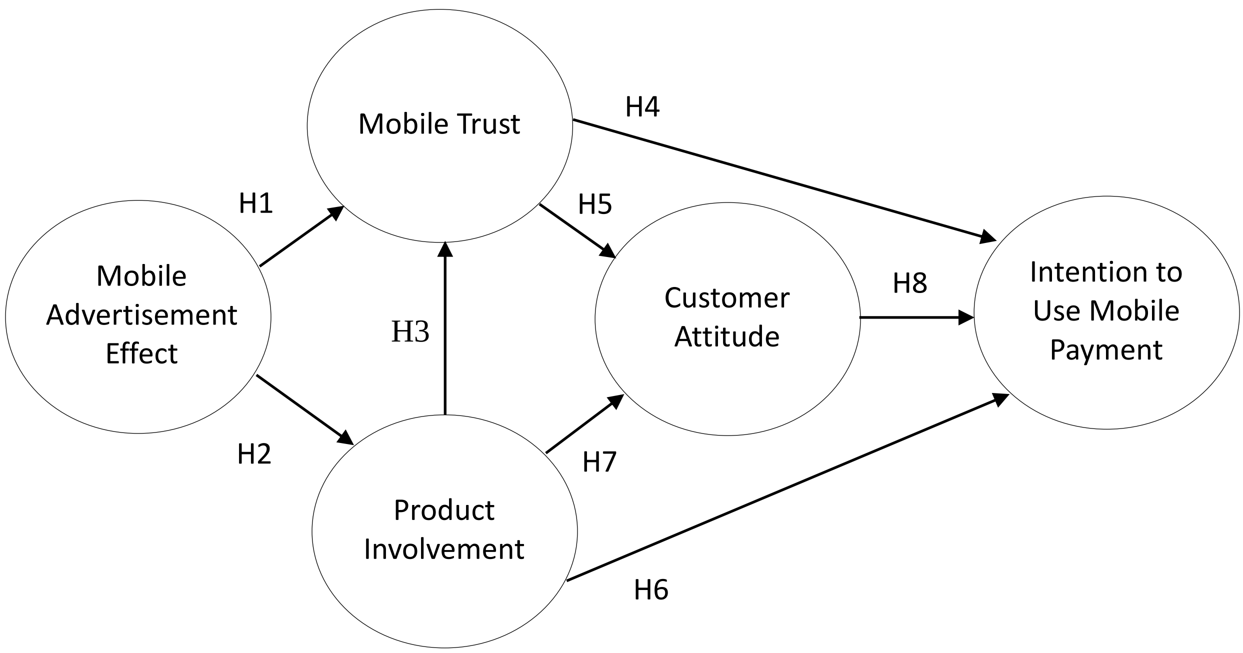
2.8 Customer Attitude and Intention to Use Mobile Payment

A mobile phone user's mental acceptance of mobile payment is an important link between attitude and behavioral intention on online platform payment. The stronger the intention, the more likely the mobile phone user will engage in the intended behavior. This assumption of attitude-behavior consistency has been extensively applied to consumer behavior research, suggesting the consumers' behavioral intentions are significant predictors of eventual behaviors (Ajzen & Fishbein, 1977). Many prior studies also consider attitude as one of the determinants of mobile users' behavior and intentions to accept mobile advertising. Lee et al. (2006) indicated that favorable attitudes toward mobile advertising, correlated with strong reasons, would consequently lead to positive actions and intentions. Moreover, Tsang et al. (2004) have already proved a direct relationship between consumer attitudes and the customers' incentive offered, as well as their intentions and behavior. In brief, attitudes toward behavioral intention are important indicators of the likelihood of a behavior (Finlay et al., 2002). Bagozzi et al. (2001) have examined the existence and functionality of affective–cognitive components of attitude toward the behavior. On this basis of previous literature, authors propose the following hypothesis:

H8: Customer attitude will positively affect the intention to use the mobile payment

In summary, the integrated theoretical framework as represented by H1–H8 is shown in Figure 1 as follow.

Figure 1: The Theoretical Framework



3. DATA AND METHODOLOGY

3.1 Sample

The sample is part of the population of whose characteristics are about to be researched and represent the whole population. The samples primarily cover a set of consumers who are actively receiving the mobile advertisement. Still, exploring the relationship between mobile trust and involvement along with customers' attitude and mobile payment intention are main factors. According to Chin and Newsted (1999), a sample size of 150-200 is required to attain reliable coefficient values using partial least squares (PLS) analysis. Hair et al. (2010) suggested that the ratio of observations to the independent variable should not fall below five, although the preferred ratio is 10 respondents for each independent variable (Yap et al., 2012).

Hence, bearing in mind the 5 variables to be used in SEM, this study requires a minimum sample size of 50 respondents (Ho & Wang, 2015).

Primary Data obtained through the collection of a questionnaire distributed to respondents who able to understand and answer questions given so obtained any information required by researchers. The surveys were distributed online through Facebook, email, and other online communication platforms, and asking respondent questionnaires for one month. The survey took about 15 minutes to complete and started out by briefly summarizing the research topic and explaining the concept of research purpose.

3.2 Data Collection Method

The target group of this study is the people who have viewed the advertisement banners on their own mobile devices when browsing the website. The questionnaires were distributed from two leading social websites nowadays which are Facebook and PTT (the local social website in Taiwan with the huge populations)

The research used Google form to make the questionnaires which have the advantage of there’s no limit number of the respondents. In order to stay veracity and keep fairness in this investigation, the questionnaire was made to ensure the respondent answer by their intuition. Therefore, filtering questionnaires were used to make sure the valid samples and a good response rate which can decrease the non-sampling bias in the later processes. Besides, during the process of delivering the questionnaires, the author offered 7-11 coupons as an incentive in order to promote the willingness of filling the questionnaires. The data of this research were primary collected from PTT and Facebook social websites and distributed the questionnaires merely in Taiwan. After almost one-month collection, a total of 345 questionnaires were gathered with no invalid data. In PLS-SEM, the sample size requirement must be at least the times the largest number of structural paths directed at particular latent constructs in the structural model (Hair et al., 2011). Therefore, 345 responses in this study satisfy the minimum size requirement for PLS-SEM.

3.3 Measurement of Variables

The survey questionnaire was developed by adapting measurements from a variety of studies, which is reflecting the solid academic foundation of the constructs operationalized. The questionnaires’ purpose is to identify factors that influence customer attitude and finally the intention of mobile payment. A questionnaire developed with a total of 23 questions, the first section covered mobile advertisement effect with four questions adapted from Schierz et al., (2010). Section two of the survey contained 6 questions to measure mobile trust, which proposed by Gefen (2000). The third section contained 4 questions of the product placement, which proposed by Wu et al. (2011). In section four, mobile payment intention consisted of 4 questions adapted from the study of Venkatesh and Bala, (2008). Section five; customer attitude contained 4 questions which proposed by Schierz (2010).

All items for assessing the constructs employed a five-point Likert scale (Likert, 1932) indicating the extent of agreement or disagreement with the item. The items for each construct and their measurement scales are presented in Table 1.

Table 1: Constructs and Measurement Items

Construct	Measurement items	Loading	α	CR	AVE
Mobile Advertisement Effect (ME)	I believe mobile advertisement is independent of place.	0.58	0.70	0.82	0.53
	I follow the ad messages, which come to my mobile phone.	0.81			
	The ad messages affect me while I am shopping online.	0.77			
	I am willing to receive the mobile ad through the mobile phone.	0.73			
Mobile Trust (MT)	The mobile advertisement is sincere and genuine.	0.73	0.82	0.87	0.53
	I think information on the mobile ad is specific and persuasive.	0.77			
	Mobile ad would act in my best interest.	0.74			
	Mobile ad would keep their commitments to me.	0.78			
	I trust mobile payment systems are trustworthy.	0.65			
	Even if the mobile systems are not monitored, I'd trust them to do the job correctly.	0.67			
Product involvement (PI)	I am particularly involved with the mobile ad environment.	0.66	0.70	0.81	0.53
	I think mobile ad provide good efficiency in information searching.	0.73			
	I would like to spend more time in mobile ad.	0.82			
	I am very interested in the products; and the services made available through the mobile ad.	0.68			
Intention to use Mobile payment (IMP)	I intend to conduct mobile payment transactions in the near future.	0.78	0.79	0.86	0.61
	I will probably purchase the product or service mentioned in the text message or take part in the event.	0.78			
	I feel comfortable with the information being collected about me by the mobile payment system.	0.76			
	I will strongly recommend others to use mobile payment systems.	0.80			
Customer attitude (CA)	Using mobile services to purchase is a good idea.	0.53	0.83	0.88	0.61
	The ad messages that come to my mobile phone affect my purchasing decision.	0.80			
	It is very likely that I will buy the brand/product shown in my mobile advertisement.	0.88			
	I will purchase the brand/product shown in the mobile advertisement next time I need one.	0.77			
	I would consider purchasing goods or services with smartphone advertisements.	0.86			

4. DATA ANALYSİS

4.1 Measurement Model

In order to examine the discriminant validity of the constructs, this study used the Fornell and Lacker (1981) criterion, whereby the average variance shared between each construct and its measures should be greater than the variance shared between the construct and other constructs. In this study, the square root of AVE on each construct is greater than the correlations of the construct with other constructs. As shown in Table 2, the correlations for each construct are less than the square root of AVE for the indicators measuring that construct indicating adequate discriminant validity.

Table 2. Correlation Matrix.

	Mean	SD	ME	MT	PI	CA	IP
ME	2.49	1.12	0.73				
MT	2.49	1.03	0.77	0.72			
PI	2.70	1.10	0.72	0.74	0.73		
CA	2.98	1.03	0.71	0.66	0.69	0.78	
IP	2.82	1.10	0.72	0.70	0.71	0.69	0.78

Note: Diagonals represent the square root of the average variance extracted while the other entries represent the correlations.

4.2 Structural Model

In general, the PLS arithmetic allows each mediator to vary in accordance how much it conduces to the composite score of the latent variable, instead of assuming equal weight for all indicators of a scale (Hur et al., 2011). In Figure 2, it can be seen that mobile advertisement effect on a significant and positive influence on both mobile trust (H1, ß = 0.505, $p < 0.001$) and product involvement (H2, ß = 0.715, $p < 0.01$). Therefore, H1 and H2 are both supported. The model predicted the path from product involvement to mobile trust (H3) and showed that there was a significant and positive relationship between them (ß = 0.380, $p < 0.001$). So H3 gains supported. Furthermore, the mobile trust has a significant and positive influence toward mobile payment intention (H4, ß = 0.171, $p < 0.01$), H4 gains supported. Authors discovered Mobile trust on a significant influence on customer attitude (H5, ß = 0.338, $p < 0.001$), H5 gains supported. The product involvement has a significant and positive influence toward mobile payment intention (H6, ß = 0.255, $p < 0.001$), H6 gains supported. The product involvement on a significant and positive customer attitude (H7, ß = 0.437, $p < 0.001$), H7 gains supported. ；The customer attitude on a significant and positive influence on mobile payment intention (H8, ß = 0.229, $p < 0.01$), H8 gains supported and all results are shown in Figure 2 and Table 3.

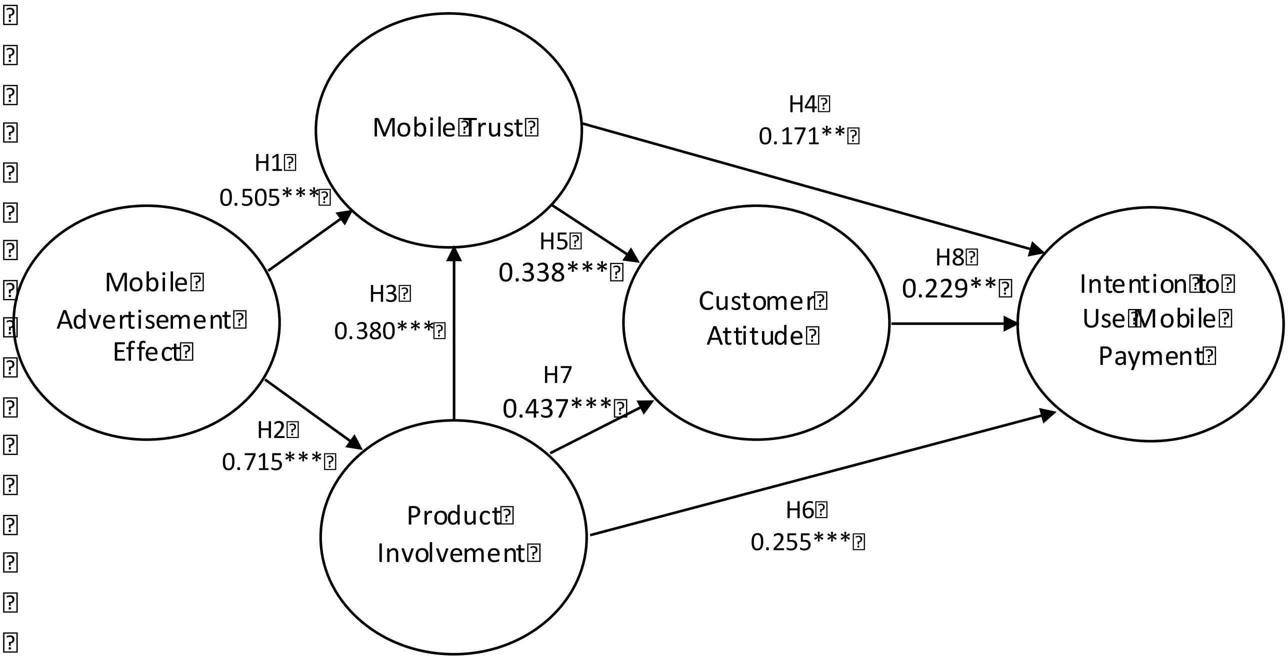


Figure 2. Results of the Hypothesis Testing

Table 3. Results of Hypothesis Testing.

	Hypothesis	**Path Coefficient**	**T-Value**	**Supported**
H1	Mobile advertisement effect → Mobile trust	0.505	9.72	Yes
H2	Mobile advertisement effect → Product involvement	0.715	23.22	Yes
H3	Product involvement → Mobile trust	0.380	7.60	Yes
H4	Mobile trust → Mobile payment intention	0.171	2.79	Yes
H5	Mobile trust → Customer attitude	0.338	4.74	Yes
H6	Product involvement → Mobile payment intention	0.255	3.46	Yes
H7	Product involvement → Customer attitude	0.437	6.38	Yes
H8	Customer attitude → Mobile payment intention	0.229	3.28	Yes

Note: ** $p < 0.01$. *** $p < 0.001$.

5. FINDINGS AND DISCUSSIONS

5.1 Theoretical implications

Marketing communication via mobile phone has obvious growth recently because it enables to reach appropriate audiences at the right time and right place. The main objective of this research is to determine key factors that create new opportunities for commercial communications through consumer attitudes toward mobile advertising. Hypothesis 1 and 2 indicated that once the customer has a certain understanding of the product and establish the trust through it, there has a large potential to make mobile advertisement effect. The proposed model of attitudes and intentions toward mobile advertising highlights potential differences between users of smartphones with Internet capabilities and non-users. In addition, the involvement of the product could also affect the intention of following variables. The theoretical model integrates the product involvement, customer attitude, and mobile trust, as well as the mobile payment intention system. What's more, the key point of the research is to organize how mobile phone effects influences the mobile payment intention system directly; it is proved that without the mediator factors of mobile advertisements, customers intend to use mobile payment system once it raised effect.

Additionally, this research established a whole perspective about the mobile advertisement effects, particular in the content of viral advertising; first of all, it is proved that these advertisements are passed along by family members and friends, thus build trust and credibility among the advertisers. Secondly, the product involvement also affects the customer attitude and mobile payment intention. Third, once the customer has trust on the mobile advertisement, it can influence their attitude as well as the mobile payment intention.

5.2 Managerial Implications

Based on the proposed conceptual framework, it can develop in several managerial directions to test the hypothesized linkages shown in Table 3. In other words, this research has some practical implications for marketing practices.

First of all, it is obvious that through the better use of mobile advertisement, the advertisers can put the advertisements into use to influence a significant relationship between the users and companies. With this platform, the managers can be able to recognize the target group through the mobile devices wisely. They can aim at a different group to have different pop-up advertisements, in order to penetrate into the target customers directly. Since that they can get the instant information immediately, they will easily get involved in the product and with the time goes by, established the reliability and positive attitude toward the mobile advertisement.

Secondly, an interesting route to extend this research would be to analyze customer attitude to the mobile payment intention, how to build up the trust through the customers toward the mobile payment services can be seen as important issues nowadays. The study found that consumers are more likely to adopt mobile payment system if they believe that it is convenient to use. This could help companies have better planning for the mobile payment procedure, it will be helpful to enhance the use rate and reduce the complexity of the operation.

In addition, based on findings of the importance of customers' perceived risk, advertisers should also aim at implement security tools. Security for this information exchange is critical to the virtual world. In particular, in mobile transactions enabled and facilitated by mobile agent technologies, shared trust among customers clearly has the potential to facilitate a powerful power of communication and transactions. Once the security concerns are settled, transactions via mobile devices will become as secure as those in traditional physical banks. Thus, it will bring huge business opportunities toward the mobile advertisements.

5.3 Limitations and Future Research

This research mainly discussed the mobile device users in Taiwan market with different age groups. And the data were collected from the social media basically, so the model should be validated across different demographic groups and categories of mobile devices. Additionally, it will be valuable to test such a model in a different cultural context and parents' and peers' attitudes towards the mobile advertisement.

With the growth popularity of online payment, it is interesting to have more connection on the mobile payment system through the mobile devices; the research explores the relationship between the mobile advertisement and their related variables, which includes the customer attitude and the product involvement.

Further research is needed to explore the respond rate of the mobile advertisements, it cannot be neglect that there's still a few people reject to receive the advertisement through the mobile phones, some even think they are annoyed. It is encouraged to explore the negative response through the mobile advertisement effect, in order to prevent and lower such situations.

6. CONCLUSION

This study demonstrates that mobile advertisers typically have personal information on certain subscribers; in consequences, uploading a personalized advertisement based on a subscriber's habits and preferences is deemed conceivable. As a result, it revealed that for the online marketing strategy of mobile advertisement environment, with mobile trust and product involvement, it could be an effective contribution for the online marketers to increase the intention to use mobile payment and customer attitude. Mobile advertisements help customers to reach the current and future customers where and when they are likely to be receptive to the messages. Customers do not need to receive the current and newest messages by their selves, but they can act on their interest immediately through the mobile advertisements. This not only saves the time searching for the ideal items but can have the deep connection with the advertisers with time goes by. As people become more and more rely on the mobile devices, it has gradually created two-way communications between the mobile users and the advertisers. Because of the nature of this interact platform, social networks are perceived as a fresh marketing medium for the companies nowadays, in this case, advertisers can be more active on the mobile advertisements to get more responses and effects through the users.

