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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 conceptualization 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

THE EFFECT OF PERCEIVED VALUE ON BEHAVIOURAL INTENTIONS*

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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

¹ 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; Kant 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 Furuzanbeh, 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 Rameshnan, 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 Wetzel, 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 Wetzel (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 construct 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

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<td>-0.64*</td>
<td>0.66*</td>
<td>0.96*</td>
<td></td>
<td></td>
</tr>
<tr>
<td>8</td>
<td></td>
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<td></td>
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<td></td>
<td></td>
<td></td>
<td></td>
<td>0.61*</td>
<td>0.60*</td>
<td>0.59*</td>
<td>-0.65*</td>
<td>-0.49*</td>
<td>0.58*</td>
<td>0.52*</td>
<td>0.91*</td>
<td></td>
</tr>
<tr>
<td>9</td>
<td></td>
<td></td>
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<td></td>
<td></td>
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<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>-0.57*</td>
<td>-0.58*</td>
<td>-0.55*</td>
<td>0.66*</td>
<td>0.51*</td>
<td>-0.56*</td>
<td>-0.54*</td>
<td>-0.62*</td>
<td>0.85*</td>
</tr>
</tbody>
</table>

N=552, *p<0.001

SD=Standard deviation, α=Cronbach’s alpha, CR=Composite reliability, AVE=Average variance extracted

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, χ²(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

<table>
<thead>
<tr>
<th>Constructs and Items</th>
<th>Unstandardized Estimates</th>
<th>Standardized Estimates</th>
<th>Standard Errors</th>
<th>t values</th>
<th>R²</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Functional Value</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>1 This firm always delivers superior service.</td>
<td>1.00</td>
<td>0.94</td>
<td>-</td>
<td>-</td>
<td>0.88</td>
</tr>
<tr>
<td>2 The service of this firm is of high quality.</td>
<td>1.02</td>
<td>0.92</td>
<td>0.02</td>
<td>50.28</td>
<td>0.85</td>
</tr>
<tr>
<td>3 The service quality of this firm is consistent.</td>
<td>0.94</td>
<td>0.89</td>
<td>0.03</td>
<td>36.66</td>
<td>0.80</td>
</tr>
<tr>
<td>4 The service of this firm is reliable.</td>
<td>0.94</td>
<td>0.89</td>
<td>0.03</td>
<td>36.31</td>
<td>0.79</td>
</tr>
<tr>
<td>5 My experience with this firm is always excellent.</td>
<td>0.94</td>
<td>0.90</td>
<td>0.02</td>
<td>37.50</td>
<td>0.81</td>
</tr>
<tr>
<td>6 Overall, I think this firm provides good service.</td>
<td>0.98</td>
<td>0.91</td>
<td>0.02</td>
<td>39.44</td>
<td>0.83</td>
</tr>
<tr>
<td>7 This firm’s service is as I expected.</td>
<td>0.98</td>
<td>0.91</td>
<td>0.02</td>
<td>39.73</td>
<td>0.84</td>
</tr>
<tr>
<td><strong>Emotional Value</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>1 The service of this firm is the one that I enjoy.</td>
<td>1.00</td>
<td>0.92</td>
<td>-</td>
<td>-</td>
<td>0.85</td>
</tr>
<tr>
<td>2 The service of this firm makes me want to purchase and use it.</td>
<td>1.02</td>
<td>0.92</td>
<td>0.03</td>
<td>39.30</td>
<td>0.86</td>
</tr>
<tr>
<td>3 The service of this firm is the one that I feel relaxed.</td>
<td>1.01</td>
<td>0.91</td>
<td>0.03</td>
<td>37.23</td>
<td>0.83</td>
</tr>
<tr>
<td>4 The service of this firm makes me feel good.</td>
<td>1.01</td>
<td>0.94</td>
<td>0.02</td>
<td>41.21</td>
<td>0.88</td>
</tr>
<tr>
<td>5 The service of this firm gives me pleasure.</td>
<td>1.06</td>
<td>0.95</td>
<td>0.02</td>
<td>42.89</td>
<td>0.90</td>
</tr>
<tr>
<td><strong>Social Value</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>1 The service of this firm is preferred by other people.</td>
<td>1.00</td>
<td>0.91</td>
<td>-</td>
<td>-</td>
<td>0.82</td>
</tr>
<tr>
<td>2 The service of this firm improves the way I am perceived.</td>
<td>1.01</td>
<td>0.90</td>
<td>0.03</td>
<td>33.42</td>
<td>0.82</td>
</tr>
<tr>
<td>3 The service of this firm makes a good impression on other people.</td>
<td>0.97</td>
<td>0.88</td>
<td>0.03</td>
<td>31.13</td>
<td>0.77</td>
</tr>
<tr>
<td>4 The service of this firm is approved by other people.</td>
<td>1.02</td>
<td>0.92</td>
<td>0.03</td>
<td>35.69</td>
<td>0.86</td>
</tr>
<tr>
<td><strong>Monetary Cost</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>1 The price for the service of this firm is a lot of money to spend.</td>
<td>1.00</td>
<td>0.90</td>
<td>-</td>
<td>-</td>
<td>0.81</td>
</tr>
<tr>
<td>2 What I paid for the service of this firm is high.</td>
<td>1.06</td>
<td>0.91</td>
<td>0.03</td>
<td>33.78</td>
<td>0.82</td>
</tr>
<tr>
<td>3 In general, I find the service of this firm cost me a lot of money.</td>
<td>1.09</td>
<td>0.91</td>
<td>0.03</td>
<td>34.32</td>
<td>0.83</td>
</tr>
<tr>
<td>4 The price I paid for the service of this firm is unreasonable.</td>
<td>1.07</td>
<td>0.91</td>
<td>0.03</td>
<td>34.40</td>
<td>0.83</td>
</tr>
<tr>
<td>5 The price I paid for the service of this firm is expensive.</td>
<td>1.09</td>
<td>0.93</td>
<td>0.03</td>
<td>36.66</td>
<td>0.87</td>
</tr>
<tr>
<td><strong>Time and Effort Costs</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>1 The time I spend for receiving the service of this firm is a lot.</td>
<td>1.00</td>
<td>0.91</td>
<td>-</td>
<td>-</td>
<td>0.83</td>
</tr>
<tr>
<td>2 The physical effort I exerted for receiving the service of this firm is a lot.</td>
<td>0.97</td>
<td>0.93</td>
<td>0.03</td>
<td>35.76</td>
<td>0.86</td>
</tr>
<tr>
<td>3 The search effort I made for receiving the service of this firm is a lot.</td>
<td>0.95</td>
<td>0.90</td>
<td>0.03</td>
<td>33.22</td>
<td>0.81</td>
</tr>
</tbody>
</table>

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

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

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, \( \chi^2(631) = 998.70 \); 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; $\beta=0.36$, $p<0.001$), emotional value (H2; $\beta=0.14$, $p<0.01$), and social value (H3; $\beta=0.26$, $p<0.001$). Furthermore, it is noticed that monetary cost exhibits a negative influence on repurchase intention (H4; $\beta=-0.11$, $p<0.05$). 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; $\beta=-0.04$, $p>0.10$). Therefore, H5 hypothesis is not supported.

Word of mouth is positively influenced by functional value (H6; $\beta=0.37$, $p<0.001$), emotional value (H7; $\beta=0.22$, $p<0.01$), and social value (H8; $\beta=0.18$, $p<0.001$). Conversely, it is determined that time and effort costs have a negative effect on word of mouth (H9; $\beta=-0.09$, $p<0.05$). 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; $\beta=-0.04$, $p>0.10$). This result does not support the H10 hypothesis.

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

<table>
<thead>
<tr>
<th>Hypotheses</th>
<th>Standardized Estimate</th>
<th>Standard Errors</th>
<th>t values</th>
<th>p values</th>
</tr>
</thead>
<tbody>
<tr>
<td>H1</td>
<td>Functional Repurchase</td>
<td>0.35*</td>
<td>0.06</td>
<td>5.96</td>
</tr>
<tr>
<td>H2</td>
<td>Emotional Repurchase</td>
<td>0.14**</td>
<td>0.04</td>
<td>3.06</td>
</tr>
<tr>
<td>H3</td>
<td>Social Value Repurchase</td>
<td>0.26*</td>
<td>0.05</td>
<td>5.14</td>
</tr>
<tr>
<td>H4</td>
<td>Monetary Repurchase</td>
<td>-0.11***</td>
<td>0.06</td>
<td>-2.06</td>
</tr>
<tr>
<td>H5</td>
<td>Time and Eff. Costs Repurchase</td>
<td>-0.04</td>
<td>0.04</td>
<td>-0.99</td>
</tr>
<tr>
<td>H6</td>
<td>Functional Word of Mouth</td>
<td>0.37*</td>
<td>0.07</td>
<td>6.16</td>
</tr>
<tr>
<td>H7</td>
<td>Emotional Word of Mouth</td>
<td>0.22*</td>
<td>0.05</td>
<td>4.67</td>
</tr>
<tr>
<td>H8</td>
<td>Social Value Word of Mouth</td>
<td>0.18*</td>
<td>0.06</td>
<td>3.52</td>
</tr>
<tr>
<td>H9</td>
<td>Monetary Word of Mouth</td>
<td>-0.04</td>
<td>0.07</td>
<td>-0.70</td>
</tr>
<tr>
<td>H10</td>
<td>Time and Eff. Costs Word of Mouth</td>
<td>-0.09***</td>
<td>0.05</td>
<td>-1.98</td>
</tr>
<tr>
<td>H11</td>
<td>Functional Willingness to Pay More</td>
<td>0.08</td>
<td>0.07</td>
<td>1.11</td>
</tr>
<tr>
<td>H12</td>
<td>Emotional Willingness to Pay More</td>
<td>0.20*</td>
<td>0.05</td>
<td>3.50</td>
</tr>
<tr>
<td>H13</td>
<td>Social Value Willingness to Pay More</td>
<td>0.15***</td>
<td>0.06</td>
<td>2.41</td>
</tr>
<tr>
<td>H14</td>
<td>Monetary Willingness to Pay More</td>
<td>-0.35*</td>
<td>0.06</td>
<td>-5.05</td>
</tr>
<tr>
<td>H15</td>
<td>Time and Eff. Costs Willingness to Pay More</td>
<td>0.04</td>
<td>0.05</td>
<td>0.71</td>
</tr>
<tr>
<td>H16</td>
<td>Functional Complaining</td>
<td>0.04</td>
<td>0.07</td>
<td>0.54</td>
</tr>
<tr>
<td>H17</td>
<td>Emotional Complaining</td>
<td>-0.20*</td>
<td>0.05</td>
<td>-3.37</td>
</tr>
<tr>
<td>H18</td>
<td>Social Value Complaining</td>
<td>-0.06</td>
<td>0.06</td>
<td>-0.98</td>
</tr>
<tr>
<td>H19</td>
<td>Monetary Complaining</td>
<td>0.46*</td>
<td>0.07</td>
<td>6.33</td>
</tr>
<tr>
<td>H20</td>
<td>Time and Eff. Costs Complaining</td>
<td>0.05</td>
<td>0.05</td>
<td>0.80</td>
</tr>
</tbody>
</table>

*p<0.001, **p<0.01, ***p<0.05
It is found that emotional value (H12; $\beta=0.20$, $p<0.001$), and social value (H13; $\beta=0.15$, $p<0.05$) are positive predictive factors of willingness to pay more. Similarly, willingness to pay more is determined to be negative by monetary cost (H14; $\beta=-0.35$, $p<0.05$). These results support the H12, H13, and H14 hypotheses. It is also determined that functional value (H11; $\beta=0.08$, $p>0.10$) and time and effort costs (H15; $\beta=0.10$, $p>0.10$) 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; $\beta=-0.20$, $p<0.001$) has a negative effect but monetary cost (H19; $\beta=0.46$, $p<0.001$) 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 ($\beta=0.355$, $p=0.001$), emotional ($\beta=0.142$, $p=0.002$), and social value ($\beta=0.260$, $p=0.001$) and negatively affected by monetary cost ($\beta=-0.114$, $p=0.040$). 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 ($\beta=0.368$, $p=0.001$), emotional value ($\beta=0.218$, $p=0.001$), and social value ($\beta=0.178$, $p=0.001$) and in a negative manner by time and effort costs ($\beta=-0.088$, $p=0.048$). 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 ($\beta=0.203$, $p=0.001$), and social ($\beta=0.151$, $p=0.016$) 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 ($\beta=-0.352$, $p=0.001$). 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 ($\beta=0.463$, $p=0.001$) is an important determinant of complaining intention. Moreover, it is determined that emotional value ($\beta=-0.202$, $p=0.001$) 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; Chaohu, Lin and Qiaoqun, 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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MOBILE ADVERTISING EFFECT: INVESTIGATING FACTORS AFFECTING THE USAGE OF MOBILE PAYMENT

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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 advertising 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 Kaluschka, 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 & Wickamasingshe, 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’s 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](image)

### 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

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

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.

<table>
<thead>
<tr>
<th></th>
<th>Mean</th>
<th>SD</th>
<th>ME</th>
<th>MT</th>
<th>PI</th>
<th>CA</th>
<th>IP</th>
</tr>
</thead>
<tbody>
<tr>
<td>ME</td>
<td>2.49</td>
<td>1.12</td>
<td>0.73</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>MT</td>
<td>2.49</td>
<td>1.03</td>
<td>0.77</td>
<td>0.72</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>PI</td>
<td>2.70</td>
<td>1.10</td>
<td>0.72</td>
<td>0.74</td>
<td>0.73</td>
<td></td>
<td></td>
</tr>
<tr>
<td>CA</td>
<td>2.98</td>
<td>1.03</td>
<td>0.71</td>
<td>0.66</td>
<td>0.69</td>
<td>0.78</td>
<td></td>
</tr>
<tr>
<td>IP</td>
<td>2.82</td>
<td>1.10</td>
<td>0.72</td>
<td>0.70</td>
<td>0.71</td>
<td>0.69</td>
<td>0.78</td>
</tr>
</tbody>
</table>

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.

<table>
<thead>
<tr>
<th>Hypothesis</th>
<th>Path Coefficient</th>
<th>T-Value</th>
<th>Supported</th>
</tr>
</thead>
<tbody>
<tr>
<td>H1</td>
<td>Mobile advertisement effect → Mobile trust</td>
<td>0.505</td>
<td>9.72</td>
</tr>
<tr>
<td>H2</td>
<td>Mobile advertisement effect → Product involvement</td>
<td>0.715</td>
<td>23.22</td>
</tr>
<tr>
<td>H3</td>
<td>Product involvement → Mobile trust</td>
<td>0.380</td>
<td>7.60</td>
</tr>
<tr>
<td>H4</td>
<td>Mobile trust → Mobile payment intention</td>
<td>0.171</td>
<td>2.79</td>
</tr>
<tr>
<td>H5</td>
<td>Mobile trust → Customer attitude</td>
<td>0.338</td>
<td>4.74</td>
</tr>
<tr>
<td>H6</td>
<td>Product involvement → Mobile payment intention</td>
<td>0.255</td>
<td>3.46</td>
</tr>
<tr>
<td>H7</td>
<td>Product involvement → Customer attitude</td>
<td>0.437</td>
<td>6.38</td>
</tr>
<tr>
<td>H8</td>
<td>Customer attitude → Mobile payment intention</td>
<td>0.229</td>
<td>3.28</td>
</tr>
</tbody>
</table>

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 advertisement 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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THE EFFECT OF SUPPLY CHAIN COLLABORATION ON SUPPLY CHAIN PERFORMANCE

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ABSTRACT

Purpose- The purpose of this study is 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 aimed 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 so 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. Therefore decision-making must be based on a collaborative approach (Figure 1).

Figure 1: Level of Coopetativeness (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
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 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 summed 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

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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

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

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, SCP9, 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

<table>
<thead>
<tr>
<th>FACTOR</th>
<th>FACTOR VARIANCE</th>
<th>KMO SCORE</th>
<th>RELIABILITY SCORE</th>
</tr>
</thead>
<tbody>
<tr>
<td>SCCISGC</td>
<td>28,927</td>
<td>0,931</td>
<td>0,96</td>
</tr>
<tr>
<td>SCCDSJKCIA</td>
<td>24,362</td>
<td>0,936</td>
<td></td>
</tr>
<tr>
<td>SCCRS</td>
<td>9,283</td>
<td>0,895</td>
<td></td>
</tr>
<tr>
<td>SCCCC</td>
<td>7,922</td>
<td>0,755</td>
<td></td>
</tr>
<tr>
<td>SCP PERSPEED</td>
<td>43,904</td>
<td>0,895</td>
<td>0,917</td>
</tr>
<tr>
<td>SCP COST</td>
<td>30,669</td>
<td></td>
<td>0,878</td>
</tr>
</tbody>
</table>
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 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)

<table>
<thead>
<tr>
<th>Model</th>
<th>R</th>
<th>R Square</th>
<th>Adjusted R Square</th>
<th>Std. Error of the Estimate</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>.636*</td>
<td>.405</td>
<td>.402</td>
<td>.72101</td>
</tr>
<tr>
<td>2</td>
<td>.395*</td>
<td>.156</td>
<td>.152</td>
<td>.85876</td>
</tr>
<tr>
<td>3</td>
<td>.523*</td>
<td>.273</td>
<td>.270</td>
<td>.79691</td>
</tr>
<tr>
<td>4</td>
<td>.269*</td>
<td>.072</td>
<td>.068</td>
<td>.90025</td>
</tr>
</tbody>
</table>

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, SCCR 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)

<table>
<thead>
<tr>
<th>Model</th>
<th>Unstandardized Coefficients</th>
<th>Standardized Coefficients</th>
<th>t</th>
<th>Sig.</th>
<th>Collinearity Statistics</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>(Constant) 1,578 .232</td>
<td>.645 .054 .636 6,798 .000</td>
<td>17,574 .000</td>
<td>1,000</td>
<td>1,000</td>
</tr>
<tr>
<td></td>
<td>SCCISGC</td>
<td>.212 .183</td>
<td>19,394 .000</td>
<td>1,000</td>
<td>1,000</td>
</tr>
<tr>
<td>2</td>
<td>SCCDSJKCIA</td>
<td>.334 .054 .395 6,228 .000</td>
<td>1,000</td>
<td>1,000</td>
<td>1,000</td>
</tr>
<tr>
<td></td>
<td>SCCR</td>
<td>.256 .198</td>
<td>13,089 .000</td>
<td>1,000</td>
<td>1,000</td>
</tr>
<tr>
<td></td>
<td>SCCC</td>
<td>.427 .048 .523 8,883 .000</td>
<td>1,000</td>
<td>1,000</td>
<td>1,000</td>
</tr>
<tr>
<td>3</td>
<td>(Constant) 3,401 .226</td>
<td>.238 .059 .269 4,048 .000</td>
<td>1,000</td>
<td>1,000</td>
<td>1,000</td>
</tr>
<tr>
<td></td>
<td>SCCR</td>
<td>.256 .198</td>
<td>13,089 .000</td>
<td>1,000</td>
<td>1,000</td>
</tr>
<tr>
<td></td>
<td>SCCC</td>
<td>.427 .048 .523 8,883 .000</td>
<td>1,000</td>
<td>1,000</td>
<td>1,000</td>
</tr>
<tr>
<td>4</td>
<td>(Constant) 3,401 .226</td>
<td>.238 .059 .269 4,048 .000</td>
<td>1,000</td>
<td>1,000</td>
<td>1,000</td>
</tr>
</tbody>
</table>

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)