The main objective of this research is to explore mobile advertising's challenges and future directions by evaluating factors that seem to influence mobile advertising. Based on existing literature, this research proposed several hypotheses for the conceptual model of factors affecting mobile advertising to have further discussed the mobile advertisement effect.

It was concluded that consumers used to receive the mobile advertisement easily nowadays, the link between advertisers and consumers get closer and have a direct tool to communicate with. The level of product involvement and customer attitude also influence the credibility toward the consumers, this result can be as an example to extend the information to every hierarchy of customers. The results gained from this study offer important contributions and implications for both marketing academia and customers. Through the popularity of mobile payment system, business and firms should be more concern about the convenience and security of the web.

Acknowledgments

On behalf of the corresponding author, I, Yu-Bing Wang, would like to thank the reviewers for their valuable comments.

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PressAcademia

Journal of Management, Marketing and Logistics

Year: 2017 Volume: 4 Issue: 1

THE EFFECT OF SUPPLY CHAIN COLLABORATION ON SUPPLY CHAIN PERFORMANCE

DOI: 10.17261/Pressacademia.2017.377
JMML-V.4-ISS.1-2017(3)-p.30-39

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To cite this document
Doganay, A. and S. Ergun, (2017). The effect of supply chain collaboration on supply chain performance. Journal of Management, Marketing and Logistics (JMML), V.4, Iss.1, p.30-39
Permemant link to this document: http://doi.org/10.17261/Pressacademia.2017.377

ABSTRACT

Purpose- The purpose of this study is to to analyze the relationship between Supply Chain Collaboration (SCC) and Supply Chain Performance (SCP).

Methodology- A conceptual model with theoretical basis is developed as a causal model that can be operationalized using Statistical Package for the Social Science (SPSS). Positive relationships between SCC and SCP is hypothesized and tested with regression analyses.

Findings- SCC has significant and positive relation with SCP, which means SCC may help to increase organization's SCP related with ultimate customer.

Conclusion- The appetite for meeting and exceeding customers' demands, achieving high customer satisfaction drives organizations from competition to collaboration. SCC is becoming more important than ever to achieve better performance in supply chain between partners. According to study results, SCC has positive effect on SCP. Organizations may increase the SCP by having SCC between supply chain partners.

Keywords: Supply chain collaboration, supply chain performance.
JEL Codes: M11, L14, L20

1. INTRODUCTION

At the end of the 1980s, a new Japanese-inspired trading relation entered the world trade with companies such as Wal-Mart and Proctor & Gamble. The previous "arm's-length" relations were replaced by "durable arm's-length" relations and strategic partnerships (Dyer et al., 1998). Strategic partnership was characterized by a high degree of information exchange. This strategic thinking was aiming to create more streamlined business processes through an open exchange of information, which, in turn, would lead to large cost reductions. The changes in the supply chain relationships can be extended from the simple exchange of basic information to a more elaborate level of experience sharing, risks and profits. To become competitive and stable in the changing environment, many manufacturers and service providers collaborated with their strategic suppliers to upgrade traditional supply and materials management functions and integrate them as part of corporate strategy.

Successful supply chain management requires a long-term orientation with the sharing of risks and rewards balanced over time between partners (Cooper and Ellram, 1993). Collaboration between supply chain partners has been referred to as the driving force behind effective supply chain management (Cooper and Ellram, 1993; Min et al., 2005). Min et al. (2005) noted that supply chain collaboration could positively impact operational effectiveness and efficiency as well as profitability.

Supply chain collaboration (SCC) can be defined as two or more independent firms jointly working to align their supply chain processes as to create value to end consumers and stakeholders with greater success than acting alone (Simatupang et al., 2004). The fundamental rationale behind collaboration is that a single company cannot successfully compete by itself because customers are more demanding; competition is escalating. Therefore, many firms seek to coordinate cross-firm activities and work reciprocally over time to produce superior performance (Anderson and Narus, 1990).

SCC can deliver many benefits to all partners, for example, reducing risk and cost and increasing productivity, performance and profit (Cao and Zhang, 2011). Knowledge sharing in a supply chain which is part of SCC shortens the lead time, reduces input costs, and improves product quality (Kotabe et al., 2003).

The structure of the rest of the paper is as follows; part 2 consists of literature review and hypothesis, in part 3 methodology is explained, part 4 covers discussions and findings according to analyses and part five concludes the study.

2. LITERATURE REVIEW AND HYPOTHESIS

2.1. Defining Supply Chain Management (SCM)

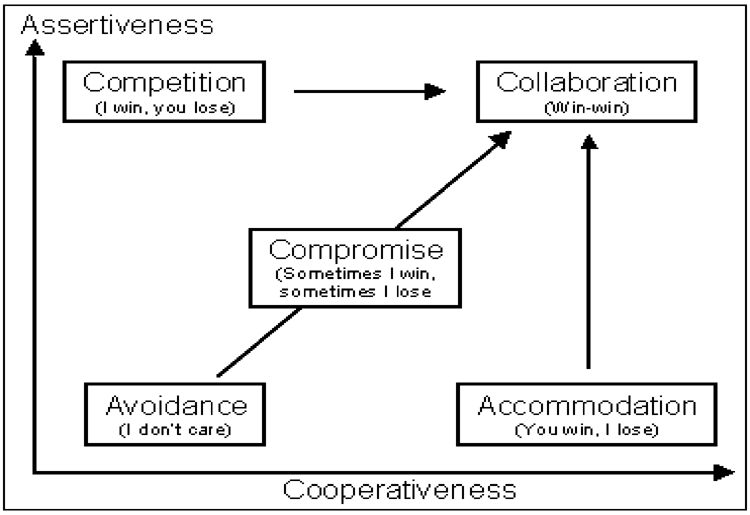
The term "supply chain management" was first used in its popular sense by Oliver and Weber (1982) and then replicated by Houlihan (1985, and 1988) in a series of articles to describe the management of materials flows across organizational borders. Since then, many researchers have investigated the concept of supply chain management, establishing its theoretical and operational bases as we know them today. The influence of supply chain thought on organizational strategy has also been significant, reflecting, as Christopher (1992), Macbeth and Ferguson (1994), and other authors have succinctly claimed, "that today … competition takes place between supply chains rather than between individual companies." (Giannakis and Croom, 2004).

Supply Chain Management is the integration of key business processes from end user through original suppliers that provides products, services, and information that add value for customers and other stakeholders" (Lambert and Cooper, 2000). The main objective of SCM is to obtain customer value and satisfaction to achieve competitive advantage and profitability for the individual companies in the supply chain, and the supply chain as a whole.

2.2. Supply Chain Collaboration (SCC)

There has been a dramatic paradigm shift in strategic management because of the developments in the last quarter of the 20th century. A widespread phenomenon of this era has been the increase in inter-firm collaborations. Firms engage in these collaborations with their suppliers, channel partners, customers, and even with their competitors (Turk and Ybarra, 2011). According to Alavudeen and Venkateshwaran (2008), collaboration requires effective team work. Team members must trust and respect one another. There must be open communication and a willingness to accept input from others. There are often conflicting goals in product development. Therefor decision-making must be based on a collaborative approach (Figure 1).

Figure 1: Level of Cooperativeness (Alavudeen and Venkateshwaran, 2008)



SCC is two or more autonomous firms that form long-term relationships and work closely to plan and execute supply chain operations toward common goals, thereby achieving more benefits than acting independently. Supply Chain Collaboration (SCC) has many benefits for the supply chain partners in the supply chain network. Researchers and academicians have conducted plenty of researches that support the advantages of the SCC (Ralston, 2014).

Firms enter into inter-firm collaborative arrangements in order to share risks and rewards between partners. The objective in collaboration is to secure higher performance than would be achieved by operating as individual firm (Lambert et al., 1999). Another reason that firms are looking outside their organizational boundaries for opportunities to collaborate with supply chain partners to ensure efficiency and responsiveness of supply chain, so as to leverage the resources and knowledge of their suppliers and customers (Cao and Zhang, 2011). Crook et al. (2008) suggested that when independent firms collaborate and share knowledge with others, they can achieve the advantages beyond what could be achieved in arm's length exchange.

Reducing uncertainty via transparency of information flow is a major objective in external supply chain collaboration. Unpredictable or non-transparent demand patterns have been found to cause artificial demand amplification in a range of settings (also referred to as the ‘bullwhip’ or ‘whiplash effect’). This leads to poor service levels, high inventories and frequent stock-outs (Holweg et.al., 2005). The necessary condition for supply chain collaboration is that the supply chain partners are able to expand the total gain due to synergy (Simatupang and Sridharan, 2005). The supply chain partners will gain financial benefits by increasing responsiveness, especially for innovative products (Fisher, 1997).

2.3. Supply chain performance (SCP)

Even managers of the organizations are ultimately held accountable for the performance of their own organizations, the success of their organizations also depends heavily upon the success of the supply chain in which the organization participates as a partner. Success in this supply chain is mostly defined as customer satisfaction. Today’s managers must consider whole supply chain as path to reach ultimate customer satisfaction and both manage efficiently and effectively at the organizational level and also at the supply chain level. New supply chain approach proposes that effective SCM depends on the ability to develop long-term, strategic relationships with supply chain partners. Such effective SCM maximizes value to the ultimate customers of the supply chain in terms of both satisfactions with the product and/or services and a relatively low total cost of the product and/or service.

In literature, it has been argued that a well-connected business process improves SCM performance through lowering cost, shortening delivery time, providing appropriate feedback, maintaining low inventory levels, and improving reliability (Davis, 1993; Krajewski et al., 2005; Mason-Jones and Towill, 1997). SCP has been used very commonly as an output of an organization in studies. Many scholars contend that both customer and supplier firms seek collaborative relationships with each other as a way of improving performance (Duffy and Fearne, 2004; Sheu et al., 2006). Supplier firms can obtain high sales and earn great returns from resources invested in maintaining long-term relationships with their customers (Kalwani and Narayandas, 1995). Stank et al. (2001) suggest that both internal and external collaboration are necessary to ensure performance. Supply chain collaboration facilitates the cooperation of participating members along the supply chain to improve performance (Bowersox, 1990).

The relations connected to SCP may differ but the result wanted to have from a successful supply chain not, it is high level of supply chain performance at the end of the day. As SCM activities become more complex, it becomes more critical to be able to measure the various aspects of supply chain operations. There are a lot of metrics that can be used by managers to evaluate supply chain operations. These measures are mostly industry specific and different measures should be used to evaluate organizational performance based on the nature of the organization. Performance measures play an important role in success by evaluating performance and benchmarking the results against similar organizations (Camp, 1989; Stewart, 1995). Measures can be generally categorized into quality, financial, time, product flexibility, overall performance, and innovation. Metrics of supply chain are important as they distinguish between the performing and non-performing entities versus the traditional system as a whole. SCM operating system must try to meet the broad competitive and strategic objectives of quality, speed, dependability, flexibility and cost (Slack et al., 1995; Gunasekaran et al., 2001; De Toni and Tonchia, 2001).

2.4. Research Hypothesis

There are numerous studies in literature regarding to SCC and performance relationship (Flynn et al., 2010). Previous studies suggested that collaboration benefits include cost reduction, risk sharing, access to financial capital, complementary assets, improved capacity for rapid learning, and knowledge transfer (Park et al., 2004). Simatupang and Sridharan’s (2005) collaboration index which developed in their study is positively associated with operational performance. Close collaboration enables the supply chain partners to improve their ability to fulfill customer needs by flexible offerings

(Simatupang and Sridharan, 2005). SCC can deliver many benefits to all partners, for example, reducing risk and cost and increasing productivity and profit (Cao and Zhang, 2011). According to Ramanathan and Gunasekaran (2014) study, collaborative alliances help to improve SCP. In this study, supply chain performance is received as performance outcome of focal firm. Therefore, this study develops the following hypothesis;

H 1: In a supply chain relationship, Supply chain collaboration (SCC) has a significant positive effect on supply chain performance (SCP). The higher level of SCC, the better in terms of SCP.

3. DATA AND METHODOLOGY

3.1 Source of Data

Unit of Analysis of the study is organizations which are in supply chain. The organization in the supply chain is focal point which has connection with suppliers and customers, population selected according to this criteria, focal firm should be able to see both side of the supply chain. The population is primarily selected from the organizations which are in ISO 500 -1, ISO 500 - 2 (First 1000 industrial firm list announced annually by Istanbul Chamber of Industry in Turkey on the year 2014). The list is composed of industrial enterprises' annual production based sales figures, as the major criterion of sorting and ranking. Beside the organizations in the first 1000 list, the organizations in different Supply Chain associations like LODER, TEDAR, TUSAYDER, KALDER are considered as source of data. Some of the organizations in these associations are already in First 1000 industrial firms list. Totally, around 1500 organizations were contacted to remain within the budget and time restrictions of the study.

3.2. Data Collection Method

After establishing the population, the data collection method was constructed. Since the survey attempts to measure supply chain collaboration and supply chain performance, supply chain managers and purchasing managers who are in touch with suppliers frequently are considered as the most appropriate respondents to provide sufficient data for the research purposes.

A special emphasis is given to the selection of respondents among the executives of those leading industrial enterprises, holding the responsibility for managing the flow of inter organizational supply chain activities. They are in prestigious positions in Turkey's leading industrial enterprises and very much capable of providing high quality data when responding to questionnaires within their area of expertise.

After reaching correct respondents' e-mails, online questionnaires were sent to directly to respondents' personal business e-mail addresses instead of sending to info mails of organizations. In e-mails, the purpose of the research was explained and online entry was requested to attached link of the questionnaire. A deadline was included to e-mail and at the deadline another reminder e-mail was sent to respondents. The survey was conducted over a 6-month period during the spring and summer of 2016.

3.3. The Design and Content of the Questionnaire

The intention of the questionnaire is to measure supply chain collaboration on the specific supply chain relationship between major supplier and focal firm and supply chain performance at final customer side as a result of this relationship. This study employs Likert scale, which is accepted as the most frequently used variation of the summated rating scale. In Likert scales, responses over a number of items tapping a particular concept or variable are then summated for every respondent (Sekaran, 2003). The respondents which are considered as focal firm in the supply chain, are asked to agree or disagree with each statement and a 6-point numerical score is assigned to each response, in anticipation to reflect the degree of agreement to the statements in the questionnaire. Six measurement items were used with responses ranging from (1- Totally Disagree, 2- Very slightly agree, 3- Slightly agree, 4- Pretty agree, 5- Very much agree, 6 Totally agree).

The questionnaire consists of 2 variables, Supply Chain Collaboration (SCC) and Supply Chain Performance (SCP) (Table 3.1). SCC items were drawn from Cao et.al, 2010 study which is one of the most comprehensive measurement tool for SCC in literature. Respondents were asked to indicate their level of agreement in regards to collaboration elements between their firm and supply chain partner. SCC variable consists of 7 factors; Information Sharing (IS) 5 questions, Goal Congruence (GC) 5 questions, Decision Synchronization (DS) 5 questions, Incentive alignment (IA) 5 questions, Resource Sharing (RS) 5 questions, Collaborative Communication (CC) 5 questions, Joint Knowledge Creation (JKC) 5 questions. These 7 factors were measured with 35 questions totally.

Since SCP measurement items were covering intention of our study, the items were drawn from Green et al., (2008) study which includes 11 questions, covering performance of final products, speed of deliveries, volume or capacity flexibility and production costs. With this variable, on the side of final customer, it was intended to measure the performance of the supply chain established with most important supplier.

Table 1: Variables and Sub Items

SUPPLY CHAIN COLLABORATION (SCC)	SUPPLY CHAIN PERFORMANCE (SCP)
Information Sharing (IS)	performance of final products
Goal Congruence (GC)	speed of deliveries
Decision Synchronization (DS)	volume or capacity flexibility
Incentive Alignment (IA)	production costs
Resource Sharing (RS)	
Collaborative Communication (CC)	
Joint Knowledge Creation (JKC)	

Beside 46 items asked with Likert scale method, 14 demographic questions (the number of employee, age of the organization, annual gross sales, implementation of SCM, implementation of SCC, average quantity of suppliers etc.) were asked to understand the organization and respondents' position and 5 relational questions (the relation between supply chain partner; organization’s position in the partnership, power and dependence relation of partners, partnership duration, percentage of this supplier in all purchases in this supply chain, material purchased from this supplier) were asked to understand relationship between focal firm and major supplier. To receive full version of questionnaire you may contact with correspondent author.

4. FINDINGS AND DISCUSSIONS

4.1. Factor and Reliability Analysis

For each variable in the model, exploratory factor analysis was used to identify the not directly observable factors based on the questionnaire. The goal was to identify a smaller set of factors to represent the relationships among the variables parsimoniously (i.e., to explain the observed correlation with fewer factors). The Bartlett Test of Sphericity (to test the null hypothesis that the correlation matrix is an identity matrix) and the Kaiser-Meyer-Olkin measure of sampling adequacy (small value of KMO indicates factor analysis is inappropriate) were used to validate the use of factor analysis.

During data collection period, 213 responses were received via online questionnaire collection method. After checking the data one response was deleted because of the standard deviation test (all answers were same). Totally 212 responses were used for statistical tests. By using SPSS version 20, SPSS Data Reduction Factor Analysis program was used to evaluate the measurement items. As a result;

Supply Chain Collaboration (SCC) variable; questionnaire was designed originally for seven factors. After making factor analysis on SPSS Data Reduction Factor Analysis program, first run showed us 4 factors. Factor 1, labeled as SCCISGC consists of 12 questions which cover Information Sharing (IS) and Goal Congruence (GC) factors. Factor 2, labeled as SCCDSJKCIA consists of 10 questions which cover Decision Synchronization (DS), Joint Knowledge Creation (JKC) and Incentive Alignment (IA) factors. Factor 3, labeled as SCCRS consists of 3 questions which belong Resource Sharing (RS) factor. Factor 4, labeled as SCCCC consists of 3 questions which belong Collaborative Communication (CC).