<table>
<thead>
<tr>
<th>Model</th>
<th>R</th>
<th>R Square</th>
<th>Adjusted R Square</th>
<th>Std. Error of the Estimate</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>.633*</td>
<td>.401</td>
<td>.398</td>
<td>.83941</td>
</tr>
<tr>
<td>2</td>
<td>.562*</td>
<td>.315</td>
<td>.312</td>
<td>.89729</td>
</tr>
<tr>
<td>3</td>
<td>.547*</td>
<td>.299</td>
<td>.296</td>
<td>.90795</td>
</tr>
<tr>
<td>4</td>
<td>.170*</td>
<td>.029</td>
<td>.024</td>
<td>1.06868</td>
</tr>
</tbody>
</table>

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)

<table>
<thead>
<tr>
<th>Model</th>
<th>Unstandardized Coefficients</th>
<th>Standardized Coefficients</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>B</td>
<td>Std. Error</td>
</tr>
<tr>
<td>1</td>
<td>(Constant)</td>
<td>.718</td>
</tr>
<tr>
<td></td>
<td>SCCISGC</td>
<td>.745</td>
</tr>
<tr>
<td>2</td>
<td>(Constant)</td>
<td>2.070</td>
</tr>
<tr>
<td></td>
<td>SCCDSJKCIA</td>
<td>.551</td>
</tr>
<tr>
<td>3</td>
<td>(Constant)</td>
<td>1.792</td>
</tr>
<tr>
<td></td>
<td>SCCRS</td>
<td>.519</td>
</tr>
<tr>
<td>4</td>
<td>(Constant)</td>
<td>3.197</td>
</tr>
<tr>
<td></td>
<td>SCCCC</td>
<td>.174</td>
</tr>
</tbody>
</table>

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

<table>
<thead>
<tr>
<th>Hypothesis 1</th>
<th>MODIFIED HYPOTHESES AFTER FACTOR ANALYSIS (REGRESSION)</th>
<th>RESULT</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>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</td>
<td></td>
</tr>
<tr>
<td>H1a</td>
<td>The higher level of SCC IS and GC, the better in terms of supply chain performance (PERSPEED).</td>
<td>SUPPORTED</td>
</tr>
<tr>
<td>H1b</td>
<td>The higher level of SCC DS, JKC and IA, the better in terms of supply chain performance (PERSPEED).</td>
<td>SUPPORTED</td>
</tr>
<tr>
<td>H1c</td>
<td>The higher level of SCC RS, the better in terms of supply chain performance (PERSPEED).</td>
<td>SUPPORTED</td>
</tr>
<tr>
<td>H1d</td>
<td>The higher level of SCC CC, the better in terms of supply chain performance (PERSPEED).</td>
<td>SUPPORTED</td>
</tr>
<tr>
<td>H1e</td>
<td>The higher level of SCC IS and GC, the better in terms of supply chain performance (PERSPEED).</td>
<td>SUPPORTED</td>
</tr>
<tr>
<td>H1f</td>
<td>The higher level of SCC DS, JKC and IA, the better in terms of supply chain performance (COST).</td>
<td>SUPPORTED</td>
</tr>
<tr>
<td>H1g</td>
<td>The higher level of SCC RS, the better in terms of supply chain performance (COST).</td>
<td>SUPPORTED</td>
</tr>
<tr>
<td>H1h</td>
<td>The higher level of SCC CC, the better in terms of supply chain performance (COST).</td>
<td>SUPPORTED</td>
</tr>
</tbody>
</table>

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.

REFERENCES


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A RESEARCH ON HR MANAGERS’ ATTITUDES TOWARDS HOROSCOPES

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 YöNELIK TUTUMLARINA YöNELIK BİR ARAŞTIRMALAR

ÖZET

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

Yöntem- Görüntüleme insan kaynağını entelektüel sermaye olarak görülmeye başlanmasına birlikte insan kaynakları yöneticilerinin çalışanlardan beklentileri de değişmiş olup, “Doğru işe- doğru insan” anlayışında teknik ve somut özelliklerin yanında adayın tutum, tavr ve davranışları, şirkete ve şirket değerlere olan uyumu, şirket stratejilerinde uzun dönemde yer alıp almayaçağ, enerjisi, yenilikçi ve gelişmiş olup, takımin parçası olup olmayaçağı da önemli hale gelmiştir.

Bulgular- Buradan hareketle insan kaynakları yöneticilerinin burçlara yönelik tutum düzeyleri ölçülmuştur ve burçlara yönelik tutum düzeyi yüksek bulunmuştur. Araştırma bulgularına göre burçlara yönelik tutum ve cinsiyet, kendi burç özellikleri taşıyan taşıma durumu ve kişileri davranışlarında burçların etkisine inanıp inanma durumu arasında anlamlı farklılık bulunmuştur.

Sonuç- İnsan kaynakları yöneticilerinin burçlara yönelik tutum düzeylerinin yüksek bulunduğunu insan kaynakları yönetimi açısından burçların göz önünde bulundurulması için insan kaynakları yönetimine farklı bir perspektif kazandıracak ve insan kaynakları yönetiminin tüm aşamalarında burçların merkezi alınması doğru işe doğru insan konumlandırıldığında fazıla olacaktır düşünmemize neden olmuştur.

Anahtar Kelimeler: İnsan kaynakları yönetimi, burçlar, İKY aşamaları, astroloji, İK yöneticisi.

JEL Kodları: M12, J24, M50


2 Bu çalışma, Süleyman Demirel Üniversitesi Bilimsel Araştırma Projeleri Koordinasyon Birimi tarafından desteklenen 4280-D1 15 no’lu projeden üretilmiştir.
1. Giriş

Burçlar, insanların kendi özelliklerini tanımlayabilmesini, ilgi alanlarını, hoşlandığı ve hoşlanmadığı şeylerı belirleyebilmesini, insanlarla olan ilişkilerinde daha bilişli hareket etmesini sağlar. Güçlü ve güçlü olanların belirlemeye, başkalarının özelliklerini de anlать çevreyi daha dikkatli gözmlemeyi böylece de insanlarla ilişkin bilgiler edinmeyi sağlar (Birkenbihl ve Nermi, s. 10). Astroloji, yaşamın aktivitelerin ve temel enerjilerin dairesel geliştirmelerini yorumlama sanatıdır (Rudhyar, 1967).

Astroloji ile ilgili çalışmalar incelendiğinde; doğum tarihi, kişilik özellikleri ve zekâ arasındaki ilişkileri inceleyen çok sayıda yurt, Andrea, 2015; Boon, Belschak, u uygulama sonuçlarının ortaya konulmak istenmesi O. könnenfelt, lemese, için. O yüzden rekabet gücü kazanabilmek için insan kaynakları onlar yıllarda yapılan araştırmalar incelendiğinde; İşletmelerin birçoğunda, organizasyon yapısı, kalite, pazar-


İnsan kaynakları yönetim anlayışının, insanın bir bütün olarak ele almasına; ona deger vererek onun bilgi birikiminden, tecrübelerinden, emeklerinden yararlanmak istemesi ve onu daha da geliştirmek istemesi diğer geleneksel analayışlardan büyük oranda farklılaşmasını sağlamaktadır. Bu farklılaşma'nın itici gücü ise yine “insan değişkeni”dir (Argon & Eren, 2004, s. 3).

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Erdogan, Tufekci

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 önem verilmesi gerekmektedir (Wynstra, Weele, & Weggemann, 2001, s. 160).


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 kalkabileceği bu görev, yöneticinin çok yönlü işleri kurmasını, analizleri 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 olduğunu sürdürmektedir. 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 katılmaktadır. Bunun için geleneksel insan kaynakları yaklaşımların rolünden stratejik partnerliği, 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 özellikleri özet olarak yer almaktadır.

### Tablo 1: İnsan Kaynakları Yöneticisinin Sahip Olması Gereken Özellikler

<table>
<thead>
<tr>
<th></th>
<th>Kişilik Özellikleri</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>Girişken Kendini geliştirmeye açık</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>Düştürme açık</td>
</tr>
<tr>
<td></td>
<td>Yüksek başarısı</td>
<td></td>
</tr>
<tr>
<td></td>
<td>İyi iletişim</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Empati özelliği gelişmiş</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Çalışma disiplini yerleşmiş</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>Zihinsel Özellikler</td>
</tr>
<tr>
<td>2.</td>
<td>Analiz ve sentez yeteneği</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Muhakeme yeteneği</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Hafıza</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Yeni fikirler üretme</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Farklı bakış açıları</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Güçlü sezgiler</td>
<td></td>
</tr>
</tbody>
</table>

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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 güçlü
- 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 insani
- Yeni teknik ve sosyal gelişmelere duyarlı

6. Ahlak ve Moral Değer Özelliği
- Toplumsal değerlerle duyarlı olma
- Güvenilir, dürüst
- Sır saklama alışkanlığı
- Objektif ve tarafsızlık
- İşe ilişkin kararlarda kurum önceliğine kendi bireysel tercihlerinin önunde yer vermek

7. Soru sorma Özelliği
- Sorgulayıcı olma alışkanlığı
- Hissetme- Düşünme-uygulama- değerlendirme süreçlerinin ve etkileşimlerinin farkında olma
- Kendisine soru sorabilme
- Meraklı olma

2.3. Astroloji

Astroloji, gezegenlerin ve yıldızların insanların üzerindeki etkilerini yorumlamaya çalışan, tarihi insanlık tarihindeki eski bir ilimdir (Sahlins, 1976, s. 10; Phillipson, 2000, s. 3). Dünyanın varoluşundan itibaren ve sebebi bilinmeyen doğa olaylarını anlama ömümüze kadar yıldızlar, mitolojik kişiler veya hayvanlarla özdeşleştirilen semboller, yani takımyıldızlar. Daha genel bir şekilde ifade edilecek olursa; astroloji, çok güçlü sembollerin insanlara bir şekilde yorumlanmasını (Phillipson, 2006, s. 6).

Tarih boyunca, astronomi biliminin gelişmesinde de astroloji ile ilgili yapılan çalışmaların etkisi çok büyük olmuştur. Antik dönemlerden günümüzde kadar yıldızlar, mitolojik kişiler veya hayvanlarla öseleştirilen semboller, yani takımyıldızlar biçiminde gruplandırılmışlardır (Cornelius G., 2003, s. 115; Hyde, 1992, s. 5). Günümüzde astroloji ve özellikle Batı Astroloji biliminin akısi takımyıldızlara ilgişil может evresi ve ekkip bir sembolik olarak otuz derecelik 12 kismini ayirdi̇ği daire şeklinde bir şablon kullanır (Harvey & Harvey, 1999, s. 1).

Astrolojinin konusuna özelilikle insandır. Gökyüzünde bulunan tüm cisimlerin, dünya üzerinde yaşamaktan olan bütün varlıklar üzerinde ne gibi etkileri olduğu astroloji alanı içerisinde arastırılmaktadır. Astroloji: burçlar, gezegenler, Güneş, Ay, evler ve aşlar arasındaki ilişkileri ve bunların insan üzerindeki etkilerini üzerine kuruldurmuştur (Curry, 2004, s. xii).

Astrolojinin temeline bakıldığında, sembollerle dayalı akl yürütme ve türvevarım görülür (Lee, 2005, s. 429). Bütün bilim dalları ile bağlantılı olan astroloji, yaşamıştır, doğum haritası yorumlanarak insanın kişisel özellikleri, hayatında karşışabileceğini önemi olaylar, farklı olumlu yetenekler, kısımlık ilişkilerde, karşışabileceğini sağlık sorunları, ilgi alanları ve gelecekte hangi konularda daha başarılı olacaktıri tahmin edebilmektedir (Morling, Kitayama, & Miyamoto, 2002, s. 313; Rothbaum, Weisz, & Snyder, 1982, s. 12; Rhee, Uleman, Lee, & Roman, 1995, s. 145).

Aşımılı (2013, s. 43) astroloji, "Astronomiye dayalı olarak hesaplamalar, mantık, zamanın başlımları ve analiz yöntemlerini biçimlemek olarak alığlama, bıtuçülüklüğ, analog ve sembolik düşünme, zaman başlaşımları ve sezgilerle birleştirerek bir bütün meydana getirmektedir." şeklinde ifade etmektedir. İnsanı olguya, evrende var olan tüm elementlerin özünden oluşmaktadır. Yani insan envonunun kucuk bir kopyası olarak ifade edilir (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 etkileri gösterdiğini ortaya koymışlardır. Aynı zamanda, Çin'den Güney Amerika'ya kadar her yerden buçlara atfedilen vasıflarda birbirlerine çok yakın benzerlikler olduğu görmüştür (Curry, 1999, s. 55).


Astrolojinin çeşitliliği özgül karakteriyle bağlantılı bir tür kant kullanılarak açık seçik gösterilebilir. Astroloji incelendikten yantlanmanın gerek asıl sorunu astrolojinin insanların için önemli ve değerli olup olmadığını (Cornelius, Hyde, & Webster, 1995, s. 162-163).

Rudhyar'a (1970, s. 25) göre; "Astroloji öğrencilerken ve kesin doğruluğuna sahip olduğunu öğrendi, eğer kişi kendine daha onceki ve anlamasız gelen olayların anlamlarını bir sıra izlediğinin farkına varmış, o zaman, astroloji bu özel durum için etkisi "varoluşal özelliklere ispatlamış" olur.

2.4. Burçlar

Burçlar, Zodyak çubuğunun bulunan takımyıldızların adlarını alan ve ekiplektik üzerinde oluşan böümlendirmelere. Üç yüz altmış dereceli Zodyak çubuğunün on iki eş parçaya bölünebilece işe view süreçleri 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 yarayacakları göstermektedir. Bir başka ifadeyle bir gezegen bir burçta ortaya çıkığında, gezegen hangi temsil temsil ediyor, bu enerji içinde bulunduğunu genel özelliklere uygun olarak hareket etmektedir (Kocasinan, 2009, s. 118). İnsan ancak kendisiyle ve çevresiyle uyum içindeye yaşayabilir; bunun da, evrenin büyük akımlarıyla uyum içinde bulunduğunu söyle yapabilir (Döşer, 2014, s. 29).
Burçlar, insanların kendi özelliklerini tanımlayabilmelerini, ilgi alanlarını, hoşlandığı ve hoşlanmadığı şeyler belirleyebilmelerini, insanlarla olan ilişkilerinde daha bilişçi hareket etmesini sağlar. Güçlü ve güçsüz yanlarını belirlemeyi, başkalarının özelliklerini de anlayıp çevreyi daha dikkatlı gözlemleyi böyle de insanlara ilişkin bilgiler edinmeyi sağlar (Hartmann, Reuter, & Nyborg, 2006, s. 1352; Tester, 1987, s. 3).

2.4.1. Burçların Genel Özellikleri


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

<table>
<thead>
<tr>
<th>Burç</th>
<th>Karakteristik Özellikleri</th>
</tr>
</thead>
<tbody>
<tr>
<td>Koç</td>
<td>‘Ben’ duygusu ön planda, aktif, enerjik, çok güçlü istekler</td>
</tr>
<tr>
<td>Boğa</td>
<td>Kararlılık, sağlam basmak, güvenli hareket, oburuk</td>
</tr>
<tr>
<td>İkizler</td>
<td>Zekâ, sezgi, konuşma, düşünme ustası</td>
</tr>
<tr>
<td>Yengeç</td>
<td>Hassas, sadakatlı, anach, çekingen, çalışkan, dedikoducu</td>
</tr>
<tr>
<td>Aslan</td>
<td>Öz güven, zirveye abone, planlamacı ve idareci</td>
</tr>
<tr>
<td>Başak</td>
<td>Temiz, tertipli, mükemmeliyet, kibar ve çekingen</td>
</tr>
<tr>
<td>Terazi</td>
<td>Nazik, hassas, dengeli, kibar, uyumlu ve adil</td>
</tr>
<tr>
<td>Akrep</td>
<td>“Ya hep, ya hiç” güçlü sezgi, gizlilik, tatminsizlik ve hirs</td>
</tr>
<tr>
<td>Yay</td>
<td>İyimser, asaletli, şeffaf, özgürlük ve oto kontrolü</td>
</tr>
<tr>
<td>Oğlak</td>
<td>Çok düşünen, az konuşan, meraklı, mütevazı ve kontrollü</td>
</tr>
<tr>
<td>Kova</td>
<td>Orijinalite, değişiklik, akıl ve üreticilik, işbirliği ve analizi</td>
</tr>
<tr>
<td>Balık</td>
<td>Romantik, esrarlı, hayalperest, merhametli ve iyiğensever</td>
</tr>
</tbody>
</table>


3. Araştırmaya Yöntem

3.1. Araştırmanın Amacı ve Modeli


3.2. Araştırmanın Yöntemi


3.3. Evren ve Örneklem

Araştırmanın evrenini İstanbul ilinde faaliyet gören firmalarda çalışmakta olan İK Yöneticileri/Uzmanları oluşturmakta. Evrenin tam sayısi bilinmediği için tasarımı olmayan örneklemeye yöntemi kullanılmıştır. Seçilen örneklem belirli kriterlere sahip bireylerden seçilmiştir ve ana kültüle temsil edecek şekilde ve ana kültüle temsil edecek şekilde için ise tasarımı olmayan örneklemeye yöntemlerinden

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3.4. Veri Toplama Aracı

Araştırmada İK yöneticilerinin burçlara ve astrolojide yönelik tutumlarını belirlemek üzere araştırma soruları oluşturulmuştur. Burçlara ve astrolojide yönelik ilgili literatür taramaları performansı oranları oluşturulan alan uzmanlarından kapsamlı geçerlilikte ilgi görülen görüş alınmıştır. Nihai form ile katılımcıların burçlara ve astrolojide yönelik tutumları 9 önerimele ile sorunun ve likert ölçeğinde yer alan sorularda (en azdan en çoğuna katılmak) yanıt vermeleri istenmiştir.

Verilerin toplanmasında geçitlenen önce kolayla örneklem yöntemle araştırma önerisini temsil edecek şekilde 30 kişiye pilot çalışma yapılmıştır. Pilot çalışmada anket sorularının güvenilirliği test edilmiş (Altunışık vd., 2001, s. 18), iki ifadenin anlaşılırlığını artırmak amacıyla değişiklik yapılarak son şekile verilmiştir.

Örneklem üzerinde uygulanan ölçme aracıın güvenilirlik ve geçerlilik çalışması yapılmıştır. Burçlara ve astrolojide yönelik tutum ölçme için hazırlanılan 9 maddelik ölçme aracıın güvenilirliğini hesaplamak için tutarlılık karşılığı olan “Cronbach Alpha” (Devellis, 2003, s. 28) hesaplanmıştır. Araştırma sorularını genel güvenilirliği 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 açıklıacaçılacak 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 büyüküğünün faktör analizi uygulanmasına yetecek olduğu tespit edilmiştir. Faktör analizi uygulamasında varimax yöntemi seçili faktörler arasındaki ilişkinin yapısına kalmıştır (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 varyansın değerine göre burçlara ve astrolojide yönelik tutum ölçüğünün geçeri ve güvenilir bir araç olduğu anlaşılmıştır. Ölçeğe ait olan faktör yapısı aşağıdaki şekildedir.