Supply Chain Performance (SCP) variable; Normally this variable was one factor but had sub phrases which were performance of final products, speed of deliveries, volume and capacity flexibility, production costs. In the second run of factor analysis, measurement items divided two factors, PERSPEED (Performance and Speed) and FLEXCOST (Flexibility and Cost). Factor 1 consists of SCP1, SCP2, SCP3, SCP4, SCP5, SCP6, SCP7 measurement items. Factor 2 consists of SCP8, SCP,9, SCP10, SCP11 measurement items. In reliability test of Factor 2, SCP8 was eliminated because of the low reliability score, only cost related questions left in Factor 2. For all factors, factor variances, KMO and reliability scores are listed in table 2.

Table 2: Factor and Reliability Analysis Results for Research Constructs

FACTOR	FACTOR VARIANCE	KMO SCORE	RELIABILITY SCORE
SCCISGC	28,927		0,96
SCCDSJKCIA	24,362		0,936
SCCRS	9,283	0,931	0,895
SCCCC	7,922		0,755
SCP PERSPEED	43,904		0,917
SCP COST	30,669	0,895	0,878

4.2. Regression Analysis

In this study, each SCC factors is separately representing different collaboration styles between organizations. This means organizations may have different types of collaborations between their key suppliers. While one organization may share information as a collaboration tool, may not share resources. SCC measurement construct in this study was adopted from Cao et.al. 2010 study. According to this study, the definition and measures of SCC can help managers to define specific actions to be taken to improve shared supply chain processes that benefit all members. The definition and measurements can serve as a powerful tool for managers to form effective collaborative relationships. They can be used to measure and monitor the level of collaboration with partners and benchmark the performance of a supply chain. To be able to see the different level of collaboration between organizations, regression analyses are conducted separately for each SCC factors.

In order to apply linear regression analysis, some assumptions have to be checked. Correlation analysis is one of these assumptions to check if if there is any high correlation between dependent variables which may cause multicollinearity. If there is high correlation (r>70) between independent variables, there may be multicollinearity. The analysis showed no multicollinearity between variables.

4.2.1 H1 - SCC and SCP Regression

Regression Analyses between SCC and SCP factors were tested separately for each factor. Model Summary tables combined to see all SCC factors in the same table, first analysis was SCC factors and SCP perspeed factor regression (Table 3).

Table 3: H1 Hypothesis Model Summary (SCC – SCP PERSPEED)

Model Summary[b]				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,636[a]	,405	,402	,72101
2	,395[a]	,156	,152	,85876
3	,523[a]	,273	,270	,79691
4	,269[a]	,072	,068	,90025
a. Predictors: (Constant), 1- SCCISGC, 2- SCCDSJKCIA, 3-SCCRS, 4-SCCCC				
b. Dependent Variable: PERSPEED				

Anova tables of these regression tests were all significant, p values 0,000 (< 0.05). F values were; SCCISGC 142,936, SCCDSJKCIA 38,793, SCCRS 78,912, SCCCC 16,389. Coefficient tables were also combined to see all factors in the same table (Table 4). The most powerful effect on SCP perspeed factor was from SCCISGC factor, the beta value was 0,636.

Table 4: H1 Hypothesis Combined Coefficients Table (SCC factors – SCP PERSPEED)

Coefficients[a]								
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	1,578	,232		6,798	,000		
	SCCISGC	,645	,054	,636	11,956	,000	1,000	1,000
2	(Constant)	3,212	,183		17,574	,000		
	SCCDSJKCIA	,334	,054	,395	6,228	,000	1,000	1,000
3	(Constant)	2,596	,198		13,089	,000		
	SCCRS	,427	,048	,523	8,883	,000	1,000	1,000
4	(Constant)	3,401	,228		14,921	,000		
	SCCCC	,238	,059	,269	4,048	,000	1,000	1,000
a. Dependent Variable: PERSPEED								

The second analysis to test hypothesis was SCC factors and SCP cost factor regression (Table 5).

Table 5: H1 Hypothesis Model Summary (SCC – SCP COST)

Model Summary[b]				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,633[a]	,401	,398	,83941
2	,562[a]	,315	,312	,89729
3	,547[a]	,299	,296	,90795
4	,170[a]	,029	,024	1,06868
a. Predictors: (Constant), 1- SCCISGC, 2- SCCDSJKCIA, 3-SCCRS, 4-SCCCC				
b. Dependent Variable: COST				

Anova tables of these regression tests were all significant, p values 0,000 (< 0.05). F values were; SCCISGC 140,489, SCCDSJKCIA 96,727, SCCRS 89,573, SCCCC 6,234. Coefficient tables were also combined to see all factors in the same table (Table 6). The most powerful effect on SCP cost factor was from SCCISGC factor, the beta value was 0,633.

Table 6: H1 Hypothesis Combined Coefficients Table (SCC factors – SCP COST)

Coefficients[a]								
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	,718	,270		2,657	,008		
	SCCISGC	,745	,063	,633	11,853	,000	1,000	1,000
2	(Constant)	2,070	,191		10,839	,000		
	SCCDSJKCIA	,551	,056	,562	9,835	,000	1,000	1,000
3	(Constant)	1,792	,226		7,930	,000		
	SCCRS	,519	,055	,547	9,464	,000	1,000	1,000
4	(Constant)	3,197	,271		11,816	,000		
	SCCCC	,174	,070	,170	2,497	,013	1,000	1,000
a. Dependent Variable: COST								

The investigation of the individual variables' regression coefficients and standardized regression coefficients show that all SCC factors have significant and positive contributions to SCP perspeed and SCP cost factors. Among SCC factors, SCC Information sharing and Goal congruence is the leading factor which has the most powerful positive regression with both SCP factors. As a result of above regression analyses, H1 hypothesis was supported with all factors (Table 7).

Table 7: H1 Modified Hypotheses and Results

MODIFIED HYPHOTHESES AFTER FACTOR ANALYSIS (REGRESSION)		
Hypothesis 1	In a supply-chain relationship, Supply chain collaboration has a significant positive effect on supply chain performance. The higher level of supply chain collaboration (SCC), the better in terms of supply chain performance	**RESULT**
H1a	The higher level of SCC IS and GC, the better in terms of supply chain performance (PERSPEED).	SUPPORTED
H1b	The higher level of SCC DS, JKC and IA, the better in terms of supply chain performance (PERSPEED).	SUPPORTED
H1c	The higher level of SCC RS, the better in terms of supply chain performance (PERSPEED).	SUPPORTED
H1d	The higher level of SCC CC, the better in terms of supply chain performance (PERSPEED)	SUPPORTED
H1e	The higher level of SCC IS and GC, the better in terms of supply chain performance (COST).	SUPPORTED
H1f	The higher level of SCC DS, JKC and IA, the better in terms of supply chain performance (COST).	SUPPORTED
H1g	The higher level of SCC RS, the better in terms of supply chain performance (COST).	SUPPORTED
H1h	The higher level of SCC CC, the better in terms of supply chain performance (COST).	SUPPORTED

5. CONCLUSION

Supply chain management (SCM) itself requires very well connected inter organizational relationships between supply chain partners to have a better supply chain to achieve customer satisfaction and ultimately competitive advantage. Supply chain collaboration between partners is vital for inter organizational relationship of focal firms nowadays. Trust based and longtime relationships with suppliers have many benefits for focal firms to achieve better supply chain performance on the customer side of the chain.

In this study, we set our research on focal firm which has critical suppliers to collaborate to achieve supply chain performance. Our hypothesis was basically suggesting that “SCC has positive impact on SCP”. As supported with literature, SCC can deliver many benefits to all partners, for example, reducing risk and cost and increasing productivity and profit (Cao and Zhang, 2011). SCC facilitates the cooperation of participating members along the supply chain to improve performance (Bowersox, 1990). Our research shows that all SCC factors are affecting SCP factors positively in line with literature.

According to the results, there is a strong regression between SCC factors and SCP factors. Among all SCC factors, SCC Information Sharing and Goal Congruence factor had the most powerful positive effect on SCP. This finding can give clue to focal firms about which collaboration style can be the most useful for improving supply chain performance.

As a conclusion, SCC has significant and positive relation with supply chain performance, which means supply chain collaboration may help to increase organization’s supply chain performance related with ultimate customer.

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Journal of Management, Marketing and Logistics – (JMML), ISSN: 2148-6670, http://www.pressacademia.org/journals/jmml

PressAcademia

Journal of Management, Marketing and Logistics

Year: 2017 Volume: 4 Issue: 1

A RESEARCH ON HR MANAGERS' ATTITUDES TOWARDS HOROSCOPES [1,2]

DOI: 10.17261/Pressacademia.2017.378
JMML-V.4-ISS.1-2017(4)-p.40-58

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To cite this document
Erdogan, A. and O.K. Tufekci, (2017). A research on HR managers'attitudes towards horoscopes. Journal of Management, Marketing and Logistics (JMML), V.4, Iss.1, p.40-58.
Permemant link to this document: http://doi.org/10.17261/Pressacademia.2017.378

ABSTRACT

Purpose- This aim of this study is to reveal the attitudes of human resources managers towards horoscopes.

Methodology- Nowadays human resources have begun to be seen as intellectual capital, and the expectations of the human resources managers have also begun to change. With an understanding of the term the right person for the right job approach, It has become important that the candidates' attitudes, actions and behaviors, compatibility with the company and company values, whether they will take place in company strategies in the long term, energy, being innovative and being open to development.

Findings- Human resource managers' attitudes towards horoscopes are measured and their level of attitude toward horoscopes is high. According to research findings, there is a significant difference between the attitude towards sex and the sex, the status of carrying it with its own zodiac sign, and the belief in believing the influence of zodiac in the behaviors of the person.

Conclusion- Human resources managers' attitudes towards horoscopes are high. Considering the horoscopes in the stages of human resources management will gain a different perspective on the management of human resources and centering the horoscopes at all stages of human resource management is thought to be useful in positioning people towards the right job.

Keywords: Human Resource Management, Horoscopes, HRM Stages, Astrology, Human Resources Manager
JEL Codes: M12, J24, M50

İNSAN KAYNAKLARI YÖNETİCİLERİNİN BURÇLARA YÖNELİK TUTUMLARINA YÖNELİK BİR ARAŞTIRMA

ÖZET

Amaç- Bu çalışma, insan kaynakları yöneticilerinin burçlara yönelik tutumlarını ortaya koymayı amaçlamaktadır.

Yöntem- Günümüzde insan kaynağının entelektüel sermaye olarak görülmeye başlanmasıyla birlikte insan kaynakları yöneticilerinin çalışanlardan beklentileri de değişmeye başlamıştır. "Doğru işe- doğru insan" anlayışıyla teknik ve somut özelliklerin yanında adayın tutum, tavır ve davranışları, şirketle ve şirket değerleriyle olan uyumu, şirket stratejilerinde uzun dönemde yer alıp almayacağı, enerjisi, yenilikçi ve gelişmeye açık olması, takımın parçası olup olmayacağı da önemli hale gelmiştir.

Bulgular- Buradan hareketle insan kaynakları yöneticilerinin burçlara yönelik tutum düzeyleri ölçülmüştür ve burçlara yönelik tutum düzeyi yüksek bulunmuştur. Araştırma bulgularına göre burçlara yönelik tutum ve cinsiyet, kendi burç özelliklerini taşıyıp taşımama durumu ve kişilerin davranışlarında burçların etkisine inanıp inanma durumu arasında anlamlı farklılık bulunmuştur.

Sonuç- İnsan kaynakları yöneticilerinin burçlara yönelik tutum düzeylerinin yüksek bulunması insan kaynakları yönetimi aşamalarında burçların göz önünde bulundurulmasının İnsan kaynakları yönetimine farklı bir perspektif kazandıracağı ve insan kaynakları yönetiminin tüm aşamalarında burçların merkeze alınmasının doğru işe doğru insan konumlandırmada faydalı olacağını düşünmemize neden olmuştur.

Anahtar Kelimeler: İnsan kaynakları yönetimi, burçlar, İKY aşamaları, astroloji, İK yöneticisi.
JEL Kodları: M12, J24, M50

[1]Bu çalışma Yrd. Doç. Dr. Ömer Kürşad TÜFEKCİ danışmanlığında Adeviye ERDOĞAN tarafından hazırlanan "İnsan Kaynakları Profesyonellerinin Burçlara Yönelik Görüşlerinin Yetkinlikler Açısından Değerlendirilmesi: Karma Bir Araştırma" başlıklı Doktora tezinden üretilmiştir.
[2] Bu çalışma, Süleyman Demirel Üniversitesi Bilimsel Araştırma Projeleri Koordinasyon Birimi tarafından desteklenen 4280-D1 15 no'lu projeden üretilmiştir.

1.GİRİŞ

Burçlar, insanların kendi özelliklerini tanımlayabilmesini, ilgi alanlarını, hoşlandığı ve hoşlanmadığı şeyleri belirleyebilmesini, insanlarla olan ilişkilerinde daha bilinçli hareket etmesini sağlar. Güçlü ve güçsüz yanlarını belirlemeyi, başkalarının özelliklerini de anlayıp çevreyi daha dikkatli gözlemlemeyi böylece de insanlara ilişkin bilgiler edinmeyi sağlar (Birkenbihl ve Nermi, s. 10). Astroloji, yaşamın aktivitelerinin ve temel enerjilerin dairesel gelgitlerini yorumlama sanatıdır (Rudhyar, 1967).

Astoloji ile ilgili çalışmalar incelendiğinde; doğum tarihi, kişilik özellikleri ve zekâ arasındaki ilişkileri inceleyen çok sayıda çalışmaya (Hartmann, Reuter, & Nyborg, 2006; Chotai, Lundberg, & Adolfsson, 2003; Joinson & Nettle, 2005; Chotai, Forsgren, Nilsson, & Adolfsson, 2001; Rooij & JF., 1999; Forlano & Ehrlich, 1941; Bibby, Lamb, Leyden, & Wood, 1996; Clarke, Gabriels, & Barnes, Astrological sign as determinants of extroversion, 1996; Hamilton, 1995) rastlanmaktadır. Astrolojinin bilim mi yoksa batıl inanç mı olduğu konusunda da çok sayıda çalışma olduğu (Eysenck & Nias, 1982; Carlson, 1985; Clarke, Gabriels, & Barnes, 1996; Wunder E. , 2002; Lillqvist, 1998; Thorndike, 1955; Carter, 1978; Glick, Gottesman, & Jolton, 1989; G., 1990) tespit edilmiştir. Bu çalışmalarda astrolojinin bir bilim olmadığı hatta saçmalıktan ibaret olduğu yoğun şekilde savunulmaktadır.

Yerli literatürde astroloji ile ilgili çalışma yok denecek kadar azdır, ancak yabancı literatürde yukarıda belirtilen konular başta olmak üzere astroloji ile ilgili çok fazla çalışmaya rastlanmaktadır.

Yine İKY ile ilgili son yıllarda yapılan araştırmalar incelendiğinde; (Pfeffer, 1994; Armstrong, 2008; Porter, 1985; Wernerfelt, 1984; Lado & Wilson, 1994; Fitz-enz, 2000; Dyer & Reeves, 1995; Collins & Clark, 2003; Voorde, Paauwe, & Van Veldhoven, 2010) diğer üretim faktörlerinde yapılan iyileştirmelere karşın üretim faaliyetlerinde görülen verimlilikteki düşmenin en önemli nedeni olarak insan gücünün etkin kullanılmaması gösterilmektedir. Örgütlerde insan kaynağı, yönetilmesi en güç olan ancak iyi yönetildiği takdirde önemli bir rekabet aracı olabilecek bir faktördür (Voorde, Paauwe, & Van Veldhoven, 2010, s. 44; Sun, Aryee, & Law., 2007; Arthur, 1994). Dolayısıyla günümüzde insan önemli bir yatırım alanı olarak kabul edilmekte ve yönetimine büyük özen gösterilmektedir (Gürüz & Gürel, 2009, s. 172; Richardson & Thompson, 1999; Pfeffer, 1994, s. 66; D'Annunzio-Green, Maxwell, & Watson, 2002, s. 208).

İnsan kaynakları yönetimi, iş ortamında insanı temel alan ve onun daha etkin verimli, yararlı ve üretken olması, diğer yandan iş doyumuna sahip ve mutlu olabilmesi için gerekli düzenlemelerin tamamını kapsar. Çalışma ortamında kişinin işe alınmasından, uyum eğitimine, ücret ayarlamasına, işyeri ile olan hukuki bağına, verimliliğine, performans değerlemesine, maddi ve sosyal ihtiyaçlarının karşılanmasına ve nihayet işten ayrılmasına kadar ki tüm süreçler insan kaynakları yönetimi uygulamaları çerçevesinde gerçekleştirilir (Kinemo, Ndikumana, Kiyabo, Shillingi, Kwayu, & Andrea, 2015; Boon, Belschak, Den Hartog, & Pijnenburg, 2015, s. 25).

Yapılan incelemeler sonucunda araştırma evrenini oluşturan İstanbul'da faaliyet gösteren birçok firmada burçlarla ilgili uygulamaların bulunduğunun gözlemlenmesi, bu konu ile ilgili İK Yönetici/Uzmanlarına çeşitli eğitimlerin verildiğinin ve bunun uygulamalara yansıtıldığının gözlemlenmesi bu araştırmanın çıkış noktasını oluşturmuştur. Yine, astroloji ile ilgili ve İKY ile ilgili çok sayıda çalışma olduğu ancak insan kaynakları yönetimi ve burçları birlikte inceleyen bir çalışma olmaması çalışma yapılması gerekliliğini güçlendirmiştir. İnsanları iyi tanımanın İKY açısından çok önemli olduğu ve burçların insanları tanımak için çok önemli ipuçları verdiği gözlemlenmiştir. Bazı akademik çevreler tarafından burçlar ya da astroloji; bilim olarak kabul edilmese de ve konuya sadece magazinsel olarak bakılsa da hali hazırda birçok işletmede burç özelliklerinin İK yönetiminde göz önünde bulundurulduğunun gözlemlenmesi ve bu uygulama sonuçlarının ortaya konulmak istenmesi çalışmanın bir gereklilik olduğunu ortaya koymaktadır.