<table>
<thead>
<tr>
<th>Tablo 3: Burçlara ve Astrolojide Yönelik Tutum Ölçeği</th>
</tr>
</thead>
<tbody>
<tr>
<td>Madde Analizi</td>
</tr>
<tr>
<td>Burçların bireylerin kişilik özelliklerini şekillendirdiğini düşünmäßigiz</td>
</tr>
<tr>
<td>Burçların insanların hayatında bir yeri olduğunu düşünmäßigiz</td>
</tr>
<tr>
<td>İncilerin doğum tarihleri ile yıldızların dizilimi arasında ilişki olduğunu düşünmäßigiz</td>
</tr>
<tr>
<td>Bireylerin doğum anındaki gezegenlerin konumuna bağlı olarak kişisel gelişim aşamalarında değişiklikler olabileceğini düşünmäßigiz</td>
</tr>
<tr>
<td>Aynı burçtan olan kişilerin bir takım kişilik özellikleri ve karakterleri arasında benzerlikleri olduğunu düşünmäßigiz</td>
</tr>
<tr>
<td>Burçların bireylerin sosyal özelliklerini etkilediğini düşünmäßigiz</td>
</tr>
<tr>
<td>Gezegenlerin ve yıldızların hareketlerinin genel olarak yeryüzünde bir etkisinin olabileceğini düşünmäßigiz</td>
</tr>
<tr>
<td>Gezegenlerin ve yıldızların konumları ile insan davranışları arasında bir ilişki olup olmadığı araştırılmasını gerektiğini düşünmäßigiz</td>
</tr>
<tr>
<td>Astrolojinin diğer bilimlerde de verilerinden yararlanarak ilerleyen bir bilim dalı olduğunu düşünmäßigiz</td>
</tr>
</tbody>
</table>

Açıklanan Varyans = 61,840
Cronbach Alpha = 0,923

3.5. Araştırmanın Hipotezleri

Araştırmda, insan kaynaklarının 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 çalıştığı yerdeki çalışma süreleri ile burçlara yönelik tutumları arasında anlamlı bir farklılık vardır.
- **H1.8.** İnsan Kaynakları Yönetici/Uzmanlarının kendi burç özelliğini taşıyıp taşınma 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. Verilere Analiz

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**

<table>
<thead>
<tr>
<th>Burçlara Ve Astrolojiye Yönelik Tutum</th>
<th>Kolmogorov-Smirnov Z</th>
<th>p</th>
</tr>
</thead>
<tbody>
<tr>
<td>N</td>
<td>426</td>
<td></td>
</tr>
<tr>
<td>kolmogorov-smirnov Z</td>
<td>3,243</td>
<td>0,000</td>
</tr>
</tbody>
</table>

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 farklılıklar belirlemek üzere tamamlayıcı olarak man whitney-u testi kullanılmıştır.

Elde edilen bulgular %95 güven aralığına, %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 Yöneticilerin Tanımlayıcı Özelliklerine Ait Bulgular

Tablo 5’te insan kaynakları yöneticilerinin tanımlayıcı özelliklerine ait frekans ve yüzdeleri yer almaktadır.
Tablo 5: İnsan Kaynakları Yöneticilerinin Tanımlayıcı Özellikleri

<table>
<thead>
<tr>
<th>Özellikler</th>
<th>Erkek</th>
<th>Kadın</th>
<th>Toplam</th>
<th>(%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cinsiyet</td>
<td>114</td>
<td>312</td>
<td>426</td>
<td>26,8</td>
</tr>
<tr>
<td>Yaş</td>
<td>137</td>
<td>198</td>
<td>335</td>
<td>32,2</td>
</tr>
<tr>
<td>Yaş</td>
<td>70</td>
<td>21</td>
<td>91</td>
<td>16,4</td>
</tr>
<tr>
<td>Toplam</td>
<td>426</td>
<td>426</td>
<td>852</td>
<td>100,0</td>
</tr>
<tr>
<td>Medeni Durum</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Evli</td>
<td>256</td>
<td>170</td>
<td>426</td>
<td>60,1</td>
</tr>
<tr>
<td>Bekâr</td>
<td>170</td>
<td>156</td>
<td>326</td>
<td>39,9</td>
</tr>
<tr>
<td>Toplam</td>
<td>426</td>
<td>426</td>
<td>852</td>
<td>100,0</td>
</tr>
<tr>
<td>Eğitim Durumu</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Ön lisans</td>
<td>23</td>
<td>223</td>
<td>246</td>
<td>5,4</td>
</tr>
<tr>
<td>Lisans</td>
<td>223</td>
<td>223</td>
<td>446</td>
<td>52,3</td>
</tr>
<tr>
<td>Lisansüstü</td>
<td>180</td>
<td>180</td>
<td>360</td>
<td>42,3</td>
</tr>
<tr>
<td>Toplam</td>
<td>426</td>
<td>426</td>
<td>852</td>
<td>100,0</td>
</tr>
<tr>
<td>Aylık Gelir</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>2000 TL ve altı</td>
<td>70</td>
<td>98</td>
<td>168</td>
<td>16,4</td>
</tr>
<tr>
<td>2001-3000 TL</td>
<td>98</td>
<td>98</td>
<td>196</td>
<td>23,0</td>
</tr>
<tr>
<td>3001-4000 TL</td>
<td>69</td>
<td>69</td>
<td>138</td>
<td>16,2</td>
</tr>
<tr>
<td>4001-5000 TL</td>
<td>41</td>
<td>41</td>
<td>82</td>
<td>9,6</td>
</tr>
<tr>
<td>5000 TL üstü</td>
<td>148</td>
<td>148</td>
<td>296</td>
<td>34,7</td>
</tr>
<tr>
<td>Toplam</td>
<td>426</td>
<td>426</td>
<td>852</td>
<td>100,0</td>
</tr>
<tr>
<td>İK Yöneticisi Olarak Mesleki Kâdem</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>1-5 Yıl</td>
<td>178</td>
<td>178</td>
<td>356</td>
<td>41,8</td>
</tr>
<tr>
<td>6-10 Yıl</td>
<td>114</td>
<td>114</td>
<td>228</td>
<td>26,8</td>
</tr>
<tr>
<td>11-15 Yıl</td>
<td>68</td>
<td>68</td>
<td>136</td>
<td>16,0</td>
</tr>
<tr>
<td>16 Yıl ve üzeri</td>
<td>66</td>
<td>66</td>
<td>132</td>
<td>15,5</td>
</tr>
<tr>
<td>Toplam</td>
<td>426</td>
<td>426</td>
<td>852</td>
<td>100,0</td>
</tr>
<tr>
<td>Çalışılan Kurumda Kâdem</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>1-5 Yıl</td>
<td>329</td>
<td>329</td>
<td>658</td>
<td>77,2</td>
</tr>
<tr>
<td>6-10 Yıl</td>
<td>58</td>
<td>58</td>
<td>116</td>
<td>13,6</td>
</tr>
<tr>
<td>11-15 Yıl</td>
<td>24</td>
<td>24</td>
<td>48</td>
<td>5,6</td>
</tr>
<tr>
<td>16 Yıl ve üzeri</td>
<td>15</td>
<td>15</td>
<td>30</td>
<td>3,5</td>
</tr>
<tr>
<td>Toplam</td>
<td>426</td>
<td>426</td>
<td>852</td>
<td>100,0</td>
</tr>
<tr>
<td>Kendi Burcunun Özellikini Taşıdığı Düşüncesi</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Evet</td>
<td>359</td>
<td>359</td>
<td>718</td>
<td>84,3</td>
</tr>
<tr>
<td>Hayır</td>
<td>39</td>
<td>39</td>
<td>78</td>
<td>9,2</td>
</tr>
<tr>
<td>Burcu Hakkında Bilgisi Olmayan</td>
<td>28</td>
<td>28</td>
<td>56</td>
<td>6,6</td>
</tr>
<tr>
<td>Toplam</td>
<td>426</td>
<td>426</td>
<td>852</td>
<td>100,0</td>
</tr>
<tr>
<td>Kişilerin Davranışlarında Burçların Etkisi</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Evet</td>
<td>354</td>
<td>354</td>
<td>708</td>
<td>83,1</td>
</tr>
<tr>
<td>Hayır</td>
<td>72</td>
<td>72</td>
<td>144</td>
<td>16,9</td>
</tr>
<tr>
<td>Toplam</td>
<td>426</td>
<td>426</td>
<td>852</td>
<td>100,0</td>
</tr>
</tbody>
</table>

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

IK yöneticileri yaş değişkenine göre 137'i (%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'si (%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.

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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

<table>
<thead>
<tr>
<th>Burçlara ve Astrolojiye Yönelik Tutum</th>
<th>N</th>
<th>Ort</th>
<th>Ss</th>
<th>Min.</th>
<th>Max.</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>426</td>
<td>3,610</td>
<td>0,871</td>
<td>1,000</td>
<td>5,000</td>
</tr>
</tbody>
</table>

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 dağılımı Tablo 7'de görülmektedir.

Tablo 7: IK Yöneticilerinin Burçlara ve Astrolojiye Yönelik Tutumlar ile İlgili Ifadelerde Verdiği Cevapların Dağılımları

<table>
<thead>
<tr>
<th></th>
<th>Hiç Kabıymıyorum</th>
<th>Kararsızım</th>
<th>Kabıyormuş</th>
<th>Tamamen Kabıyorum</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>f</td>
<td>%</td>
<td>f</td>
<td>%</td>
</tr>
<tr>
<td>Burçların İnsan Hayatında Bir Yeri Olduğunuzu Düşünüyorum</td>
<td>31</td>
<td>7,3</td>
<td>21</td>
<td>4,9</td>
</tr>
<tr>
<td>Burçların Bireylerin Kişilik Özelliklerini Şekillendirdiğini Düşünüyorun</td>
<td>44</td>
<td>10,3</td>
<td>24</td>
<td>5,6</td>
</tr>
<tr>
<td>Burçların Bireylerin Sosyal Özelliklerini Etkilediğini Düşünüyorun</td>
<td>43</td>
<td>10,1</td>
<td>21</td>
<td>4,9</td>
</tr>
<tr>
<td>İnsanların Doğum Tarihleri ile Yıldızların Dizilişleri Arasında İlişki Olduğunuzu Düşünüyorun</td>
<td>46</td>
<td>10,8</td>
<td>26</td>
<td>6,1</td>
</tr>
<tr>
<td>Astrolojinin Diğer Bilimlerin De Verilerinden Yararlanarak İlerleyen Bir Bilim Dalı Olduğunuzu Düşünüyorun</td>
<td>44</td>
<td>10,3</td>
<td>27</td>
<td>6,3</td>
</tr>
<tr>
<td>Gezegenlerin Ve Yıldızların Konumları ile İnsan Davranışları Arasında Bir İlişki Olup Olmadığını Araştırılmasi Gerekiğini Düşünüyorun</td>
<td>26</td>
<td>6,1</td>
<td>24</td>
<td>5,6</td>
</tr>
</tbody>
</table>

DOI: 10.17261/Pressacademia.2017.378
Tablo 7'de verilen araştırmaya katılan İK yöneticilerinin burçlara ve astrolojiye yönelik tutumlar ile ilgili ifadeleri verildiği cevaplar incelendiğinde;

“Burçların insan hayatında bir yeri olduğunu düşünüyorum” ifadesine İK yöneticilerinin , %7,3’ü (n=31) hiç katılmıyor, %4,9’u (n=21) katılmıyor, %13,1’i (n=56) kararsız, %54,9’u (n=234) katılıyor, %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 bileşiklerini şekillendirdiğini düşünüyorum” ifadesine İK yöneticilerinin , %10,3’ü (n=44) hiç katılmıyor, %5,6’ı (n=24) katılmıyor, %12,4’ü (n=53) kararsız, %54,7’si (n=233) katılıyor, %16,9’u (n=72) tamamen katılıyorum yanıtını vermiştir. İK yöneticilerinin “burçların bileşiklerini şekillendirdiğini düşünüyorum” ifadesine yüksek (3,617 ± 1,111) düzeyde katıldıkları saptanmıştır.

“Burçların bileşikleri ve personal gelişimin etkilediğini düşünüyorum” ifadesine İK yöneticilerinin , %10,1’i (n=42) hiç katılmıyor, %4,9’u (n=21) katılmıyor, %12,7’si (n=54) kararsız, %57,7’si (n=246) katılıyor, %14,6’ı (n=62) tamamen katılıyorum yanıtını vermiştir. İK yöneticilerinin “burçların bileşikleri ve personal gelişimin etkilediğini düşünüyorum” ifadesine yüksek (3,493 ± 1,165) düzeyde katıldıkları saptanmıştır.

“İnsanların doğum tarıhi ve yıldızları dizilisler arasında ilişki olduğunu düşünüyorum” ifadesine İK yöneticilerinin , %10,8’i (n=46) hiç katılmıyor, %6,1’i (n=26) katılmıyor, %28,4’ü (n=121) kararsız, %37,8’i (n=161) katılıyor, %16,9’u (n=72) tamamen katılıyorum yanıtını vermiştir. İK yöneticilerinin “insanların doğum tarıhi ile yıldızların dizilisler arasında ilişki olduğunu düşünüyorum” ifadesine yüksek (3,439 ± 1,165) düzeyde katıldıkları saptanmıştır.

“Astrolojinin diğer bilimlerin de birimlik oluşturduğunu düşünüyorum” ifadesine İK yöneticilerinin , %10,3’ü (n=44) hiç katılmıyor, %6,3’ü (n=27) katılmıyor, %24,2’si (n=103) kararsız, %44,8’si (n=191) katılıyor, %14,3’ü (n=61) tamamen katılıyorum yanıtını vermiştir. İK yöneticilerinin “astrolojinin diğer bilimlerin de birimlik oluşturduğunu düşünüyorum” ifadesine yüksek (3,465 ± 1,133) düzeyde katıldıkları saptanmıştır.

“Gezegenlerin ve yıldızların konumları ile insan davranışı arasında ilişki olduğunu düşünüyorum” ifadesine İK yöneticilerinin , %6,3’ü (n=26) hiç katılmıyor, %5,6’sı (n=24) katılmıyor, %17,1’i (n=73) kararsız, %48,8’i (n=208) katılıyor, %22,3’ü (n=95) tamamen katılıyorum yanıtını vermiştir. İK yöneticilerinin “gezegenlerin ve yıldızların konumları ile insan davranışı arasında ilişki olduğunu düşünüyorum” ifadesine yüksek (3,756 ± 1,055) düzeyde katıldıkları saptanmıştır.

“Gezegenlerin ve yıldızların hareketlerinin genel olarak yeryüzünde bir etkinin olup olmadığını düşünüyorum” ifadesine İK yöneticilerinin , %6,8’i (n=29) hiç katılmıyor, %7,4’si (n=30) katılmıyor, %17,8’si (n=76) kararsız, %47,7’si (n=203) katılıyor, %23,0’ı (n=98) tamamen katılıyorum yanıtını vermiştir. İK yöneticilerinin “gezegenlerin ve yıldızların hareketlerinin genel olarak yeryüzünde bir etkinin olup olmadığını düşünüyorum” ifadesine yüksek (3,754 ± 1,073) düzeyde katıldıkları saptanmıştır.

“Bireylerin doğum annadaki gezegenlerin konumuna bağlı olarak kişisel gelişim aşamlarında değişiklikler olabileceğini düşünüyorum” ifadesine İK yöneticilerinin , %11,3’ü (n=48) hiç katılmıyor, %7,0’ı (n=30) katılmıyor, %30,5’i (n=130) kararsız, %39,0’u (n=166) katılıyor, %12,2’si (n=52) tamamen katılıyorum yanıtını vermiştir. İK yöneticilerinin “bireylerin doğum annadaki gezegenlerin konumuna bağlı olarak kişisel gelişim aşamlarında değişiklikler olabileceğini düşünüyorum” ifadesine alta (3,338 ± 1,135) düzeyde katıldıkları saptanmıştır.

“Aynı burçtan olan kişilerin bir takım kişilik özellikleri ve karakterleri arasında benzerlikler olduğu düşünüyorum” ifadesine İK yöneticilerinin , %7,5’i (n=32) hiç katılmıyor, %6,6’sı (n=28) katılmıyor, %10,8’i (n=46) kararsız, %53,8’si (n=229) katılıyor, %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 İlişkiler Aİt 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 Ortalama Değerlerini**

<table>
<thead>
<tr>
<th>Grup</th>
<th>N</th>
<th>Ort</th>
<th>Ss</th>
<th>MW</th>
<th>p</th>
</tr>
</thead>
<tbody>
<tr>
<td>Burçlara Ve Astrolojiye Yönelik Tutum</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Erkek</td>
<td>114</td>
<td>3,413</td>
<td>0,911</td>
<td>14 534,500</td>
<td>0,004</td>
</tr>
<tr>
<td>Kadın</td>
<td>312</td>
<td>3,682</td>
<td>0,846</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Tablo 8’de görüldüğü gibi İK yöneticilerinin burçlara ve astrolojiye yönelik tutum puanlarının cinsiyet değişkenine göre istatistiksel olarak farklılıkların olduğu 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 (x̄=3,682) düşük bulunmuştur.

Bu durumda H1.1 hipotezi kabul edilmiştir.

**Tablo 9: İK Yöneticilerinin Burçlara ve Astrolojiye Yönelik Tutumunun Yaşına Göre Ortalama Değerleri**

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

Tablo 9’da görüldüğü gibi araştırma yapılmıştır 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 Ortalama Değerleri**

<table>
<thead>
<tr>
<th>Grup</th>
<th>N</th>
<th>Ort</th>
<th>Ss</th>
<th>MW</th>
<th>p</th>
</tr>
</thead>
<tbody>
<tr>
<td>Burçlara ve Astrolojiye Yönelik Tutum</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Evl</td>
<td>256</td>
<td>3,612</td>
<td>0,844</td>
<td>21 391,000</td>
<td>0,766</td>
</tr>
<tr>
<td>Bekar</td>
<td>170</td>
<td>3,607</td>
<td>0,913</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

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

<table>
<thead>
<tr>
<th>Grup</th>
<th>N</th>
<th>Ort</th>
<th>Ss</th>
<th>KW</th>
<th>p</th>
</tr>
</thead>
<tbody>
<tr>
<td>Ön lisans</td>
<td>23</td>
<td>3,444</td>
<td>0,867</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Lisans</td>
<td>223</td>
<td>3,611</td>
<td>0,865</td>
<td>2,226</td>
<td>0,329</td>
</tr>
<tr>
<td>Lisansüstü</td>
<td>180</td>
<td>3,629</td>
<td>0,881</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

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 bulunmaktadır(p>0.05).

Bu durumda H1.4 hipotezi reddedilmiştir.

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

<table>
<thead>
<tr>
<th>Grup</th>
<th>N</th>
<th>Ort</th>
<th>Ss</th>
<th>KW</th>
<th>p</th>
</tr>
</thead>
<tbody>
<tr>
<td>2000 TL Ve Altı</td>
<td>70</td>
<td>3,692</td>
<td>0,721</td>
<td></td>
<td></td>
</tr>
<tr>
<td>2001-3000 TL</td>
<td>98</td>
<td>3,600</td>
<td>0,933</td>
<td></td>
<td></td>
</tr>
<tr>
<td>3001-4000 TL</td>
<td>69</td>
<td>3,757</td>
<td>0,832</td>
<td></td>
<td></td>
</tr>
<tr>
<td>4001-5000 TL</td>
<td>41</td>
<td>3,529</td>
<td>0,932</td>
<td></td>
<td></td>
</tr>
<tr>
<td>5000 TL üstü</td>
<td>148</td>
<td>3,532</td>
<td>0,893</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

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 bulunmaktadır(p>0.05).

Bu durumda H1.5 hipotezi reddedilmiştir.

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

<table>
<thead>
<tr>
<th>Grup</th>
<th>N</th>
<th>Ort</th>
<th>Ss</th>
<th>KW</th>
<th>p</th>
</tr>
</thead>
<tbody>
<tr>
<td>1-5 Yıl</td>
<td>178</td>
<td>3,710</td>
<td>0,855</td>
<td></td>
<td></td>
</tr>
<tr>
<td>6-10 Yıl</td>
<td>114</td>
<td>3,506</td>
<td>0,885</td>
<td></td>
<td></td>
</tr>
<tr>
<td>11-15 Yıl</td>
<td>68</td>
<td>3,557</td>
<td>0,924</td>
<td></td>
<td></td>
</tr>
<tr>
<td>16 Yıl Ve üzeri</td>
<td>66</td>
<td>3,572</td>
<td>0,823</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

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 bulunmaktadır(p>0.05).