2. KAVRAMSAL ÇERÇEVE

2.1. İnsan Kaynakları Yönetimi ve Önemi

İnsana yönelik kavram ve olaylara belli bir ortam içerisinde ve bütüncül bir yaklaşımla değerlendirilmesi ihtiyacı insan kaynakları yönetimini ortaya çıkarmıştır (Fındıkçı, 2009, s. 9). İşletmelerin birçoğunda, organizasyon yapısı, kalite, pazar yapısı, iletişim, işe alım süreçleri, performans değerleme gibi birçok alanda sorunların yaşandığı bilinmektedir. Bu sorunların çözüme kavuşması bilgi toplumunun gerektirdiği dönüşüm ve değişime bağlıdır. İnsan kaynakları yönetiminde kullanılan klasik yaklaşımlar, öğrenen birey - öğrenen örgüt ilişkisinin kurulmasında yetersiz kalmaktadır (Senge, 1990). Bu değişim ve dönüşümün anahtarı "insan" dır (Ingham, 2013, s. viii). O yüzden rekabet gücü kazanabilmek için insan kaynakları yöneticilerinin insana yatırım yapması bir zorunluluk haline gelmiştir (Ingham, 2013, s. 22).

İnsan kaynakları yönetim anlayışının, insanı bir bütün olarak ele alması; ona değer vererek onun bilgi birikiminden, tecrübelerinden, emeklerinden yararlanmak istemesi ve onu daha da geliştirmek istemesi diğer geleneksel anlayışlardan büyük oranda farklılaşmasını sağlamaktadır. Bu farklılaşmanın itici gücü ise yine "insan değişkeni"dir (Argon & Eren, 2004, s. 3).

Bugün en başarılı işletmelere bakıldığında en temel özelliklerinin doğru kişilerle doğru işler yapmaları ve çalışanlarının motivasyonlarına, eğitimlerine ve gelişimlerine önem vermeleri olduğu söylenebilir. Bunu sağlayan İK yönetiminin doğru şekilde anlaşılması ve gereken önemin verilmesi gerekmektedir (Wynstra, Weele, & Weggemann, 2001, s. 160).

Hızlı değişen çevre koşulları sonucunda ortaya çıkan yeni örgütsel yapılar, küreselleşme, teknolojik yenilikler, değişen müşteri ihtiyaçları, ürün-pazar rekabetinde ortaya çıkan hızlı gelişmeler birçok örgüt için değişme ve uyum sağlama zorunluluğunu da beraberinde getirmiştir (Becker & Gerhart, 1996; Cunha, Cunha, Morgado, & Brewster, 2003).

İnsan kaynakları son zamanlarda örgütler için önemli bir rekabet avantajı kaynağı olarak görülmektedir (Huselid, 1995; Worsfold, 1999; Som, 2003; Boswell, Roehling, LePine, & Moynihan, 2003). Örgüt içinde etkili olabilecek insan kaynakları yönetimi uygulamaları sayesinde örgüt çalışanları hem iyi yönetilebilecek hem de örgütün belirlediği amaç ve hedefleri gerçekleştirebileceklerdir (Edgar & Alan, 2005, s. 362).

2.2. İnsan Kaynakları Yöneticisi

İnsan kaynakları yönetiminin ne kadar stratejik bir konumda olduğu düşünüldüğünde, işin başındaki yöneticinin oldukça yoğun ve karmaşık işlerinin olduğu görülmektedir. Ancak, alanında eğitim almış ve yeterli deneyime sahip bireylerin altından kalkabilecekleri bu görev, yöneticinin çok yönlü ilişkiler kurmasını, analizler yapmasını gerektirmektedir (Foote & Robinson, 1999, s. 90).

İnsan kaynakları yöneticisi, işletme stratejilerini uygulamaya koyarak stratejik hedeflere ulaşılmasına katkı sağlar. Aynı zamanda işletmeyi yöneten yönetim kademesindeki temel unsurlardan biridir (Milliken, Martins, & Morgan, 1998, s. 585).

Bugüne kadar yapılan çalışmalar, örgütün faaliyetlerinde insan kaynakları yönetiminin önemli stratejik role sahip olduğu yönündedir. Armstrong ve Cascio'nun yaptığı çalışmalar insan kaynakları yöneticilerinin üst yönetimle basit bir ilişkiden daha fazlasını yapması gerektiğini göstermektedir. İnsan kaynakları, örgüt başarısına aktif olarak katılmalıdır. Bunun için geleneksel insan kaynakları yaklaşımı rolünden stratejik partnerliğe, stratejik partnerlikten işi tek başına üstlenmeye (business driver) doğru farklı tanımlamalar ve görevler insan kaynakları yönetiminde yer almaya başlamıştır (Cascio, 2005, s. 159-163; Roehling, Boswell, & Caligiuri, 2005, s. 211; Armstrong & Taylor, 2014, s. 545-548).

Tablo 1'de insan kaynakları yöneticilerinin sahip olması gereken özellikler özet olarak yer almaktadır.

Tablo 1: İnsan Kaynakları Yöneticisinin Sahip Olması Gereken Özellikler

1.	Kişilik Özellikleri	Girişken
		Kendini geliştirmeye açık
		Dışa dönük
		Yüksek başarı güdüsü
		İletişime açık
		Empati özelliği gelişmiş
		Çalışma disiplini yerleşmiş
2.	Zihinsel Özellikler	Analiz ve sentez yeteneği
		Muhakeme yeteneği
		Hafıza
		Yeni fikirler üretme
		Farklı bakış açıları
		Güçlü sezgiler

3.	İletişim Özelliği	Dinleme becerisi
		İletişim kurma becerisi
		Olumlu jest ve mimikler
		İnsanlara yönelik olumlu tutum
4.	Liderlik Özelliği	Ast-üst ilişkilerine duyarlılık
		İnsanları etkileme gücü
		İnsanları sürükleyebilme becerisi
		Yönlendirme becerisi
		Koordinasyon becerisi
5.	Eğitim ve Sürekli Gelişme Özelliği	Alanında gerekli eğitimi almış
		Alanında bilgili ve beceri sahibi
		Gelişme isteği
		Hayat boyu eğitim anlayışını edinmiş
		Sürekli öğrenen bilgi insanı
		Yeni teknik ve sosyal gelişmelere duyarlı
6.	Ahlak ve Moral Değer Özelliği	Toplumsal değerlere duyarlı olma
		Güvenilir, dürüst
		Sır saklama alışkanlığı
		Objektif ve tarafsızlık
		İşe ilişkin kararlarda kurum önceliğine kendi bireysel tercihlerinin önünde yer vermek
7.	Soru sorma Özelliği	Sorgulayıcı olma alışkanlığı
		Hissetme- Düşünme-uygulama- değerlendirme süreçlerinin ve etkileşimlerinin farkında olma
		Kendisine soru sorabilme
		Meraklı olma

Kaynak: Fındıkçı, İ. (2009). *İnsan Kaynakları Yönetimi.* İstanbul: Alfa Basım Yayım Dağıtım. S.48.

2.3. Astroloji

Astroloji, gezegenlerin ve yıldızların insanların üzerindeki etkilerini yorumlamaya çalışan, tarihi insanlık tarihi kadar eski bir ilimdir (Sahlins, 1976, s. 10; Phillipson, 2000, s. 3). Dünyanın varoluşundan itibaren insanoğlunun hayatını devam ettirebilmesi ve çevresini tanıyabilmesi için yararlandığı en önemli yöntemlerden biri astrolojidir (Phillipson, 2002, s. 3). Astroloji insanın var olduğu dönemlerden bu yana gökyüzünde ortaya çıkan ve sebebi bilinmeyen doğa olaylarını anlama çabası sonucunda ortaya çıkmış bir gözlem birikimidir (Alaçam, 2014, s. 61; Dal, 2005, s. 9). Daha genel bir şekilde ifade edilecek olursa; astroloji, çok güçlü sembollerin anlamlı bir şekilde yorumlanmasıdır (Phillipson, 2006, s. 6).

Tarih boyunca, astronomi biliminin gelişmesinde de astroloji ile ilgili yapılan çalışmaların etkisi çok büyük olmuştur. Antik dönemlerden günümüze kadar yıldızlar, mitolojik kişiler veya hayvanlarla özdeşleştirilen semboller, yani takımyıldızlar biçiminde gruplandırılmışlardır (Cornelius G. , 2003, s. 115; Hyde, 1992, s. 5). Günümüzde astroloji ve özellikle Batı Astrolojisi bilinenin aksine takımyıldızlarla ilgili olmayıp mevsimlerle ilgili bir disiplindir ve ekliptiğin sembolik olarak otuzar derecelik 12 kısma ayrıldığı daire şeklinde bir şablon kullanır (Harvey & Harvey, 1999, s. 1).

Astrolojinin konusu öncelikle insandır. Gökyüzünde bulunan tüm cisimlerin, dünya üzerinde yaşamakta olan bütün varlıklar üzerinde ne gibi etkileri olduğu astroloji alanı içerisinde araştırılmaktadır. Astroloji; burçlar, gezegenler, Güneş, Ay, evler ve açılar arasındaki ilişkiler ve bunların insan üzerindeki etkileri üzerine kurulmuştur (Curry, 2004, s. xii).

Astrolojinin temeline bakıldığında, sembollere dayalı akıl yürütme ve tümevarım görülür (Lee, 2005, s. 429). Bütün bilim dalları ile bağlantılı olan astroloji vasıtasıyla, doğum haritası yorumlanarak insanın kişilik özellikleri, hayatında karşılaşabileceği önemli olaylar, farkında olunmayan yetenekler, kökleşmiş alışkanlıklar, karşılaşabileceği sağlık sorunları, ilgi alanları ve gelecekte hangi konularda daha başarılı olabileceği tahmin edilebilmektedir (Morling, Kitayama, & Miyamoto, 2002, s. 313; Rothbaum, Weisz, & Snyder, 1982, s. 12; Rhee, Uleman, Lee, & Roman, 1995, s. 145).

Asımgil (2013, s. 43) astrolojiyi, "Astronomiye dayalı olarak hesaplama, mantık, zamana bağımlı düşünme ve analiz yöntemlerini biçimsel olarak algılama, bütüncüllük, analog ve sembolik düşünme, zaman bağımsızlığı ve sezgilerle birleştirerek bir bütün meydana getirmektedir." şeklinde ifade etmektedir. İnsanoğlu, evrende var olan tüm elementlerin özünden oluşmaktadır. Yani insan evrenin ruhunun küçük bir kopyası olarak ifade edilebilir (Kassell, 2010, s. 67).

Astroloji bir istatistik ve gözlem ilmi olarak kabul edildiği için kehanet ve falcılık değildir. Astrologlar, birbirlerinden çok uzak mesafelerde bulunan insanlar üzerinde gezegenlerin benzer etkiler gösterdiğini ortaya koymuşlardır. Aynı zamanda, Çin'den Güney Amerika'ya kadar her yerde burçlara atfedilen vasıflarda birbirlerine çok yakın benzerlikler olduğu görülmüştür (Curry, 1999, s. 55).

Astroloji, yaşamın aktivitelerinin ve temel enerjilerin dairesel gelgitlerini yorumlama sanatıdır (Rudhyar D. , 1967, s. 5). Böylece bir bireyin varoluşu belirlenmiş bir değişim süreci, bir anlamı ve amacı içeren bir süreç olarak görülür. Rudhyar (1968, s. 34-36) astrolojinin ölçümlerinin sembolik olduğunu ve insan niteliklerine tercüme edilmesi gerektiğini söylemektedir. Astroloji, Rudhyar'ın sözleriyle "var olmanın niteliği" ile ilgilenmektedir ve bu niteliksel dil istatistiksel çalışma alanının ötesine geçmektedir. Brau, Weaver ve Edmands (1980, s. 135) makalelerinde, astrolojinin kendini geliştirmek, hedeflerine ulaşmak, düşüncelerine rehberlik etmek ve aydınlatmak için anahtar rol oynadığını belirtmektedirler.

Astrolojinin geçerliliği özgül karakteriyle bağlantılı bir tür kanıt kullanılarak açık seçik gösterilebilir. Astroloji incelenirken yanıtlanması gereken asıl soru astrolojinin insanlar için önemli ve değerli olup olmadığıdır (Cornelius, Hyde, & Webster, 1995, s. 162-163).

Rudhyar'a (1970, s. 25) göre; "Astroloji öğrendikten ve kesin doğru bir doğum haritasına sahip olduktan sonra, eğer kişi kendisine daha önceden karışık ve anlamsız gelen olayların anlamlı bir sıra izlediğinin farkına varırsa, o zaman, astroloji bu özel durum için etkisini "varoluşsal şekilde ispatlamış" olur.

2.4. Burçlar

Burçlar, Zodyak kuşağında bulunan takımyıldızların adlarını alan ve ekliptik üzerinde oluşan bölümlendirmelerdir. Üç yüz altmış dereceli Zodyak kuşağının on iki eşit parçaya bölünmesiyle her biri otuz derece olan burçlar ortaya çıkar. Burçlar, temel olarak, madde ve enerjinin gerçekleştirdiği hareketin doğasının belirlenmesini sağlamaktadır (Sigelman, 1982, s. 434).

Her bir gezegen, var olmanın ve yaratılış sırasında var olan temel enerjilerden belirli birini temsil etmektedir. Burçlar ise belirli olan bu enerjilerin nasıl ortaya çıkacağını ve ne işe yarayacaklarını göstermektedir. Bir başka ifadeyle bir gezegen bir burçta ortaya çıktığında, gezegen hangi enerjiyi temsil ediyorsa, bu enerji içinde bulunduğu burcun genel özelliklerine uygun olarak hareket etmektedir (Kocasinan, 2009, s. 118). İnsan ancak kendisiyle ve çevresiyle uyum içindeyse yaşayabilir; bunu da, evrenin büyük akıntılarıyla uyum içinde bulunduğu sürece yapabilir (Döşer, 2014, s. 29).

Burçlar, insanların kendi özelliklerini tanımlayabilmesini, ilgi alanlarını, hoşlandığı ve hoşlanmadığı şeyleri belirleyebilmesini, insanlarla olan ilişkilerinde daha bilinçli hareket etmesini sağlar. Güçlü ve güçsüz yanlarını belirlemeyi, başkalarının özelliklerini de anlayıp çevreyi daha dikkatli gözlemlemeyi böylece de insanlara ilişkin bilgiler edinmeyi sağlar (Hartmann, Reuter, & Nyborg, 2006, s. 1352; Tester, 1987, s. 3).

2.4.1. Burçların Genel Özellikleri

Zodyak'ın on iki burcu, belli karakteristik özelliklere karşılık gelirler. Kutupluluk ilkesi gereği, bu özelliklerin olumlu ve olumsuz yönleri mevcuttur. Burçta yerleşen gezegenlerin yoğunluğuna, bu gezegenlerin harita içerisinde aldıkları diğer etkilere ve burcun yöneticisinin haritadaki durumuna göre, bu özelliklerin olumlu veya olumsuz olanları aktive olabilir. Ayrıca, eğer değerlendirilmekte olan harita bir doğum haritası ise, harita sahibinin farkındalık seviyesi nispetinde, olumlu ya da olumsuz özellikleri öne çıkarması da mümkündür (Carlson, 1985, s. 419). Eğer gerçek anlamda okunabilirse doğum haritası hem karaktere hem de gelecekte neler yapılabileceğine insanların karşısına çıkabilecek fırsat ve tehditlere dair önemli ipuçları içerir (Arıkan, 2003, s. 110).

Tablo 2'de burçlar ve öne çıkan özellikleri özet olarak yer almaktadır.

Tablo 2: Burçlar ve Karakteristik Özellikleri

Koç	'Ben' duygusu ön planda, aktif, enerjik, çok güçlü istekler
Boğa	Kararlılık, sağlam basmak, güvenli hareket, oburluk
İkizler	Zekâ, sezgi, konuşma, düşünme ustası
Yengeç	Hassas, sadakatli, anaç, çekingen, çalışkan, dedikoducu
Aslan	Öz güven, zirveye abone, planlamacı ve idareci
Başak	Temiz, tertipli, mükemmeliyetçi, kibar ve çekingen
Terazi	Nazik, hassas, dengeli, kibar, uyumlu ve adil
Akrep	"Ya hep, ya hiç" güçlü sezgi, gizlilik, tatminsizlik ve hırs
Yay	İyimser, asaletli, şeffaf, özgürlükçü ve oto kontrollü
Oğlak	Çok düşünen, az konuşan, meraklı, mütevazı ve kontrollü
Kova	Orijinalite, değişiklik, akıl ve üreticilik, işbirlikçi ve analizci
Balık	Romantik, esrarlı, hayalperest, merhametli ve iyiliksever

Kaynak: Arıkan, M. (2003). *Nitelikli insan.* İstanbul: Bilge Yayınları.

3. ARAŞTIRMA VE YÖNTEM

3.1. Araştırmanın Amacı ve Modeli

Araştırmada, İnsan kaynakları yönetici/uzmanlarının astroloji ve burçlara yönelik tutumlarının ölçülmesi ve bu tutumların demografik özellikler ile olan ilişkisinin belirlenmesi amaçlanmaktadır. Araştırmada "tarama modeli" kullanılmıştır.

3.2. Araştırmanın Yöntemi

Araştırmanın amaç ve kapsamı göz önünde bulundurularak, nicel araştırma yöntemi araştırma için uygun görülmüştür. Yapılan araştırmalar dikkate alınarak araştırmanın temel değişkenleri belirlenmiştir. Araştırma konusu ile ilgili daha önce yapılmış herhangi bir çalışmaya rastlanamadığından araştırma soruları oluşturma çalışmaları yapılmıştır. Bu kapsamda, konuyla ilgili alanında uzman profesyonellerden uzman görüşü alınarak araştırma soruları oluşturulmuş, hazırlanan anket formu ön araştırmaya tabii tutularak soruların anlaşılırlığı ve geçerliliği tespit edilmiştir. Nicel çalışma kapsamında 426 kişiye ulaşılmıştır.

3.3. Evren ve Örneklem

Araştırmanın evrenini İstanbul ilinde faaliyet gösteren firmalarda çalışmakta olan İK Yöneticileri/Uzmanları oluşturmaktadır. Evrenin tam sayısı bilinmediği için tesadüfi olmayan örnekleme yöntemi kullanılmıştır. Seçilen örneklem belirli kriterlere sahip bireylerden seçildiği ve ana kütleyi temsil edeceği varsayıldığı için ise tesadüfi olmayan örnekleme yöntemlerinden olan yargısal örnekleme yöntemine uymaktadır. Araştırma için gerekli izinler alınmış ve anket yaklaşık 10000 İK Yöneticisi/uzmanına ulaştırılmıştır. Geri dönen anketlerden 426'sı araştırmada kullanılmıştır.

3.4. Veri Toplama Aracı

Araştırmada İK yöneticilerinin burçlara ve astrolojiye yönelik tutumlarını belirlemek üzere araştırma soruları oluşturulmuştur. Burçlara ve astrolojiye yönelik ilgili literatür taraması yapılarak soru önermeleri oluşturulmuş alan uzmanlarından kapsam geçerliliğine ilişkin görüş alınmıştır. Nihai form ile katılımcıların burçlara ve astrolojiye yönelik tutumları 9 önerme ile sorulmuş ve likert ölçeğinde yer alan sorulara (en azdan en çoğa katılma) yanıt vermeleri istenmiştir. Verilerin toplanmasına geçilmeden önce kolayda örnekleme metoduyla araştırma örneğini temsil edecek şekilde 30 kişiye pilot çalışma yapılmıştır. Pilot çalışmada anket sorularının güvenirliği test edilmiş (Altunışık vd., 2001, s. 18), iki ifadenin anlaşılırlığını artırmak amacıyla değişiklik yapıldıktan sonra ankete son şekli verilmiştir.

Örneklem üzerinde uygulanan ölçme aracının güvenirlik ve geçerlilik çalışması yapılmıştır. Burçlara ve astrolojiye yönelik tutumu ölçmek için hazırlanan 9 maddelik ölçme aracının güvenirliğini hesaplamak için iç tutarlılık katsayısı olan "Cronbach Alpha" (Devellis, 2003, s. 28) hesaplanmıştır. Araştırma sorularının genel güvenirliği alpha=0.923 olarak yüksek derecede güvenilir bulunmuştur (Kalaycı, 2014, s. 405). Araştırma sorularının madde analizi sonrasında madde toplam korelasyon değerleri 0.6'nın üzerinde bulunmuştur.

Ölçeğin yapı geçerliliğini ortaya koymak için açıklayıcı(açımlayıcı) faktör analizi yöntemi uygulanmıştır. Yapılan Barlett testi sonucunda (p=0.000<0.05) faktör analizine alınan değişkenler arasında ilişkinin olduğu tespit edilmiştir. Yapılan test sonucunda (KMO=0.925>0,60) örnek büyüklüğünün faktör analizi uygulanması için yeterli olduğu tespit edilmiştir. Faktör analizi uygulamasında varimax yöntemi seçilerek faktörler arasındaki ilişkinin yapısının aynı kalması sağlanmıştır (Büyüköztürk, 2011, s. 123-133).

Faktör analizi sonucunda değişkenler toplam açıklanan varyansı %61.840 olan tek faktör altında toplanmıştır. Güvenirliğine ilişkin bulunan alpha ve açıklanan varyans değerine göre burçlara ve astrolojiye yönelik tutum ölçeğinin geçerli ve güvenilir bir araç olduğu anlaşılmıştır. Ölçeğe ait oluşan faktör yapısı aşağıda görülmektedir.

Tablo 3: Burçlara ve Astrolojiye Yönelik Tutum Ölçeği

	Madde Analizi	**Faktör Yükü**
Burçların bireylerin kişilik özelliklerini şekillendirdiğini düşünüyorum.	,742	,826
Burçların insan hayatında bir yeri olduğunu düşünüyorum.	,767	,804
İnsanların doğum tarihleri ile yıldızların dizilişleri arasında ilişki olduğunu düşünüyorum.	,710	,802
Bireylerin doğum anındaki gezegenlerin konumuna bağlı olarak kişisel gelişim aşamalarında değişiklikler olabileceğini düşünüyorum.	,741	,802
Aynı burçtan olan kişilerin bir takım kişilik özellikleri ve karakterleri arasında benzerlikler olduğunu düşünüyorum.	,673	,784
Burçların bireylerin sosyal özelliklerini etkilediğini düşünüyorum.	,698	,778
Gezegenlerin ve yıldızların hareketlerinin genel olarak yeryüzünde bir etkisinin olabileceğini düşünüyorum.	,708	,772
Gezegenlerin ve yıldızların konumları ile insan davranışları arasında bir ilişki olup olmadığının araştırılması gerektiğini düşünüyorum.	,742	,764
Astrolojinin diğer bilimlerin de verilerinden yararlanarak ilerleyen bir bilim dalı olduğunu düşünüyorum.	,718	,742
Açıklanan Varyans = 61,840		
Crombach Alpha = 0,923		

3.5. Araştırmanın Hipotezleri

Araştırmada, insan kaynakları yöneticilerinin burçlara yönelik tutumları ile demografik özellikleri arasındaki ilişkiye ait hipotezler geliştirilmiştir.

Bu hipotezler şu şekildedir:

H1. İnsan Kaynakları Yönetici/Uzmanlarının demografik özellikleri ile burçlara yönelik tutumları arasında anlamlı bir farklılık vardır.

H1.1. İnsan Kaynakları Yönetici/Uzmanlarının cinsiyetleri ile burçlara yönelik tutumları arasında anlamlı bir farklılık vardır.

H1.2. İnsan Kaynakları Yönetici/Uzmanlarının yaşları ile burçlara yönelik tutumları arasında anlamlı bir farklılık vardır.

H1.3. İnsan Kaynakları Yönetici/Uzmanlarının medeni durumları ile burçlara yönelik tutumları arasında anlamlı bir farklılık vardır.

H1.4. İnsan Kaynakları Yönetici/Uzmanlarının eğitim durumları ile burçlara yönelik tutumları arasında anlamlı bir farklılık vardır.

H1.5. İnsan Kaynakları Yönetici/Uzmanlarının aylık gelir düzeyleri ile burçlara yönelik tutumları arasında anlamlı bir farklılık vardır.

H1.6. İnsan Kaynakları Yönetici/Uzmanlarının mesleki deneyim süreleri ile burçlara yönelik tutumları arasında anlamlı bir farklılık vardır.

H1.7. İnsan Kaynakları Yönetici/Uzmanlarının son çalıştıkları yerdeki çalışma süreleri ile burçlara yönelik tutumları arasında anlamlı bir farklılık vardır.

H1.8. İnsan Kaynakları Yönetici/Uzmanlarının kendi burç özelliğini taşıyıp taşımama durumu ile burçlara yönelik tutumları arasında anlamlı bir farklılık vardır.

H1.9. İnsan Kaynakları Yönetici/Uzmanlarının kişilerin davranışlarında burçların etkisine inanıp inanma durumu ile burçlara yönelik tutumları arasında anlamlı bir farklılık vardır.

3.6. Verilerin Analizi

Araştırmada elde edilen veriler uygun istatistiksel analizlere tabi tutulmuştur. Burçlara ve astrolojiye yönelik tutum puanı için normal dağılım testi uygulanmıştır. Normal dağılım testi sonuçları Tablo 4'te verilmektedir.

Tablo 4: Kolmogorov-Smirnov Normal Dağılım Testi

	Burçlara Ve Astrolojiye Yönelik Tutum
N	426
Kolmogorov-Smirnov Z	3,243
p	0,000

Burçlara ve astrolojiye yönelik tutum puanının normal dağılım göstermediği saptanmıştır($p<0,05$). Bu sonuca göre araştırmada parametrik olmayan yöntemler kullanılmıştır.

İki bağımsız grup arasında niceliksel sürekli verilerin karşılaştırılmasında man whitney-u testi, ikiden fazla bağımsız grup arasında niceliksel sürekli verilerin karşılaştırılmasında kruskall whallis testi kullanılmıştır. Kruskall whallis testi sonrasında farklılıkları belirlemek üzere tamamlayıcı olarak man whitney-u testi kullanılmıştır.

Elde edilen bulgular %95 güven aralığında, %5 anlamlılık düzeyinde değerlendirilmiştir.

4. BULGULAR VE TARTIŞMA

Bu bölümde, IK yöneticilerinin tanımlayıcı özellikleri ve burçlara ve astrolojiye yönelik tutumlarına ilişkin bulgular yer almaktadır.

4.1. İnsan Kaynakları Yöneticilerinin Tanımlayıcı Özelliklerine Ait Bulgular

Tablo 5'te insan kaynakları yöneticilerinin tanımlayıcı özelliklerine ait frekans ve yüzdeler yer almaktadır.

Tablo 5: İnsan Kaynakları Yöneticilerinin Tanımlayıcı Özellikleri

Tablolar	**Gruplar**	**Frekans(n)**	**Yüzde (%)**
Cinsiyet	Erkek	114	26,8
	Kadın	312	73,2
	Toplam	426	100,0
Yaş	30 Yaş Ve Altı	137	32,2
	31-40 Yaş	198	46,5
	41-50 Yaş	70	16,4
	50 Yaş üstü	21	4,9
	Toplam	426	100,0
Medeni Durum	Evli	256	60,1
	Bekâr	170	39,9
	Toplam	426	100,0
Eğitim Durumu	Ön lisans	23	5,4
	Lisans	223	52,3
	Lisansüstü	180	42,3
	Toplam	426	100,0
Aylık Gelir	2000 TL Ve Altı	70	16,4
	2001-3000 TL	98	23,0
	3001-4000 TL	69	16,2
	4001-5000 TL	41	9,6
	5000 TL üstü	148	34,7
	Toplam	426	100,0
İK Yöneticisi Olarak Mesleki Kıdem	1-5 Yıl	178	41,8
	6-10 Yıl	114	26,8
	11-15 Yıl	68	16,0
	16 Yıl Ve üzeri	66	15,5
	Toplam	426	100,0
Çalışılan Kurumda Kıdem	1-5 Yıl	329	77,2
	6-10 Yıl	58	13,6
	11-15 Yıl	24	5,6
	16 Yıl Ve üzeri	15	3,5
	Toplam	426	100,0
Kendi Burcunun Özelliklerini Taşıdığı Düşüncesi	Evet	359	84,3
	Hayır	39	9,2
	Burcu Hakkında Bilgisi Olmayan	28	6,6
	Toplam	426	100,0
Kişilerin Davranışlarında Burçların Etkisi	Evet	354	83,1
	Hayır	72	16,9
	Toplam	426	100,0

IK yöneticileri cinsiyet değişkenine göre 114'ü (%26,8) erkek, 312'si (%73,2) kadın olarak dağılmaktadır.

IK yöneticileri yaş değişkenine göre 137'si (%32,2) 30 yaş ve altı, 198'i (%46,5) 31-40 yaş, 70'i (%16,4) 41-50 yaş, 21'i (%4,9) 50 yaş üstü olarak dağılmaktadır.

IK yöneticileri medeni durum değişkenine göre 256'sı (%60,1) evli, 170'i (%39,9) bekâr olarak dağılmaktadır.

IK yöneticileri eğitim durumu değişkenine göre 23'ü (%5,4) ön lisans, 223'ü (%52,3) lisans, 180'i (%42,3) lisansüstü olarak dağılmaktadır.

IK yöneticileri aylık gelir değişkenine göre 70'i (%16,4) 2000 TL ve altı, 98'i (%23,0) 2001-3000 TL, 69'u (%16,2) 3001-4000 TL, 41'i (%9,6) 4001-5000 TL, 148'i (%34,7) 5000 TL üstü olarak dağılmaktadır.

IK yöneticileri ika yöneticisi olarak mesleki kıdem değişkenine göre 178'i (%41,8) 1-5 yıl, 114'ü (%26,8) 6-10 yıl, 68'i (%16,0) 11-15 yıl, 66'sı (%15,5) 16 yıl ve üzeri olarak dağılmaktadır.

IK yöneticileri çalışılan kurumda kıdem değişkenine göre 329'u (%77,2) 1-5 yıl, 58'i (%13,6) 6-10 yıl, 24'ü (%5,6) 11-15 yıl, 15'i (%3,5) 16 yıl ve üzeri olarak dağılmaktadır.

IK yöneticileri kendi burcunun özelliklerini taşıdığı düşüncesi değişkenine göre 359'u (%84,3) evet, 39'u (%9,2) hayır, 28'i (%6,6) burcum hakkında bilgisi olmayan olarak dağılmaktadır.

IK yöneticileri kişilerin davranışlarında burçların etkisi değişkenine göre 354'ü (%83,1) evet, 72'si (%16,9) hayır olarak dağılmaktadır.

4.2. Burçlara ve Astrolojiye Yönelik Tutumla İlgili Bulgular

İnsan kaynakları yöneticilerinin burçlara ve astrolojiye yönelik tutum derecelerini gösteren değerler Tablo 6'da gösterilmektedir.

Tablo 6: İnsan Kaynakları Yöneticilerinin Burçlara ve Astrolojiye Yönelik Tutumları

	N	Ort	Ss	Min.	Max.
Burçlara ve Astrolojiye Yönelik Tutum	426	3,610	0,871	1,000	5,000

Araştırmaya katılan IK yöneticilerinin "burçlara ve astrolojiye yönelik tutum" düzeyi yüksek (3,610 ± 0,871) olarak saptanmıştır.

Araştırmaya katılan IK yöneticilerinin burçlara ve astrolojiye yönelik tutumlar ile ilgili ifadelere verdiği cevapların dağılımları Tablo 7'de görülmektedir.

Tablo 7: İK Yöneticilerinin Burçlara ve Astrolojiye Yönelik Tutumlar ile İlgili İfadelere Verdiği Cevapların Dağılımları

	Hiç Katılmıyorum		Katılmıyorum		Kararsızım		Katılıyorum		Tamamen Katılıyorum			
	f	**%**	**f**	**%**	**f**	**%**	**f**	**%**	**f**	**%**	**Ort**	**Ss**
Burçların İnsan Hayatında Bir Yeri Olduğunu Düşünüyorum	31	7,3	21	4,9	56	13,1	234	54,9	84	19,7	3,749	1,058
Burçların Bireylerin Kişilik Özelliklerini Şekillendirdiğini Düşünüyorum	44	10,3	24	5,6	53	12,4	233	54,7	72	16,9	3,622	1,144
Burçların Bireylerin Sosyal Özelliklerini Etkilediğini Düşünüyorum	43	10,1	21	4,9	54	12,7	246	57,7	62	14,6	3,617	1,111
İnsanların Doğum Tarihleri İle Yıldızların Dizilişleri Arasında İlişki Olduğunu Düşünüyorum	46	10,8	26	6,1	121	28,4	161	37,8	72	16,9	3,439	1,165
Astrolojinin Diğer Bilimlerin De Verilerinden Yararlanarak İlerleyen Bir Bilim Dalı Olduğunu Düşünüyorum	44	10,3	27	6,3	103	24,2	191	44,8	61	14,3	3,465	1,133
Gezegenlerin Ve Yıldızların Konumları İle İnsan Davranışları Arasında Bir İlişki Olup Olmadığının Araştırılması Gerektiğini Düşünüyorum	26	6,1	24	5,6	73	17,1	208	48,8	95	22,3	3,756	1,055

Gezegenlerin Ve Yıldızların Hareketlerinin Genel Olarak Yeryüzünde Bir Etkisinin Olabileceğini Düşünüyorum	29	6,8	20	4,7	76	17,8	203	47,7	98	23,0	3,754	1,073
Bireylerin Doğum Anındaki Gezegenlerin Konumuna Bağlı Olarak Kişisel Gelişim Aşamalarında Değişiklikler Olabileceğini Düşünüyorum	48	11,3	30	7,0	130	30,5	166	39,0	52	12,2	3,338	1,135
Aynı Burçtan Olan Kişilerin Bir Takım Kişilik Özellikleri Ve Karakterleri Arasında Benzerlikler Olduğunu Düşünüyorum	32	7,5	28	6,6	46	10,8	229	53,8	91	21,4	3,749	1,096

Tablo 7'de verilen araştırmaya katılan İK yöneticilerinin burçlara ve astrolojiye yönelik tutumlar ile ilgili ifadelere verdiği cevaplar incelendiğinde;

"*Burçların insan hayatında bir yeri olduğunu düşünüyorum*" ifadesine İK yöneticilerinin , %7,3'ü (n=31) hiç katılmıyorum, %4,9'u (n=21) katılmıyorum, %13,1'i (n=56) kararsızım, %54,9'u (n=234) katılıyorum, %19,7'si (n=84) tamamen katılıyorum yanıtını vermiştir. İK yöneticilerinin "burçların insan hayatında bir yeri olduğunu düşünüyorum" ifadesine yüksek (3,749 ± 1,058) düzeyde katıldıkları saptanmıştır.

"*Burçların bireylerin kişilik özelliklerini şekillendirdiğini düşünüyorum*" ifadesine İK yöneticilerinin , %10,3'ü (n=44) hiç katılmıyorum, %5,6'sı (n=24) katılmıyorum, %12,4'ü (n=53) kararsızım, %54,7'si (n=233) katılıyorum, %16,9'u (n=72) tamamen katılıyorum yanıtını vermiştir. İK yöneticilerinin "burçların bireylerin kişilik özelliklerini şekillendirdiğini düşünüyorum" ifadesine yüksek (3,622 ± 1,144) düzeyde katıldıkları saptanmıştır.

"*Burçların bireylerin sosyal özelliklerini etkilediğini düşünüyorum*" ifadesine İK yöneticilerinin , %10,1'i (n=43) hiç katılmıyorum, %4,9'u (n=21) katılmıyorum, %12,7'si (n=54) kararsızım, %57,7'si (n=246) katılıyorum, %14,6'sı (n=62) tamamen katılıyorum yanıtını vermiştir. İK yöneticilerinin "burçların bireylerin sosyal özelliklerini etkilediğini düşünüyorum" ifadesine yüksek (3,617 ± 1,111) düzeyde katıldıkları saptanmıştır.

"*İnsanların doğum tarihleri ile yıldızların dizilişleri arasında ilişki olduğunu düşünüyorum*" ifadesine İK yöneticilerinin , %10,8'i (n=46) hiç katılmıyorum, %6,1'i (n=26) katılmıyorum, %28,4'ü (n=121) kararsızım, %37,8'i (n=161) katılıyorum, %16,9'u (n=72) tamamen katılıyorum yanıtını vermiştir. İK yöneticilerinin "insanların doğum tarihleri ile yıldızların dizilişleri arasında ilişki olduğunu düşünüyorum" ifadesine yüksek (3,439 ± 1,165) düzeyde katıldıkları saptanmıştır.

"*Astrolojinin diğer bilimlerin de verilerinden yararlanarak ilerleyen bir bilim dalı olduğunu düşünüyorum*" ifadesine İK yöneticilerinin , %10,3'ü (n=44) hiç katılmıyorum, %6,3'ü (n=27) katılmıyorum, %24,2'si (n=103) kararsızım, %44,8'i (n=191) katılıyorum, %14,3'ü (n=61) tamamen katılıyorum yanıtını vermiştir. İK yöneticilerinin "astrolojinin diğer bilimlerin de verilerinden yararlanarak ilerleyen bir bilim dalı olduğunu düşünüyorum" ifadesine yüksek (3,465 ± 1,133) düzeyde katıldıkları saptanmıştır.