Bu durumda H1.6 hipotezi reddedilmiştir.
Tablo 5: İK Yöneticilerinin Burçlara ve Astrolojiye Yönelik Tutumunun Çalışılan Kurumda Kıdeme Göre Ortalama Puanları

<table>
<thead>
<tr>
<th>Grup</th>
<th>N</th>
<th>Ort</th>
<th>Ss</th>
<th>KW</th>
<th>p</th>
</tr>
</thead>
<tbody>
<tr>
<td>1-5 Yıl</td>
<td>329</td>
<td>3,637</td>
<td>0,886</td>
<td></td>
<td></td>
</tr>
<tr>
<td>6-10 Yıl</td>
<td>58</td>
<td>3,508</td>
<td>0,875</td>
<td>3,314</td>
<td>0,346</td>
</tr>
<tr>
<td>11-15 Yıl</td>
<td>24</td>
<td>3,482</td>
<td>0,762</td>
<td></td>
<td></td>
</tr>
<tr>
<td>16 Yıl Ve üzeri</td>
<td>15</td>
<td>3,615</td>
<td>0,694</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Tablo 14’te araştırımda katılan İK yöneticilerinin burçlara ve astrolojiye yönelik tutum puanlarının çalışan kurumda kıdem değişkenine göre istatistiksel olarak farklılık oluşturup oluşturmadığı 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 Özkırlıklarını Taşıdığı Düşüncesi Göre Ortalama Puanları

<table>
<thead>
<tr>
<th>Grup</th>
<th>N</th>
<th>Ort</th>
<th>Ss</th>
<th>MW</th>
<th>p</th>
<th>Fark</th>
</tr>
</thead>
<tbody>
<tr>
<td>Evet</td>
<td>359</td>
<td>3,726</td>
<td>0,800</td>
<td>3,723,500</td>
<td>0,000</td>
<td>1 &gt; 2</td>
</tr>
<tr>
<td>Hayır</td>
<td>39</td>
<td>3,143</td>
<td>0,970</td>
<td></td>
<td></td>
<td>1 &gt; 3</td>
</tr>
<tr>
<td>Burcum Hakkında Bilgisi Olmayan</td>
<td>28</td>
<td>2,770</td>
<td>0,951</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Tablo 15’te görüldüğü gibi araştırımda katılan İK yöneticilerinin burçlara ve astrolojiye yönelik tutum puanlarının kendi burcunun özelliklerini taşıdığı düşüncesi değişkenine göre istatistiksel olarak farklılık oluşturup oluşturmadığı için uygulanan Mann Whitney U testi sonucunda fa rkarılık anlamlı bulunmuştur(Mann Whitney U=3,723,500; p=0,000<0,05). Farklılığı belirlemek üzere gruplar arasında Mann Whitney U testi yapılmıştır. Bu göre; kendi burcunun özelliklerini taşıdığı düşünenlerin burçlara ve astrolojiye yönelik tutum puanları (3,726 ± 0,800), kendi burcunun özelliklerini taşıdığı düşünmeyenlerin burçlara ve astrolojiye yönelik tutum puanlarında (3,143 ± 0,970) yüksek bulunmuştur. Kendi burcunun özelliklerini taşıdığı düşünülenlerin burçlara ve astrolojiye yönelik tutum puanları (3,726 ± 0,800), burcu hakkında bilgi olmayan olanların burçlara ve astrolojiye yönelik tutum puanlarından (2,770 ± 0,951) yüksek bulunmuştur. Bu durumda H1.8 hipotezi kabul edilmiştir.

Tablo 16: İK Yöneticilerinin Burçlara ve Astrolojiye Yönelik Tutumunun Kişilerin Davranışlarında Burçların Etkisine İnanmaya Göre Ortalama Puanları

<table>
<thead>
<tr>
<th>Grup</th>
<th>N</th>
<th>Ort</th>
<th>Ss</th>
<th>MW</th>
<th>p</th>
</tr>
</thead>
<tbody>
<tr>
<td>Evet</td>
<td>354</td>
<td>3,800</td>
<td>0,743</td>
<td>3,723,500</td>
<td>0,000</td>
</tr>
<tr>
<td>Hayır</td>
<td>72</td>
<td>2,673</td>
<td>0,853</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Tablo 16’da İK yöneticilerinin burçlara ve astrolojiye yönelik tutum puanlarının kişilerin davranışlarında burçların etkisi değişkenine göre istatistiksel olarak farklılık oluşturup oluşturmadığı için uygulanan Mann Whitney-U testi sonucunda fa rkarılık anlamlı bulunmuştur(Mann Whitney U=3,723,500; p=0,000<0,05). Kişilerin davranışlarında burçların etkisi olduğu düşünülenlerin burçlara ve astrolojiye yönelik tutum puanları ($3,800), kişilerin davranışlarında burçların etkisi olmadığı düşünülenlerin burçlara ve astrolojiye yönelik tutum puanlarından ($2,673) yüksek bulunmuştur.
Bu durumda H1.9 hipotezi kabul edilmiştir.

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

**Şekil 1: Araştırmanın Hipotezlerine Ait Model**

![Diagram](image)

5. **SONUÇ**

Diğer tarafdan doğru işe-doğru insanların seçilmesinin işletmeyi hem kısa hem de uzun vadede performansın istenmeden atmış yapma yeteneklerini yansıttığı düşünülmektedir. Günümüzde işletme sahipleri ve yöneticiler için doğru konumlandırılmış her insan işletmeyi için ileriye doğru atmış yapma yeteneklerine sahip olması önemlidir.


Araştırmada, insan kaynakları yöneticileri ve uzmanlarının burçlara ve astrolojiye yönelik tutum düzeylerini ölçmek için oluşturulan ifadelerin değerlendirilmesi sonucunda, burçlara ve astrolojiye yönelik tutum düzeyleri yüksek bulunmuştur. Araştırmaya katılanların büyük çoğunun burçlara ve astrolojiye olan ilgilerini ortaya koymaktadır ve bu sebeple, bu konuda farkındalığı birincil rol alan insan kaynakları yöneticisi olarak değerlendirilmektedir.

Araştırmaya katılan insan kaynakları yöneticilerinin ve uzmanlarının burçlara ve astrolojiye yönelik tutum düzeylerini ölçmek için oluşturulan ifadelerin değerlendirilmesi sonucunda, burçlara ve astrolojiye yönelik tutum düzeyleri yüksek bulunmuştur. Araştırmaya katılanların büyük çoğunun burçlara ve astrolojiye olan ilgilerini ortaya koymaktadır ve bu sebeple, bu konuda farkındalığı birincil rol alan insan kaynakları yöneticisi olarak değerlendirilmektedir.

Araştırmaya katılan insan kaynakları yöneticilerinin ve uzmanlarının burçlara ve astrolojiye yönelik tutum düzeylerini ölçmek için oluşturulan ifadelerin değerlendirilmesi sonucunda, burçlara ve astrolojiye yönelik tutum düzeyleri yüksek bulunmuştur. Araştırmaya katılanların büyük çoğunun burçlara ve astrolojiye olan ilgilerini ortaya koymaktadır ve bu sebeple, bu konuda farkındalığı birincil rol alan insan kaynakları yöneticisi olarak değerlendirilmektedir.

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Araştırmaya katılan insan kaynakları yöneticilerinin ve uzmanlarının burçlara ve astrolojiye yönelik tutum düzeylerini ölçmek için oluşturulan ifadelerin değerlendirilmesi sonucunda, burçlara ve astrolojiye yönelik tutum düzeyleri yüksek bulunmuştur. Araştırmaya katılanların büyük çoğunun burçlara ve astrolojiye olan ilgilerini ortaya koymaktadır ve bu sebeple, bu konuda farkındalığı birincil rol alan insan kaynakları yöneticisi olarak değerlendirilmektedir.

Araştırmaya katılan insan kaynakları yöneticilerinin ve uzmanlarının burçlara ve astrolojiye yönelik tutum düzeylerini ölçmek için oluşturulan ifadelerin değerlendirilmesi sonucunda, burçlara ve astrolojiye yönelik tutum düzeyleri yüksek bulunmuştur. Araştırmaya katılanların büyük çoğunun burçlara ve astrolojiye olan ilgilerini ortaya koymaktadır ve bu sebeple, bu konuda farkındalığı birincil rol alan insan kaynakları yöneticisi olarak değerlendirilmektedir.

Araştırmaya katılan insan kaynakları yöneticilerinin ve uzmanlarının burçlara ve astrolojiye yönelik tutum düzeylerini ölçmek için oluşturulan ifadelerin değerlendirilmesi sonucunda, burçlara ve astrolojiye yönelik tutum düzeyleri yüksek bulunmuştur. Araştırmaya katılanların büyük çoğunun burçlara ve astrolojiye olan ilgilerini ortaya koymaktadır ve bu sebeple, bu konuda farkındalığı birincil rol alan insan kaynakları yöneticisi olarak değerlendirilmektedir.

Araştırmaya katılan insan kaynakları yöneticilerinin ve uzmanlarının burçlara ve astrolojiye yönelik tutum düzeylerini ölçmek için oluşturulan ifadelerin değerlendirilmesi sonucunda, burçlara ve astrolojiye yönelik tutum düzeyleri yüksek bulunmuştur. Araştırmaya katılanların büyük çoğunun burçlara ve astrolojiye olan ilgilerini ortaya koymaktadır ve bu sebeple, bu konuda farkındalığı birincil rol alan insan kaynakları yöneticisi olarak değerlendirilmektedir.

Araştırmaya katılan insan kaynakları yöneticilerinin ve uzmanlarının burçlara ve astrolojiye yönelik tutum düzeylerini ölçmek için oluşturulan ifadelerin değerlendirilmesi sonucunda, burçlara ve astrolojiye yönelik tutum düzeyleri yüksek bulunmuştur. Araştırmaya katılanların büyük çoğunun burçlara ve astrolojiye olan ilgilerini ortaya koymaktadır ve bu sebeple, bu konuda farkındalığı birincil rol alan insan kaynakları yöneticisi olarak değerlendirilmektedir.

KAYNAKLAR


ROLE OF TOURISM ON FOREIGN EXCHANGE OF DEVELOPING COUNTRIES AND CASE OF TURKEY

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ABSTRACT

Purpose- An important factor restricting the development of developing countries is foreign exchange deficit. Investments require foreign exchange but sufficient foreign exchange cannot be obtained through exports and it is difficult to obtain foreign exchange by means of foreign capital, foreign aids and loans, and this makes the mentioned countries find adequate and reliable sources. However, countries with rich natural and cultural heritage provide a significant portion of 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.


Bulgular- Mal ticareti hesapındaki açığın kapatılmasında finans hesabı ve turizm hesabının istatistiksel olarak anlamli bir etkiye sahip olduğu tespit edilmiştir.

Sonuç- Elde edilen bulgulardan yola çıkarak, turizm sektörünün geliştirilmesi ve güçlendirilmesine yönelik politika ve stratejiler sunulmuştur.

Anahtar Kelimeler: Odemeler 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 Karşilansmasında Dış Turizmin Rolü Ve Türkiye Örneği" başlıklı yüksek lisans tezinin güncellenmiş ve geliştirilmiş halidir.
1. GİRİŞ


Gelişmekte olan ülkelerin döviz kaynakları olarak kabul edilmektedir.

2.2. Ödemeler Dengesi ve Turizm


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 gelirlerin %74, toplam gelirlerin %52 orandalında katkı göstermiştir. 2009 yılında turizm iharatı %120 oranında artmıştır ve 2009 ve 2010 yılları arasında Türkiye’deki turizm ödemelerinin büyük bir çoğunu ile gidermiştir.
3. VERI VE YÖNTEM

3.1. Veri Seti


3.2. Yöntem


4. BULGULAR VE DEĞERLENDİRME

4.1. Birim Kök Analizi (Durağanlık Analizi)

Çalışma zaman serisi verileri kullanıldığı için öncelikle değişkenlerin durağan olup olmadığını test edilmesi gerekmektedir. Ortalama ile varsayışları zaman içinde değişmeyen ve iki dönem arasındaki farklılıkı alan olsalarıktan bir süreç için durağan ifadesi kullanılabilir (Gujarati, 1999). Değişkenlerin durağanlığı için farklı yöntemler mevcuttur bu çalışmada Genişletilmiş Dickey-Fuller (ADF) testi ile serilerin durağanlık sınıması yapılmıştır. ADF testi denlendikten ve tahmini yapılan parametreler için t istatistiği hesaplanmaktadır. İçsel olarak belirlenen bir tek kırılma

Regresyon denkleminin tahminine dayanan ZA testinde, ADF birim kök testi ile bütün kırılma noktalarını analiz etmektedir. İçsel olarak belirlenen bir tek kırılma noktasında otonom ve trend fonksiyonu eğiminde (TB) trend durağan hipotezine alternatif birim kök temel hipotezi test edilmiştir. ZA testinin uygulanması sırasında (2) numaralı denklem, sabitteki kırılma; (3) numaralı denklem, trenddeki kırılma; (4) numaralı denklem ise sabitteki ve trenddeki kırılma göstermektedir (Saçık & Karaçayır, 2015). Değişkenlerin ilişkin kırılma testi sonuçları aşağıdaki tablo 3’de görülmektedir.
Maksimum gecikme uzunluğu 4 seçilmiştir. *%5 düzeyinde anlamlılığı göstermektedir.

Tablo 4: Sınır Testi F İstatistiği Sonuçları

<table>
<thead>
<tr>
<th>K</th>
<th>F İstatistiği</th>
<th>%1 Anlamlılık düzeyinde kritik değer</th>
</tr>
</thead>
<tbody>
<tr>
<td>2</td>
<td>26,08514</td>
<td>Alt sınır: 6,34</td>
</tr>
</tbody>
</table>

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 katsayılari aşağıdaki tablo 6'da sunulmuştur. Sonuçlara göre, turizm dengesi beklenildiği gibi mal ticareti açığı üzerinde anlamlı ve negatif yönlü bir etkiyi sahiptir. Mal ticareti açığıın kapatılması durumunda turizm hesapındaki ve finans hesapındaki fazların 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

<table>
<thead>
<tr>
<th>Değişkenler</th>
<th>Katsayı</th>
<th>Standart Hata</th>
<th>t-İstatistiği</th>
<th>p-değeri</th>
</tr>
</thead>
<tbody>
<tr>
<td>TD(-1)</td>
<td>-0.232754</td>
<td>0.056413</td>
<td>-4.125862</td>
<td>0.0000</td>
</tr>
<tr>
<td>TD</td>
<td>0.264334</td>
<td>0.128874</td>
<td>2.051102</td>
<td>0.0412</td>
</tr>
<tr>
<td>TD(-2)</td>
<td>-0.007369</td>
<td>0.174876</td>
<td>-0.042141</td>
<td>0.9664</td>
</tr>
<tr>
<td>TD(-3)</td>
<td>-0.319186</td>
<td>0.169865</td>
<td>-1.879056</td>
<td>0.0613</td>
</tr>
<tr>
<td>TD(-4)</td>
<td>0.776816</td>
<td>0.165795</td>
<td>4.685396</td>
<td>0.0000</td>
</tr>
<tr>
<td>TD(-5)</td>
<td>-0.224909</td>
<td>0.123373</td>
<td>-1.823002</td>
<td>0.0694</td>
</tr>
<tr>
<td>FD</td>
<td>-0.128799</td>
<td>0.016129</td>
<td>-7.985623</td>
<td>0.0000</td>
</tr>
<tr>
<td>FD(-1)</td>
<td>0.004896</td>
<td>0.018538</td>
<td>0.264089</td>
<td>0.7919</td>
</tr>
<tr>
<td>FD(-2)</td>
<td>-0.001059</td>
<td>0.018122</td>
<td>-0.058454</td>
<td>0.9534</td>
</tr>
<tr>
<td>FD(-3)</td>
<td>0.027527</td>
<td>0.017899</td>
<td>1.537919</td>
<td>0.1252</td>
</tr>
<tr>
<td>FD(-4)</td>
<td>0.008332</td>
<td>0.018100</td>
<td>0.460359</td>
<td>0.6456</td>
</tr>
<tr>
<td>FD(-5)</td>
<td>0.064890</td>
<td>0.017866</td>
<td>3.632054</td>
<td>0.0003</td>
</tr>
<tr>
<td>D(D1)</td>
<td>41788147.652507</td>
<td>15555166.919361</td>
<td>3.10672</td>
<td>0.0021</td>
</tr>
<tr>
<td>D(@TREND)</td>
<td>359532.27334</td>
<td>115729.073393</td>
<td>3.632054</td>
<td>0.0003</td>
</tr>
<tr>
<td>CointEq(-1)</td>
<td>-0.418879</td>
<td>0.057833</td>
<td>-7.242925</td>
<td>0.0000</td>
</tr>
</tbody>
</table>
Çalışmanın çıkış noktası ve temel amacı, ithalattaki hızlı artış sebebiyle kronik hale gelen mal ticaretiindeki açığın finansmanında turizm gelirlerinin uzun dönemli etkisine dikkat çekmektedir. Uzun dönem eşbütünleşme ilişkisinin varlığı, bu etkiiyi doğrulamakla birlikte kısa dönemde iki değişken arasında anlamlı bir nedensellik olup olmadığı da incelenmiş ve sonuçlar aşağıdaki tablo 7'de sunulmuştur. Tahmin edilen model için kısa dönem nedensellik sonuçları ve F istatistikleri aşağıdaki tablo 7'de görülmektedir.

Tablo 7: Nedensellik Analizi Sonuçları

<table>
<thead>
<tr>
<th></th>
<th>F İstatistiği</th>
</tr>
</thead>
<tbody>
<tr>
<td>Turizm Dengesi → Mal Ticareti Dengesi</td>
<td>5,941494*</td>
</tr>
<tr>
<td>Finans Dengesi → Mal Ticareti Dengesi</td>
<td>47,30835*</td>
</tr>
</tbody>
</table>

* %1 düzeyinde anlamlılığı göstermektedir.

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

5. SONUÇ VE ÖNERİLER


Türkiye ekonomisi için ise turizm sektörü, ihracattan sonra ikinci büyük döviz kaynağıdır. Bu nedenle devletin bu alanda yatırımları teşvik etmek ve desteklemek politikaları uygulaması ve ekonomik büyümeyi hedeflenmesi için güçlendirici bir rol oynamaktadır. Çalışmada, Türkiye’nin dış turizm gelirlerinin mal ticaret dengelerine etkisi analiz edilmiştir. Bu nedenle Türkiye’nin dış turizm gelirlerinin mal ticaret dengelerine etkisi devletin ihracat ve ithalat politikalarının etkisi ve Türkiye dış ödemeler açığı probleminin çözümü için önemli bir rol oynayacaktır.

Türkiye’nin dış ödemeler açığı problemini çözme konusunda turizm sektörünün etkisi dikkate alınarak sektörün geliştirilmesi için önemsizdir. Türkiye’de rekabet güçlü bir turizm endüstrisi oluşturmak ana hedef olmalıdır. Bu amaca yönelik olarak, dünyadaki turizm hareketlerinde beklenen gelişmelerin takip ederek, Türkiye’nin turizm potansiyelinin geliştirilmesi ve Türkiye dış ödemeler açığı problemini çözme konusunda önemli bir rol oynayacaktır. Çalışmada, Türkiye’nin dış turizm gelirlerinin mal ticaret dengelerine etkisi dikkate alınarak sektörün geliştirilmesi ve Türkiye dış ödemeler açığı problemini çözümü için önemli bir rol oynayacaktır. Çalışmada, Türkiye’nin dış turizm gelirlerinin mal ticaret dengelerine etkisi dikkate alınarak sektörün geliştirilmesi ve Türkiye dış ödemeler açığı problemini çözümü için önemli bir rol oynayacaktır.


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