"*Gezegenlerin ve yıldızların konumları ile insan davranışları arasında bir ilişki olup olmadığının araştırılması gerektiğini düşünüyorum*" ifadesine İK yöneticilerinin, %6,1'i (n=26) hiç katılmıyorum, %5,6'sı (n=24) katılmıyorum, %17,1'i (n=73) kararsızım, %48,8'i (n=208) katılıyorum, %22,3'ü (n=95) tamamen katılıyorum yanıtını vermiştir. İK yöneticilerinin "gezegenlerin ve yıldızların konumları ile insan davranışları arasında bir ilişki olup olmadığının araştırılması gerektiğini düşünüyorum" ifadesine yüksek (3,756 ± 1,055) düzeyde katıldıkları saptanmıştır.

"*Gezegenlerin ve yıldızların hareketlerinin genel olarak yeryüzünde bir etkisinin olabileceğini düşünüyorum*" ifadesine İK yöneticilerinin , %6,8'i (n=29) hiç katılmıyorum, %4,7'si (n=20) katılmıyorum, %17,8'i (n=76) kararsızım, %47,7'si (n=203) katılıyorum, %23,0'ı (n=98) tamamen katılıyorum yanıtını vermiştir. İK yöneticilerinin "gezegenlerin ve yıldızların hareketlerinin genel olarak yeryüzünde bir etkisinin olabileceğini düşünüyorum" ifadesine yüksek (3,754 ± 1,073) düzeyde katıldıkları saptanmıştır.

"*Bireylerin doğum anındaki gezegenlerin konumuna bağlı olarak kişisel gelişim aşamalarında değişiklikler olabileceğini düşünüyorum*" ifadesine İK yöneticilerinin , %11,3'ü (n=48) hiç katılmıyorum, %7,0'ı (n=30) katılmıyorum, %30,5'i (n=130) kararsızım, %39,0'ı (n=166) katılıyorum, %12,2'si (n=52) tamamen katılıyorum yanıtını vermiştir. İK yöneticilerinin "bireylerin doğum anındaki gezegenlerin konumuna bağlı olarak kişisel gelişim aşamalarında değişiklikler olabileceğini düşünüyorum" ifadesine orta (3,338 ± 1,135) düzeyde katıldıkları saptanmıştır.

"*Aynı burçtan olan kişilerin bir takım kişilik özellikleri ve karakterleri arasında benzerlikler olduğunu düşünüyorum*" ifadesine İK yöneticilerinin , %7,5'i (n=32) hiç katılmıyorum, %6,6'sı (n=28) katılmıyorum, %10,8'i (n=46) kararsızım, %53,8'i (n=229) katılıyorum, %21,4'ü (n=91) tamamen katılıyorum yanıtını vermiştir. İK yöneticilerinin "aynı burçtan olan kişilerin bir takım kişilik özellikleri ve karakterleri arasında benzerlikler olduğunu düşünüyorum" ifadesine yüksek (3,749 ± 1,096) düzeyde katıldıkları saptanmıştır.

4.3. Burçlara ve Astrolojiye Yönelik Tutumla Demografik Özellikler Arasındaki İlişkilere Ait Bulgular

Araştırmanın bu bölümünde insan kaynakları yönetici ve uzmanlarının astroloji ve burçlara yönelik tutum düzeyleri ve demografik özellikler arasındaki ilişkiler tespit edilecektir.

Tablo 8: İK Yöneticilerinin Burçlara ve Astrolojiye Yönelik Tutumunun Cinsiyete Göre Ortalamaları

	Grup	N	Ort	Ss	MW	p
Burçlara Ve Astrolojiye Yönelik Tutum	Erkek	114	3,413	0,911	14 534,500	**0,004**
	Kadın	312	3,682	0,846		

Tablo 8'de görüldüğü gibi İK yöneticilerinin burçlara ve astrolojiye yönelik tutum puanlarının cinsiyet değişkenine göre istatistiksel olarak farklılık oluşturup oluşturmadığını incelemek için uygulanan Mann Whitney-U testi sonucunda farklılık anlamlı bulunmuştur(Mann Whitney U=14 534,500; p=0,004<0,05). Erkeklerin burçlara ve astrolojiye yönelik tutum puanları (x̄=3,413), kadınların burçlara ve astrolojiye yönelik tutum puanlarından (x̄3,682) düşük bulunmuştur.

Bu durumda H1.1 hipotezi kabul edilmiştir.

Tablo 9: İK Yöneticilerinin Burçlara ve Astrolojiye Yönelik Tutumunun Yaşa Göre Ortalamaları

	Grup	N	Ort	Ss	KW	p
Burçlara ve Astrolojiye Yönelik Tutum	30 Yaş Ve Altı	137	3,623	0,877	0,150	0,985
	31-40 Yaş	198	3,588	0,898		
	41-50 Yaş	70	3,643	0,824		
	50 Yaş üstü	21	3,619	0,776		

Tablo 9'da görüldüğü gibi araştırmaya katılan İK yöneticilerinin burçlara ve astrolojiye yönelik tutum puanlarının yaş değişkenine göre istatistiksel olarak farklılık oluşturup oluşturmadığını incelemek için uygulanan Kruskal Wallis H testine göre anlamlı farklılık bulunmamaktadır (p>0.05).

Bu durumda H1.2 hipotezi reddedilmiştir.

Tablo 1: İK Yöneticilerinin Burçlara ve Astrolojiye Yönelik Tutumunun Medeni Duruma Göre Ortalamaları

	Grup	N	Ort	Ss	MW	p
Burçlara ve Astrolojiye Yönelik Tutum	Evli	256	3,612	0,844	21 391,000	0,766
	Bekar	170	3,607	0,913		

Tablo 10'da İK yöneticilerinin burçlara ve astrolojiye yönelik tutum puanlarının medeni durum değişkenine göre istatistiksel olarak farklılık oluşturup oluşturmadığını incelemek için yapılan Mann Whitney-U testi sonucunda gruplar arasında anlamlı farklılık bulunmamıştır (p>0,05).

Bu durumda H1.3 hipotezi reddedilmiştir.

Tablo 2: İK Yöneticilerinin Burçlara ve Astrolojiye Yönelik Tutumunun Eğitim Durumuna Göre Ortalamaları

	Grup	N	Ort	Ss	KW	p
Burçlara ve Astrolojiye Yönelik Tutum	Önlisans	23	3,444	0,867	2,226	0,329
	Lisans	223	3,611	0,865		
	Lisansüstü	180	3,629	0,881		

Tablo 11'de görüldüğü gibi araştırmaya katılan İK yöneticilerinin burçlara ve astrolojiye yönelik tutum puanlarının eğitim durumu değişkenine göre istatistiksel olarak farklılık oluşturup oluşturmadığını incelemek için uygulanan Kruskal Wallis H testine göre anlamlı farklılık bulunmamaktadır(p>0.05).

Bu durumda H1.4 hipotezi reddedilmiştir.

Tablo 3: İK Yöneticilerinin Burçlara ve Astrolojiye Yönelik Tutumunun Aylık Gelire Göre Ortalamaları

	Grup	N	Ort	Ss	KW	p
Burçlara ve Astrolojiye Yönelik Tutum	2000 Tl Ve Altı	70	3,692	0,721	2,798	0,592
	2001-3000 Tl	98	3,600	0,933		
	3001-4000 Tl	69	3,757	0,832		
	4001-5000 Tl	41	3,529	0,932		
	5000 Tl üstü	148	3,532	0,893		

Tablo 12'de araştırmaya katılan İK yöneticilerinin burçlara ve astrolojiye yönelik tutum puanlarının aylık gelir değişkenine göre istatistiksel olarak farklılık oluşturup oluşturmadığını incelemek için uygulanan Kruskal Wallis H testine göre anlamlı farklılık bulunmamaktadır(p>0.05).

Bu durumda H1.5 hipotezi reddedilmiştir.

Tablo 4: İK Yöneticilerinin Burçlara ve Astrolojiye Yönelik Tutumunun İK Yöneticisi Olarak Mesleki Kıdeme Göre Ortalamaları

	Grup	N	Ort	Ss	KW	p
Burçlara ve Astrolojiye Yönelik Tutum	1-5 Yıl	178	3,710	0,855	3,863	0,277
	6-10 Yıl	114	3,506	0,885		
	11-15 Yıl	68	3,557	0,924		
	16 Yıl Ve üzeri	66	3,572	0,823		

Tablo 13'te araştırmaya katılan İK yöneticilerinin burçlara ve astrolojiye yönelik tutum puanlarının İK yöneticisi olarak mesleki kıdem değişkenine göre istatistiksel olarak farklılık oluşturup oluşturmadığını incelemek için uygulanan Kruskal Wallis H testine göre anlamlı farklılık bulunmamaktadır(p>0.05).

Bu durumda H1.6 hipotezi reddedilmiştir.

Tablo 5: İK Yöneticilerinin Burçlara ve Astrolojiye Yönelik Tutumunun Çalışılan Kurumda Kıdeme Göre Ortalamaları

	Grup	N	Ort	Ss	KW	p
Burçlara ve Astrolojiye Yönelik Tutum	1-5 Yıl	329	3,637	0,886	3,314	0,346
	6-10 Yıl	58	3,508	0,875		
	11-15 Yıl	24	3,482	0,762		
	16 Yıl Ve üzeri	15	3,615	0,694		

Tablo 14'te araştırmaya katılan İK yöneticilerinin burçlara ve astrolojiye yönelik tutum puanlarının çalışılan kurumda kıdem değişkenine göre istatistiksel olarak farklılık oluşturup oluşturmadığını incelemek için uygulanan Kruskal Wallis H testine göre anlamlı farklılık bulunmamaktadır(p>0.05).

Bu durumda H1.7 hipotezi reddedilmiştir.

Tablo 15: İK Yöneticilerinin Burçlara ve Astrolojiye Yönelik Tutumunun Kendi Burcunun Özelliklerini Taşıdığı Düşüncesine Göre Ortalamaları

	Grup	N	Ort	Ss	KW	p	Fark
Burçlara ve Astrolojiye Yönelik Tutum	Evet	359	3,726	0,800	38,137	**0,000**	**1 > 2** **1 > 3**
	Hayır	39	3,143	0,970			
	Burcum Hakkında Bilgisi Olmayan	28	2,770	0,951			

Tablo 15'te görüldüğü gibi araştırmaya katılan İK yöneticilerinin burçlara ve astrolojiye yönelik tutum puanlarının kendi burcunun özelliklerini taşıdığı düşüncesi değişkenine göre istatistiksel olarak farklılık oluşturup oluşturmadığını incelemek için uygulanan Kruskal Wallis H testine göre anlamlı farklılık bulunmuştur(KW=38,137; p=0,000<0.05). Farklılığı belirlemek üzere gruplar arasında Mann Whitney U testi yapılmıştır. Buna göre; kendi burcunun özelliklerini taşıdığını düşünenlerin burçlara ve astrolojiye yönelik tutum puanları (3,726 ± 0,800), kendi burcunun özelliklerini taşıdığı düşünmeyenlerin burçlara ve astrolojiye yönelik tutum puanlarından (3,143 ± 0,970) yüksek bulunmuştur. Kendi burcunun özelliklerini taşıdığını düşünenlerin burçlara ve astrolojiye yönelik tutum puanları (3,726 ± 0,800), burcu hakkında bilgisi olmayan olanların burçlara ve astrolojiye yönelik tutum puanlarından (2,770 ± 0,951) yüksek bulunmuştur. Bu durumda H1.8 hipotezi kabul edilmiştir.

Tablo 166: İK Yöneticilerinin Burçlara ve Astrolojiye Yönelik Tutumunun Kişilerin Davranışlarında Burçların Etkisine İnanmaya Göre Ortalamaları

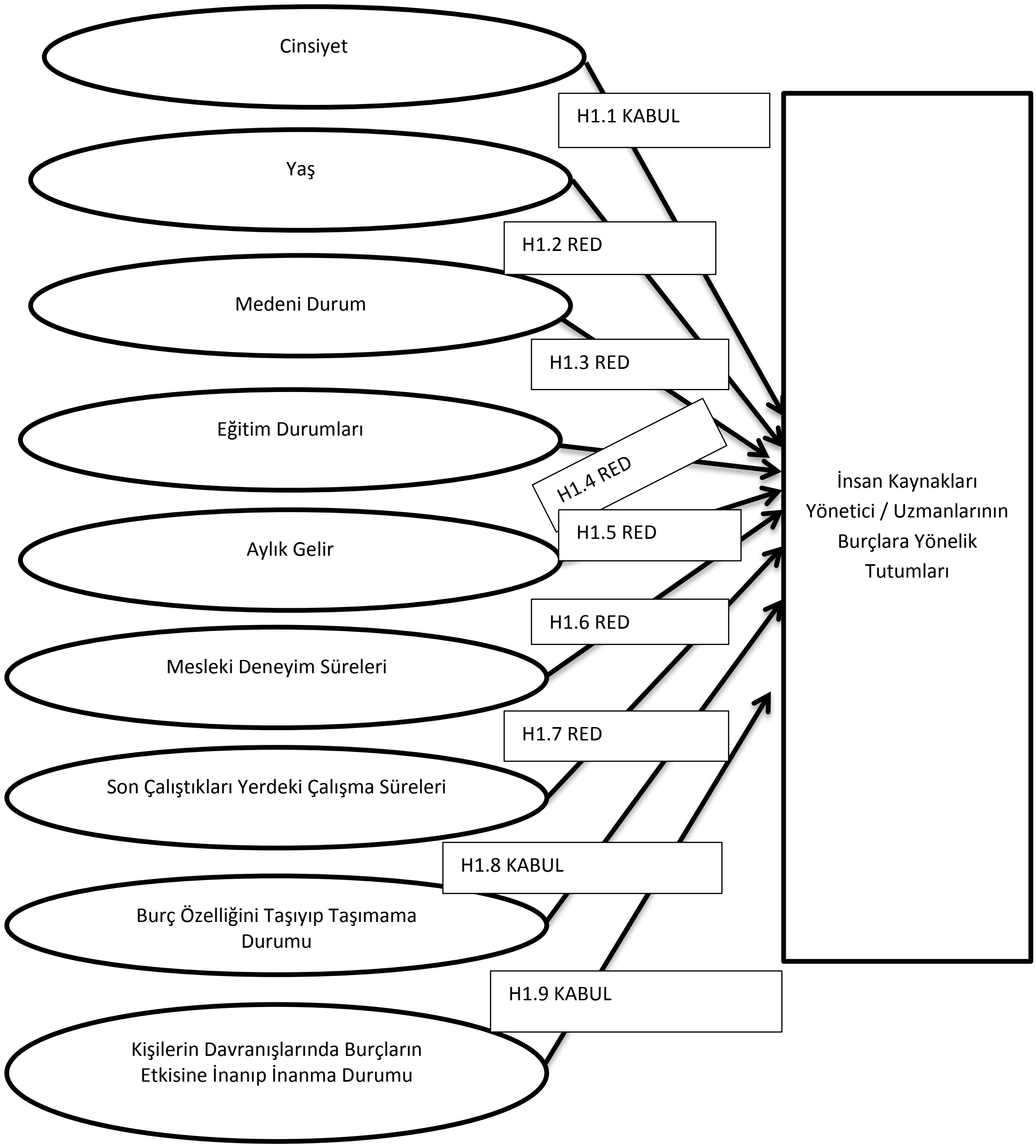
	Grup	N	Ort	Ss	MW	P
Burçlara ve Astrolojiye Yönelik Tutum	Evet	354	3,800	0,743	3 723,500	**0,000**
	Hayır	72	2,673	0,853		

Tablo 16'da İK yöneticilerinin burçlara ve astrolojiye yönelik tutum puanlarının kişilerin davranışlarında burçların etkisi değişkenine göre istatistiksel olarak farklılık oluşturup oluşturmadığını incelemek için uygulanan Mann Whitney-U testi sonucunda farklılık anlamlı bulunmuştur(Mann Whitney U=3.723,500; p=0,000<0,05). Kişilerin davranışlarında burçların etkisi olduğunu düşünenlerin burçlara ve astrolojiye yönelik tutum puanları (x̄3,800), kişilerin davranışlarında burçların etkisi olmadığını düşünenlerin burçlara ve astrolojiye yönelik tutum puanlarından (x̄2,673) yüksek bulunmuştur.

Bu durumda H1.9 hipotezi kabul edilmiştir.

Hipotezlere ait analizlerin sonuçları Şekil 1'de özet olarak gösterilmektedir.

Şekil 1: Araştırmanın Hipotezlerine Ait Model



5. SONUÇ

İşletmeler sadece mekanik sistemler değillerdir. İşletmelere dinamiklik özelliğini kazandıran "insan" kaynağıdır. İnsan kaynağı olmaksızın işletmelerin sahip oldukları diğer kaynakları etkin bir biçimde kullanmalarından ve başarıya ulaşmalarından söz edilemez. Nitekim işletmelerin ihtiyaç duyacağı çeşitli bilgi, beceri ve yeteneklere sahip nitelikli insan kaynakları günümüz işletmelerinin stratejik rekabet üstünlüğü kazanmasında kilit faktörlerden biridir. İnsan kaynaklarının üstlendiği bu stratejik rol nedeniyle "doğru insan kaynağı"nı doğru kullanmanın önemi de giderek artmaktadır. İşletmeler sahip oldukları insan kaynaklarının niteliğini, doğru insanları doğru şekilde konumlandırarak artırabilirler. Bunun da, insan kaynakları yönetiminin tüm aşamalarında çalışanların burçlarının dikkate alınmasıyla gerçekleştirilebileceği ileri sürülebilir.

Diğer taraftan doğru işe-doğru insanların seçilmesinin işletmeyi hem kısa hem de uzun vadede performanstan işten ayrılmaya kadar uzanan bir dizi istenmeyen durum ve maliyetten kurtaracağı gerçeği her geçen gün işletmeler tarafından anlaşılmaktadır. Günümüzde işletme sahipleri ve yöneticiler için doğru konumlandırılmış her insan işletme için ileriye doğru atılmış yeni bir adımdır.

Burçlar, kişilerin doğuştan sahip olduğu bir unsurdur. Her burçtaki birey o burcun özelliklerini yansıtmaktadır. Bu sebeple bireyler burçlarına göre doğuştan gelen bir takım yetenek ve özelliklere, karakter yapısına, insanlarla olan iletişimden sosyal statü ve hayat tarzı gibi birçok konuda farklı yetenek ve özelliklere sahip olmaktadır. Bu gibi birçok konuda burçlar yol gösterici olabilmektedir.

Araştırmaya katılan insan kaynakları yönetici ve uzmanlarının burçlara ve astrolojiye yönelik tutum düzeylerini ölçmek için oluşturulan ifadelerin değerlendirilmesi sonucunda burçlara ve astrolojiye yönelik tutum düzeyleri yüksek bulunmuştur. Araştırmada, insan kaynakları yönetici ve uzmanlarının demografik özellikleriyle burçlara ve astrolojiye yönelik tutumları arasında anlamlı farklılık olduğu düşünülmüştür. Yapılan analizler sonucunda cinsiyet değişkeni ile burçlara ve astrolojiye yönelik tutum arasında beklendiği şekilde anlamlı farklılık bulunmuştur. Bu sonuç, kadınların astroloji ve burçlara karşı olan ilgilerinin erkeklere oranla daha fazla olduğunu göstermektedir.

Araştırmaya katılan insan kaynakları yönetici ve uzmanlarının burçlara ve astrolojiye yönelik tutum puanlarının yaş, medeni durum, eğitim durumu, aylık gelir, mesleki kıdem ve çalışılan kurumdaki kıdem değişkenlerine göre farklılık gösterip göstermediği incelenmiştir ve istatistiksel olarak anlamlı farklılık bulunamamıştır. Bu sonuç, burçlar ve astrolojiye yönelik tutumun cinsiyet hariç diğer demografik özelliklere bağlı olmadığını göstermektedir. Burada, özellikle yaş değişkenine göre bir farklılık oluşması beklenmiş, özellikle genç yaştakilerin astroloji ve burçlara yönelik tutum düzeylerinin daha yüksek olacağı düşünülmüş, ancak anlamlı bir farklılık bulunamamıştır. Bu durum, araştırmaya katılan tüm yaş gruplarındaki insan kaynakları yönetici ve uzmanlarının astroloji ve burçlarla benzer şekilde ilgilendiği sonucunu ortaya koymaktadır.

Araştırmaya katılan insan kaynakları yönetici ve uzmanlarının burçlara ve astrolojiye yönelik tutumları ile kendi burcunun özelliklerini taşıyıp taşımadığı düşüncesi arasında anlamlı farklılık bulunması araştırmanın beklenilen sonuçları arasındadır. Araştırmaya katılanların %84,3'ü burç özelliklerini taşıdığını düşündüğünü ifade etmiştir. Bu durum, araştırmaya katılan insan kaynakları yönetici ve uzmanlarının büyük bir bölümünün burçlarla ilgili bilgileri olduğu ve konuyla ilgilendikleri sonucunu ortaya koymaktadır.

İnsan kaynakları yönetici ve uzmanlarının burçlara ve astrolojiye yönelik tutumları ile kişilerin davranışlarında burçların etkisi olup olmadığına inanma durumu arasında da anlamlı farklılık olduğu tespit edilmiştir. Kişilerin davranışlarında burçların etkisi olduğunu düşünenlerin oranı %83,1 olarak tespit edilmiştir. Bu sonuç, insan kaynakları yönetici ve uzmanlarının çalışanlarının davranışlarını burçlarını dikkate alarak gözlemledikleri ve bu konuda farkındalıklarının olduğu kanaatini oluşturmuştur.

Araştırmanın nicel sonuçları genel olarak değerlendirildiğinde, yaklaşık olarak 10000 kişiye ulaşıldığı halde bunların bir kısmının konuyla ilgilenmedikleri ve/veya burçlarla ilgili bilgileri olmadığı gerekçeleri ile araştırmaya katılmayı reddetmelerinden dolayı toplanan 426 adet verinin tüm evrene genellenemeyeceği kanaati oluşmuştur. Bu durum araştırmaya katılanların büyük bölümünün burçlara ve astrolojiye olan ilgilerini ortaya koymaktadır ve bu sebeple astrolojiye ve burçlara yönelik tutum düzeylerinin yüksek bulunduğu değerlendirilmektedir. Yani evren içinde yer alan ancak araştırmaya katılmayan tüm insan kaynakları yönetici ve uzmanlarının burçlara ve astrolojiye yönelik tutum düzeylerinin yüksek olduğunun söylenemeyeceği değerlendirilmektedir.

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PressAcademia

Journal of Management, Marketing and Logistics

Year: 2017 Volume: 4 Issue: 1

ROLE OF TOURISM ON FOREIGN EXCHANGE OF DEVELOPING COUNTRIES AND CASE OF TURKEY[1]

DOI: 10.17261/Pressacademia.2017.379
JMML-V.4-ISS.1-2017(5)-p.59-66

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To cite this document
Uguz, S. C., (2017). Role of tourism on foreign exchange of developing countries and case of Turkey. Journal of Management, Marketing and Logistics (JMML), V.4, Iss.1, p.59-66.
Permemant link to this document: http://doi.org/10.17261/Pressacademia.2017.379

ABSTRACT

Purpose- An important factor restricting the development of developing countries is foreign exchange deficit. Investments require foreign exchange but sufficient foreign exchange can not be obtained through exports and it is difficult to obtain foreign exchange by means foreign capital, foreign aids and loans, and this makes the metioned countries find adequate and reliable sources. However, countries with rich natural and cultural heritage provide a significant portion of the the required foreign exchange for development with foreign tourism revenues.
Methodology- In the study, in order to measure the effect of foreign tourism revenues on commodity trade balance in Turkey, using the monthly data in the period 1992: 1-2007: 1, long term relationship between variables was investigated with the Autoregressive Distributed Lag (*ARDL*) *models.*
Findings- It has been determined that financial account and tourism account have a statistically significant effect in the resolved of the goods trade deficit.
Conclusion- According to the obtained findings, policies and strategies for the development and strengthening of the tourism sector were presented.

Keywords: Balance of payments, foreign exchange, tourism, Turkey, ARDL.
JEL Codes: C01, F31, L83

GELİŞMEKTE OLAN ÜLKELERİN DÖVİZ GEREKSİNMESİNİN KARŞILANMASINDA TURİZMİN ROLÜ VE TÜRKİYE ÖRNEĞİ

ÖZET

Amaç- Gelişmekte olan ülkelerin kalkınmasını kısıtlayan önemli bir faktör döviz açığıdır. Yatırımların döviz gerektirmesi buna karşın, ihracat yoluyla yeterli dövizin elde edilememesi ve yabancı sermaye, dış yardım, dış borçlanma gibi yollarla döviz teminin güçlüğü, bu ülkeleri yeterli ve güvenilir döviz kaynakları bulmaya zorlamaktadır. Ancak zengin doğal ve kültürel mirasa sahip ülkeler, kalkınma için gerekli dövizin önemli bir kısmını dış turizmden elde edilen gelirlerle sağlamaktadır.
Yöntem- Çalışmada, Türkiye'de dış turizm gelirlerinin mal ticareti dengesi üzerindeki etkisini ölçmek amacıyla, 1992:1-2007:1 dönemini kapsayan aylık veri seti kullanılarak değişkenler arasındaki uzun dönem ilişki Gecikmesi Dağıtılmış Otoregresif Model (ARDL) yardımı ile araştırılmıştır.
Bulgular- Mal ticareti hesabındaki açığın kapatılmasında finans hesabı ve turizm hesabının istatistiksel olarak anlamlı bir etkiye sahip olduğu tespit edilmiştir.
Sonuç- Elde edilen bulgulardan yola çıkarak, turizm sektörünün geliştirilmesi ve güçlendirmesine yönelik politika ve stratejiler sunulmuştur.

Anahtar Kelimeler: Ödemeler dengesi, döviz, turizm, Türkiye, ARDL.
JEL Kodları: C01, F31, L83

[1] Bu çalışma Cumhuriyet Üniversitesi Sosyal Bilimler Enstitüsü İktisat Anabilim Dalı Yüksek Lisans programında sunulan "Gelişmekte Olan Ülkelerin Döviz Gereksinmesinin Karşılanmasında Dış Turizmin Rolü Ve Türkiye Örneği" başlıklı yüksek lisans tezinin güncellenmiş ve geliştirilmiş halidir.

1. GİRİŞ

Turizm; ekonomik büyüme, istihdam, sürdürülebilir ekonomik ve sosyal kalkınmayı ilgilendiren temel makroekonomik hedeflere ulaşmada çok önemli bir role sahiptir. Aynı zamanda uluslararası ticarette mal ticaretinden daha hızlı büyüyerek gelir yaratan ve dolayısıyla ödemeler dengesini olumlu etkileyen başlıca sektörlerden biridir (Airey, 1978; Bukart & Medlik, 1981; Purwomarwanto & Ramachandran, 2015; Thano, 2015). Dünya Seyahat ve Turizm Konseyi (WTTC) verilerine göre, 2016 yılında turizm sektörü, dünya GDP'sinin %10,2'sini, toplam istidamın %9,6'sını, toplam ihracatın %6,6'sını (hizmet sektörünün %30'sını) ve toplam yatırımın ise %4,4'ünü oluşturmaktadır (WTTC, 2017). Turizm sektörü, istihdam artışına ve yeni iş olanakları yaratmasına, ulusal gelir ve üretim düzeyini arttırmasına, ödemeler bilançosunun iyileştirilmesine, ulusal ve bölgesel gelişimin hız kazanmasına, döviz gelirlerinin artmasına dolayısıyla sosyal ve ekonomik kalkınmaya önemli katkı sağlamaktadır (Mihalic, 2002; Kar, Zorkirişçi & Yıldırım, 2004; Ardahaey, 2011).

Bu olumlu etkileri nedeniyle gelişmekte olan ülkelerde kronik hale gelen döviz darboğazını gidermek için turizm, önemli bir sektör olarak görülmektedir. Gelişmekte olan ülkelerin döviz yetersizliği içinde olduğu ve ekonomik kalkınma bakımından gereksinim duydukları yatırım mal ve hizmetleri almakta zorluk çektikleri bilinmektedir. Geleneksel ürün ihracatı, pek çok gelişmekte olan ülke için döviz kaynağı olmasına rağmen, artan ithalatı karşılamakta yeterli değildir ve ulusal sanayinin korunması veya ithal ikameci politikalarla döviz tasarrufu yapılmaktadır. Ancak, bu politikaları uygulayan gelişmekte olan ülkeler, iç pazarın darlığı gibi sorunlarla karşı karşıya kalmaktadır. Mal ihracatı ve geleneksel hizmetlerle karşılaştırıldığında turizm, gelişmekte olan ülkelerin kalkınmasında stratejik öneme sahiptir (Mihalic, 2002; Nowak, Sali & Cortes-Jimenez, 2007; Thano, 2015). Bu nedenle, turizm potansiyeline sahip ülkeler döviz girdisi sağlamak konusundaki avantajlarından ötürü sektörün geliştirilmesi yönünde büyük çaba harcamaktadırlar.

Gelişmekte olan ülkelerde olduğu gibi Türkiye'de de büyüme ve kalkınmanın önündeki en önemli sorunlardan birisi döviz girdisinin yetersizliğidir. Türkiye ekonomisinin döviz gereksinimini karşılamak için dış turizm gelirleri önemli bir döviz kaynağı olmaktadır. Çalışmanın temel amacı, Türkiye'nin ihtiyacı olan döviz gereksiniminin karşılanmasında turizm sektörünün önemini ve özellikle dış turizm gelirlerinin ödemeler dengesi açığına olumlu katkısını ortaya koymaktır. Çalışmada, mal ticaret dengesi, turizm ticaret dengesi ve finans hesabı ile ödemeler dengesi arasındaki ilişki ARDL yöntemi kullanılarak, 1992:1-2017:1 dönemi için incelenmiştir.

2. LİTERATÜR TARAMASI

2.1. Gelişmekte Olan Ülkeler ve Özellikleri

Ülkelerin gelişmişlikleri hakkında fikir yürütebilmek için bu ülkelerin ekonomik ve sosyal yapılarındaki özelliklere bakmak gerekmektedir. GSMH, kişi başına düşen milli gelir, nüfus yapısı, tasarruf ve sermaye birikimi, sektörlerin milli gelirden aldıkları paylar, teknolojik yapı, gelir dağılımı, büyüme hızı ve göstergelere bakılarak, bu ülkelerin gelişmişliği ve az gelişmişliği belirlenmektedir. Ekonomik kalkınmayı ve ülkelerin gelişmişlik düzeylerini ölçmek ve birimlerle ifade etmek için uluslararası karşılaştırmada ülke ayrımı, temel değişken olarak kişi başına milli gelir rakamları kullanılmaktadır. Buna göre, kişi başına milli gelir seviyesi yüksek olan ülkeler gelişmiş, düşük olan ülkeler ise az gelişmiş veya gelişmekte olan ülkeler diye nitelendirmektedir (Savaş, 1991; İlkin, 1998).

Uluslararası Para Fonu (IMF)'nun Dünya Ekonomik Görünüm Raporu'nda yapılan sınıflandırmaya göre, dünya genelindeki 191 ülkenin 39'sını gelişmiş ve 152'si gelişmekte olan ülke olup, ülke sınıflamasına ait bilgiler tablo 1'de gösterilmiştir. Tablo 1'de gelişmiş ve gelişmekte olan ekonomilerin dünya hasılasındaki, dünya mal ve hizmet ihracatındaki ve dünya nüfusundaki payları yer almaktadır. 2015 yılında gelişmiş ekonomiler dünya hasılasının %42,4 alırken, gelişmiş ekonomilerin payı % 57,6 olarak gerçekleşmiştir. Dünya geneline yapılan mal ve hizmet ihracatında gelişmiş ekonomiler % 63,4'lik payla en yüksek paya sahip ülke grubunu oluştururken, gelişmekte olan ekonomiler sadece %36,6'lık paya sahiptir. Aynı zamanda dünya nüfusunun yaklaşık yüzde 85,4'ünü gelişmekte olan ekonomiler oluştururken, yüzde 14,6'sını gelişmiş ekonomileri oluşturmaktadır.

Tablo 1: Ülke Gruplarının Dünya Ekonomisi İçindeki Payları (2015)

	Ülkelerin sayısı	GSYH (%)	Mal ve Hizmet İhracatı (%)	Nüfus (%)
Gelişmiş Ekonomiler	39	42,4	63,4	14,6
Gelişmekte Olan Ekonomiler	152	57,6	36,6	85,4

Kaynak: IMF, World Economic Outlook Report and Database, October 2016

Gelişmekte olan ülkelerin ihracat artış hızının düşük olması ve sanayileşme için zorunlu olan sanayi ürünlerinin ithalat artış hızının yüksek olması sonucunda oluşan dış ticaret açıkları bu ülkelerin en büyük sorunlarından birisidir. Genellikle ihracatı ithalatından az olan ülkelerdir. Bu durum gelişmekte olan ülkelerin sanayileşme yapısı ile ilgilidir. Bu ülkelerin ihracatını oluşturan tarım ürünlerinin ve ham maddelerin talep esnekliği çok düşüktür. Bununla birlikte, ithalatını oluşturan yatırım ve tüketim mallarının uluslararası nispi fiyatları ve talep esnekliği yüksek sınai mallar üretmedikçe dış ticaret sorununu daha da çözülmez hale dönüştürmekte ve söz konusu ithalat ve ihracat arasındaki fark bu ülkelerin aleyhine sürekli büyümektedir (Ataç, 1990; Ülgener, 1991; Göçer, 2011). Kalkınma sürecinde gittikçe artan dış ödeme açığını gidermek için mal ihracatına ve turizm gelirlerine ağırlık vermektedir (Nowak & Sali, 2008; Kareem, 2008; Cortes-Jimenez, Pulina, Prunera & Artis, 2009; Zaei & Zaei, 2013; Thano, 2015).

2.2. Ödemeler Dengesi ve Turizm

Turizm yarattığı ekonomik ve kültürel olayların; ülke ekonomilerine, uluslararası ekonomik ve politik ilişkilere büyük bir etki yaptığı tartışmasız kabul edilmektedir. Bu özelliği nedeniyle gelişmekte olan ülkeler için dış turizmin, hem ulusal ekonomideki hem uluslararası ekonomik bağlantılardaki önemi ödemeler dengesindeki rolü ile açıklanmaktadır. Çünkü uluslararası turizmin yarattığı döviz hareketleri, turist gönderen ülkenin döviz talebini, turist kabul eden ülkenin de döviz arzını artırıcı rol oynamakta ve ülkelerin ödemeler dengesini etkilemektedir (Olalı & Timur, 1988; Barutçugil, 1989; İlkin &Dinçer, 1991; Yarcan, 1996; Nowak vd., 2007; Çelik, Özcan,Topcuoğlu & Yildirim, 2013; Chavez, 2015; Purwomarwanto & Ramachandran, 2015; Thano, 2015). Turizm hareketliliğinin arttığı gelişmekte olan ülkelerde dış turizmden elde edilen döviz gelirleri, toplam döviz gelirleri içinde ciddi boyutlara ulaşmakta ve bu ülkelerin ödemeler dengesindeki açığı gidermede önemli rol üstlenmektedir.

Gelişmekte olan ülkelerin mal ihracatı dünya ticareti içinde küçük bir yere sahip iken ülkelerin mal ithalatının finansmanı çoğu kez transferlerin, sermaye hareketlerinin ve görünmeyen kalemlerin dengesine bağlı bulunmaktadır. Dış yardımların ve borçlanma masraflarının sabit olduğunu bir an için kabul edersek; gelişmekte olan ülkelerin ithalatının finansmanı, bu ülkelerin görünmeyen kalemler dengesine bağlı olduğu görülmektedir (Griffith, 2002). Bu nedenle, bu ülkeler ithalatı karşılamak ve borçlarını ödemek için dış turizm faaliyetlerinden elde ettikleri geliri arttırmak istemektedirler.

Dış borçlanma gelişmekte olan ülkelerin kaynak arayışında çoğunlukla başvurduğu yöntemlerden birisidir. Ancak dış borçlanma uzun vadeli uzun vadeli bir çözüm yolu olmamakta ve ülkelerin siyasi, ekonomik, geleceklerinin ipotek altına alınması risklerini de taşımaktadır (Wu, 2000). Bu aşamada turizm yoluyla döviz girdisi sağlama çabaları, akla gelen ilk çözüm yollarından birisi olmuş ve dış turizm, döviz elde etmek ve ödemeler dengesine katkıda bulunmak için önemli bir gelir kaynağı haline gelmiştir. Bu nedenle turizm varlıklarına sahip Türkiye, döviz ihtiyacını karşılamak üzere turizm sektörüne ağırlık vermeye başlamış ve 1980'li yıllarda yasal düzenlemeler yapılarak turizm teşvik edilmiştir. Hatta bu önem fark edilerek turizm politikasının temel hedeflerinden biri, turizm gelirleriyle ödemeler dengesine olumlu katkılar sağlamak olmuş ve bu hedefle turizmin geliştirilmesi planlanmıştır (Şahin, 1990; Erdoğan, 1996; Yarcan, 1996).

Literatürde konu ile ilgili ampirik çalışmalar incelendiğinde; Sinclair & Bote Gomez (1996), İspanya'da hızla büyüyen turizm sektöründen elde edilen gelirler sayesinde ekonomi olumlu yönde etkilenmiştir. Aynı zamanda turizm gelirleri, sermaye malı ithalatının finansmanını kolaylaştırarak ülkenin sanayileşmesine büyük fayda sağlamıştır. Sugiyarto, Blake & Sinclair (2003) çalışmaları ile, Endonezya ekonomisinde hızla büyüyen turizm sektörünün küreselleşmenin olumlu etkilerini artırdığı gibi olumsuz etkilerini de azalttığını ortaya koymaktadırlar. Ülkedeki dış turizm talebindeki artışın; yabancı turistlerin yaptığı tüketimde % 9,37 oranında bir artışa neden olduğu ve bu gelişmenin, ödemeler dengesi açıklarını %2,16 oranında azatlığı tespit edilmiştir. Göçer (2011) ise, Türkiye'nin ödemeler bilançosu dengesinin sürdürülebilirliği ARDL-sınır testi yaklaşımı ile 1992-2010 dönemi aylık verileriyle incelemiştir. Çalışmanın ampirik sonuçlarına göre, ödemeler bilançosu gelirlerinin ödemeler bilançosu giderlerinin %95'ini karşıladığı ve dolayısıyla ödemeler bilançosu dengesinin uzun dönemde güçlü bir biçimde sürdürülebilir olduğu bulunmuştur.

Petrevska (2011), Makedonya'da 2000-2009 döneminde 2001 yılı hariç tüm yıllarda turizmin ülke ekonomisine olumlu katkısının olduğu belirtilirken, 2009 yılında, dış turizmin toplam hizmet ihracatı içinde % 26 ve mal ihracatının % 8 oranında ödemeler dengesine etkisi olduğunu tespit etmiştir. Juliusdottir (2012), İzlanda'da turizmin ekonomideki rolünü analiz ederek, turizm sektörünün en hızlı büyüyen sektör olduğunu ve 2011 yılında turizmin ülkede elde edilen dövizin üçüncü en büyük sağlayıcısı olduğunu ve de toplam mal ve hizmet ihracat içinde payının % 15'i oluşturduğunu ortaya koymuştur. Çelik vd. (2013), 1984-2012 yılları arasında Türkiye'de ödemeler dengesinde turizm gelirlerinin katkısını analiz ederek, ilgili dönemde turizm gelirlerinin ödemeler dengesi açığının %14 oranında azalmasına katkıda bulunduğu sonucuna ulaşmışlardır. Zaei & Zaei (2013) çalışmalarında, Hindistan'da turizmin ikinci en büyük ihracat alanı olmasından dolayı ödemeler dengesinin iyileştirilmesine ve ülkenin kalkınmasına büyük katkı sağladığını belirtmişlerdir.

Thano (2015) ise, 2004-2013 yılları arasında Arnavutluk'ta turizmin ödemeler dengesi üzerindeki etkisini inceleyerek, öncelikle turizm sektörünün ödemeler dengesi üzerinde olumlu bir etkisi olduğunu ve ikinci olarak, Arnavutluk'un hizmet ihracatı içinde turizm ihracatının çoğunlukta olduğunu ortaya çıkarmıştır. 2009 yılında turizm ihracatı %120 oranında artmış olup, turizmin; hizmet ihracatına %74, toplam ihracata %52 oranında katkı sağlayarak en yüksek değere ulaşmıştır.

3. VERİ VE YÖNTEM

3.1. Veri Seti

Çalışmada, Türkiye Cumhuriyet Merkez Bankası (TCMB)'nın Ödemeler Dengesi veri tabanından alınan 1992:1-2017:1 dönemi aylık veri seti kullanılmıştır. Kullanılan değişkenler, mal ticaret dengesi, turizm ticaret dengesi ve finans hesabına ait veri setidir.

3.2. Yöntem

Çalışmada 1992:1-2017:1 aylık veriler kullanılarak, mal ticareti dengesi üzerinde, turizm ticaret dengesinin etkisi ARDL model yardımı ile araştırılmıştır. Mal ticaretinde ortaya çıkan açığın finansmanında turizm ticaret fazlası ve finans hesabı fazlasının rolü büyüktür. Bu sebeple finans hesabı dengesi de modele dahil edilmiştir. Çalışmada yapılan analizlerde Eviews 9 paket programı kullanılmıştır.

4. BULGULAR VE DEĞERLENDİRME

4.1. Birim Kök Analizi (Durağanlık Analizi)

Çalışmada zaman serisi verileri kullanıldığı için öncelikle değişkenlerin durağan olup olmadığının test edilmesi gerekmektedir. Ortalaması ile varsayansı zaman içinde değişmeyen ve iki dönem arasındaki ortak varyansı bu ortak varyansın hesaplandığı döneme değil de yalnızca iki dönem arasındaki uzaklığa bağlı olan olasılıklı bir süreç için durağan ifadesi kullanılır (Gujarati, 1999). Değişkenlerin durağanlığı için farklı yöntemler mevcut olmakla birlikte bu çalışmada Genişletilmiş Dickey-Fuller (ADF) testi ile serilerin durağanlık sınaması yapılmıştır. ADF sınaması yapılırken;

$$\Delta Y_t = \beta_1 + \beta_2 t + \vartheta Y_{t-1} + \sum_{i:1}^{m} \alpha_i \Delta Y_{t-i} + \varepsilon_t \quad (1)$$

Formülünden yaralanılır. Bu eşitliğe ADF testi denilmektedir. Bu test için kritik nokta δ =0 olup olmadığıdır (Bozkurt, 2007). "m" ile ifade edilen optimal gecikme uzunluğunun tespitinde Schwarz Bilgi Kriteri kullanılmıştır. Serilerin durağanlık analizi aşağıdaki tablo 2'de görülmektedir.

Tablo 2: ADF Birim Kök Testi Sonuçları

Değişken	ADF Düzey		ADF Birinci Fark
	Sabit	Sabit + Trend	Sabit
CA	-2,058188	-3,500899*	-4,177034**
TD	-1,364425	-1,082919	-5,641489**
FD	-5,933442*	-6,929325**	-12,61025**

* ve ** sırasıyla %5 ve %1 düzeyinde anlamlılığı göstermektedir.

Birim kök testlerinde yapısal kırılmanın dikkate alındığı modeller literatürde gittikçe yaygınlaşmaktadır. Literatürde en sık başvurulan yapısal kırılmayı dikkate alan test Zivot & Andrews (1992) tarafından geliştirilen testtir. Söz konusu testte kırılma içsel olarak tahmin edilmektedir.

$$Y_t = \alpha_0 + \alpha_1 DU_t(\gamma) + \beta_t + \delta Y_{t-1} + \sum_{i:1}^{\delta} \theta_i \Delta Y_{t-i} + \varepsilon_t \quad (2)$$

$$Y_t = \alpha_0 + \rho DT_t(\gamma) + \beta_t + \delta Y_{t-1} + \sum_{i:1}^{\delta} \theta_i \Delta Y_{t-i} + \varepsilon_t \quad (3)$$

$$Y_t = \alpha_0 + \alpha_1 DU_t(\gamma) + \rho DT_t(\gamma) + \beta_t + \delta Y_{t-1} + \sum_{i:1}^{\delta} \theta_i \Delta Y_{t-i} + \varepsilon_t \quad (4)$$

Regresyon denkleminin tahminine dayanan ZA testinde, ADF birim kök testi ile bütün kırılma noktaları için regresyon tahmini yapılmakta ve tahmini yapılan parametreler için t istatistiği hesaplanmaktadır. İçsel olarak belirlenen bir tek kırılma noktasında otonom ve trend fonksiyonu eğiminde (TB) trend durağan hipotezine alternatif birim kök temel hipotezi test edilmektedir. ZA testinin uygulanmasında tahmin edilen denklemler arasında (2) numaralı denklem, sabitteki kırılmayı; (3) numaralı denklem, trenddeki kırılmayı; (4) numaralı denklem ise sabitteki ve trendeki kırılmayı göstermektedir (Saçık & Karaçayır, 2015). Değişkenlere ilişkin kırılma testi sonuçları aşağıdaki tablo 3'de görülmektedir.

Tablo 3: Zivot-Andrews Yapısal Kırılma Test Sonuçları

Değişken	Model	Kırılma Dönemi	T istatistiği	Gecikme Uzunluğu
ca	Sabitte	2005M03	-4,007479	2
	Trendde	2013M06	-3,945504*	2
	Sabit ve Trendde	2010M06	-5,388883*	2
td	Sabitte	2003M06	-2,500344*	4

	Trendde	2013M06	-2,482997*	2
	Sabit ve Trendde	2013M05	-2,897013	2
fd	Sabitte	2013M5	-3,333779*	1
	Trendde	2013M6	-3,551478*	1
	Sabit ve Trendde	2010M03	-4,243536*	1

Maksimum gecikme uzunluğu 4 seçilmiştir. *%5 düzeyinde anlamlılığı göstermektedir.

ZA testi sonuçlarından yola çıkılarak bağımlı değişken için sabitte ve trendde kırılmayı temsil eden 2010:6 dönemi için kukla değişken (D1) oluşturulmuştur. Modelde kullanılan değişkenlerin farklı seviyelerde durağan olması, değişkenler arasında eşbütünleşme analizi yapılmasını mümkün kılmaktadır. Eşbütünleşme ilişkisinin tespiti için uygulanan sınır testi sonuçları aşağıdaki tablo 4'de görülmektedir.

Tablo 4: Sınır Testi F İstatistiği Sonuçları

K	F İstatistiği	%1 Anlamlılık düzeyinde kritik değer	
		Alt sınır	Üst sınır
2	26,08514	6,34	7,52

İki bağımsız değişkenler için yapılan sınama %1 seviyesinde Pesaran (2001) tarafından belirlenen kritik değerlerden yüksek olduğu için seriler arasında eşbütünleşme ilişkisi mevcuttur. Uzun dönem eşbütünleşme ilişkisinin test edilmesi amacıyla ARDL modeli tahmin edilmiştir. Aşağıdaki tablo 5'de ARDL (2,6,6) modelinin uzun dönem sonuçları görülmektedir.

Tablo 5: ARDL Uzun Dönem Sonuçlar ARDL (2,6,6)

Değişkenler	Katsayı	Standart Hata	t-istatistiği	p-değeri
D(CA(-1))	-0.232754	0.056413	-4.125862	0.0000
D(TD)	0.264334	0.128874	2.051102	0.0412
D(TD(-1))	-0.325518	0.174623	-1.864123	0.0634
D(TD(-2))	-0.007369	0.174876	-0.042141	0.9664
D(TD(-3))	-0.319186	0.169865	-1.879056	0.0613
D(TD(-4))	0.776816	0.165795	4.685396	0.0000
D(TD(-5))	-0.224909	0.123373	-1.823002	0.0694
D(FD)	-0.128799	0.016129	-7.985623	0.0000
D(FD(-1))	0.004896	0.018538	0.264089	0.7919
D(FD(-2))	-0.001059	0.018122	-0.058454	0.9534
D(FD(-3))	0.027527	0.017899	1.537919	0.1252
D(FD(-4))	0.008332	0.018100	0.460359	0.6456
D(FD(-5))	0.064890	0.017866	3.632054	0.0003
D(D1)	41788147.652507	15555166.919361	0.000000	0.0000
D(@TREND())	359532.272334	115729.073393	3.106672	0.0021
CointEq(-1)	-0.418879	0.057833	-7.242925	0.0000

Tablo 5'de görüldüğü üzere CointEq(-1) değişkeni negatif ve istatistiksel olarak anlamlıdır. Yani değişkenler arasında uzun dönemde eşbütünleşme ilişkisi mevcuttur. Modele göre belirlenen uzun dönem katsayıları aşağıdaki tablo 6'da sunulmuştur. Sonuçlara göre, turizm dengesi beklenildiği gibi mal ticareti açığı üzerinde anlamlı ve negatif yönlü bir etkiye sahiptir. Mal ticareti açığının kapatılmasından turizm hesabındaki ve finans hesabındaki fazlanın istatistiksel olarak anlamlı bir etkisi olduğu ve sırasıyla katsayıların 0,756 ve 0,696 tespit edilmiştir. Mutlak büyüklük dikkate alındığında çok önemli bir fark olmamakla birlikte, turizm dengesinin, mal ticaret dengesi üzerinde, finans dengesinden daha baskın bir etkiye sahip olduğu görülmektedir.

Tablo 6: ARDL Uzun Dönem Katsayılar

Değişkenler	Katsayı	Standart Hata	t-istatistiği	p-değeri
TD	-0.756163	0.421985	-1.791922	0.0742
FD	-0.696946	0.064234	-10.850047	0.0000
D1	99761943.240207	33306160.377792	2.995300	0.0030
C	53828028.670804	21552799.884081	2.497496	0.0131
@TREND	858320.843601	301200.199510	2.849669	0.0047

Çalışmanın çıkış noktası ve temel amacı, ithalattaki hızlı artış sebebiyle kronik hale gelen mal ticaretindeki açığın finansmanında turizm gelirlerinin uzun dönemli etkisine dikkat çekmektedir. Uzun dönem eşbütünleşme ilişkisinin varlığı, bu etkiyi doğrulamakla birlikte kısa dönemde iki değişken arasında anlamlı bir nedensellik olup olmadığı da incelenmiş ve sonuçlar aşağıdaki tabloda sunulmuştur. Tahmin edilen model için kısa dönem nedensellik sonuçları ve F istatistikleri aşağıdaki tablo 7'de görülmektedir.

Tablo 7: Nedensellik Analizi Sonuçları

	F İstatistiği
Turizm Dengesi →Mal Ticareti Dengesi	5,941494*
Finans Dengesi → Mal Ticareti Dengesi	47,30835*

* %1 düzeyinde anlamlılığı göstermektedir.

Tablo 7'de görüldüğü üzere, turizm hesabı dengesi ve finans hesabı dengesi, mal ticaret dengesinin istatistiksel olarak anlamlı nedenidir.

5. SONUÇ VE ÖNERİLER

Dış kaynak yetersizliği, sermaye birikiminin azlığı ve teknolojik yetersizlik gibi problemler, gelişmekte olan ülkeler için önemli darboğazlar oluşturmaktır ve bu ülkeler dış ödemeler dengesinde bir darboğazla karşılaşmadan yeterli büyüme düzeyine ulaşması mümkün gözükmemektedir. Ara mal ve hammadde ithalatın ihtiyacının yüksek oluşu ve ihracat performanslarının yetersizliği sebebiyle kronik bir cari açık problemi ile karşı karşıya kalmaktadırlar. Büyüme ve kalkınma sürecinin hızlandırılması, döviz girdisi sağlama kabiliyetine bağlıdır ve bu ülkeler sağladığı hızlı ve yüksek döviz girdisi nedeniyle turizm sektörüne ayrı bir önem vermektedir.

Türkiye ekonomisi için ise turizm sektörü, ihracattan sonra ikinci büyük döviz kaynağıdır. Bu açıdan devletin bu alandaki yatırımları teşvik edici ve destekleyici politikalar uygulamasının yanında ekonomik büyümenin de istikrarlı bir şekilde sağlanması gerektiği ortadadır. Türkiye'nin dış ödemeler açığı probleminin çözümünde turizmden elde edilen döviz gelirleri önemli bir rol oynamaktadır. Bu çalışmada, Türkiye'nin dış turizm gelirlerinin mal ticareti açıkları üzerindeki etkisi analiz edilmiş ve turizm hesabı fazlasının, mal ticareti açıkları üzerinde finans hesabından bile daha fazla etkiye sahip olduğu tespit edilmiştir. Bu nedenle Türkiye'nin döviz gereksiniminde turizm sektörünün etkisi dikkate alınarak sektörün geliştirilmesi ve bu etkinin sürdürülebilmesi sağlanmalıdır. Bu sürdürülebilirlikte ancak, Türkiye'ye yönelik turizm talebinin artırılmasına, sektörün gelişimine imkan sağlayacak etkin teşvik politikalarının uygulanmasına, alternatif turizm türlerinin geliştirilmesine ve turizmin yaz mevsimine özgü bir sektör olmaktan çıkarılıp tüm yıl aktif şekilde çalışan bir endüstri haline getirilmesine bağlıdır.

Çalışmanın sonuçları ve mevcut literatür incelendiğinde, ödemeler bilançosunun cari işlemler hesabı içerisinde yer alan "uluslararası hizmetler" hesabının en önemli kalemi olan dış turizmin bir diğer cari işlemler kalemi olan mal ticareti hesabında ortaya çıkan açıkları dengelemek konusunda ne kadar etkili olduğu açıktır. Çalışmada, Türkiye'nin cari açığının finansmanında ve sürdürülebilirliğinde turizm sektörünün etkin bir rol oynadığı ortaya konulmuştur. Bu önerilerle, Türkiye'nin mevcut turizm potansiyelinin ve geliştirilecek olan turizm türlerinin tanıtım ve pazarlamasında daha etkin faaliyetler yürütülmelidir.

Türkiye'de rekabet gücü yüksek bir turizm endüstrisi oluşturmak ana hedef olmalıdır. Bu amaca yönelik olarak, dünyadaki turizm hareketlerinde beklenen gelişmeleri takip ederek, turizmin gelişmesini sağlamak ve bu doğrultuda ön görülen tedbirler kararlı bir şekilde uygulamak gerekmektedir. Ülkemizde hızlı ve planlı bir gelişme sağlamak için gerçekçi bir turizm politikası oluşturulmalı ve bu politika, alanında uzman turizmcilerin kontrolünde kararlılıkla sürdürülmelidir. Turizm politikası günlük siyasi çekişmeler dışında bir devlet politikası haline getirilmelidir.

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