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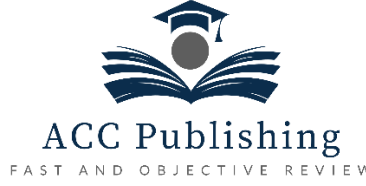
Vol: 8 Issue: 4 Year : 2023



TUJOM

Turkish Journal of Marketing

Publisher / Yayıncı



İmtiyaz Sahibi / Concessionaire

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Investigating the effect of relationships among studies in the context of research methodology on predicting the results of hypotheses

Araştırma metodolojisi bağlamında çalışmalar arasındaki ilişkilerin hipotez sonuçlarını tahminine etkisinin araştırılması

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Abstract

This study aims to investigate the effect of relationships among 25 studies conducted in Türkiye based on research methodology on predicting the results of the hypothesis regarding the effect of service quality dimensions on satisfaction. In the selected studies, the effects of tangibility, reliability, responsiveness, assurance and empathy, which are the dimensions of service quality, on satisfaction and the effects of service quality dimensions together on satisfaction were examined. UCINET 6.0 program was used for analysis. Google Scholar database was used to access the studies. Twenty-five articles conducted in Türkiye were selected. A separate content analysis was conducted for each study accessed. It was determined that the studies considered had too many relationships with each other depending on the sample size, and this negatively affected the prediction of acceptance or rejection of the hypotheses regarding the effect of tangibility on satisfaction. Considering the analysis technique, it was seen that most studies had a high relationship with each other and that this high relationship positively affected the acceptance or rejection prediction of the study hypotheses addressing the effect of tangibility on satisfaction. Whether or not similar sample sizes, similar analyses, and similar scales were used did not affect predicting the results of the hypotheses addressing the effect of reliability, responsiveness, assurance, and empathy on satisfaction.

Keywords: Service Quality, Satisfaction, UCINET Social Network Analysis

Jel Codes: M30, M31

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Submitted: 29/10/2023

Revised: 16/12/2023

Accepted: 20/12/2023

Online Published: 25/12/2023

Citation: Çelik, Z., Aydın, İ., Dülek, B., & Saydan, R., Investigating the effect of relationships among studies in the context of research methodology on predicting the results of hypotheses, *tujom* (2023) 8 (4):106-118, doi: <https://doi.org/10.30685/tujom.v8i4.188>

Öz

Bu çalışmanın amacı, araştırma metodolojisine dayalı olarak Türkiye'de yapılan 25 araştırma arasındaki ilişkilerin, hizmet kalitesi boyutlarının tatmin üzerindeki etkisine ilişkin hipotez sonuçlarını tahmin etme üzerindeki etkisini araştırmaktır. Seçilen çalışmalarda, hizmet kalitesinin boyutları olan somutluk, güvenilirlik, yanıt verilebilirlik, güven ve empatinin tatmin üzerine etkilerine ve hizmet kalitesi boyutlarının birlikte tatmin üzerine olan etkilerine bakılmıştır. Analizler için UCINET 6.0 programı kullanılmıştır. Çalışmalara ulaşmak için Google Akademik veri tabanından yararlanılmıştır. Erişilen her çalışma için ayrı bir içerik analizi yapılmıştır. Ele alınan çalışmaların örneklem büyüklüğüne bağlı olarak birbirleriyle çok fazla ilişkiye sahip olduğu, bunun da somutluğun tatmin üzerindeki etkisine ilişkin hipotezlerin kabul veya ret tahminini olumsuz etkilediği saptanmıştır. Analiz tekniğine bakıldığında çoğu çalışmanın birbiriyle yüksek düzeyde ilişkiye sahip olduğu ve bu yüksek ilişkinin, somutluğun tatmin üzerindeki etkisini ele alan çalışma hipotezlerinin kabul veya ret tahminini olumlu yönde etkilediği görülmüştür. Benzer örneklem büyüklüklerinin, benzer analizlerin ve benzer ölçüklerin kullanılıp kullanılmamasının, güvenilirlik, yanıt verilebilirlik, güven ve empatinin tatmin üzerindeki etkisini ele alan hipotezlerin sonuçlarını tahmin etmede hiçbir etkisi olmamıştır.

Anahtar Kelimeler: Hizmet Kalitesi, Tatmin, UCINET Sosyal Ağ Analizi

JEL Kodları: M30, M31

Introduction

A product or service's capacity to live up to customer expectations is defined as its service quality. Businesses that increase customers' satisfaction with their services may gain an advantage over their competitors. The concept of service quality is multifaceted, and consumer evaluations of it consider various factors, from the physical appearance and reliability of the company receiving the service to how employees treat customers. In order to fully understand and satisfy customer requirements and expectations regarding service quality, businesses have to develop strategies for developing their businesses by evaluating service quality.

Today, customer satisfaction is considered the fundamental element of the success of businesses. It is possible to briefly define customer satisfaction as the customer's positive opinion about the products and services he receives from the business. Customers who are satisfied with the products or services they receive from the business continue to receive service from the business and recommend the business to others (Şahin and Şen, 2017).

The systematic, theoretical examination of approaches used in a field of study is known as methodology. It includes the theoretical examination of the collection of guidelines and practices related to a field of study. Usually, it covers ideas like stages, theoretical models, concepts, and quantitative or qualitative methods (Ishak and Alias, 2005). Research that examines the validity and accuracy of methods in making diagnoses and the differences in observers' use of diagnostic tools and evaluation of their results is called methodological research. The scope of methodological studies is quite broad and includes a variety of topics, such as formulation of the research question, reporting, approaches to study analysis, and investigation of the reliability of analyses (Mbuagbaw, Lawson, Puljak, Allison and Thabane, 2020). In this regard, the methodology helps understand both the final results and the scientific method (Patel and Patel, 2019).

Research methodology is expressed as a way of systematically solving the research problem and as a science that studies how research is conducted scientifically (Kothari, 2004). Therefore, the authors of this study think that the methodological originality of a scientific study and its theoretical originality are important. This study aims to analyze the relationships between studies on the effect of service quality dimensions on satisfaction based on research methodology. In this regard, the study seeks an answer to the following basic question: According to the research methodology, do the relationships among previous studies significantly affect the prediction of acceptance or rejection of hypotheses? In the context of this basic question, the sub-questions are as follows:

Q1: Do relationships among studies based on whether they use the same data collection tool have a significant effect on predicting the results of acceptance or rejection of research hypotheses?

Q2: Do relationships among studies based on whether they use the same sample size significantly predict the results of acceptance or rejection of research hypotheses?

Q3: Do relationships among studies based on whether they use the same scale instrument (or number of items) significantly predict the results of acceptance or rejection of research hypotheses?

Q4: Do the relationships among studies, based on whether they use the same analysis technique, significantly predict the results of acceptance or rejection of research hypotheses?

In addition, as a result of the analysis, it is thought that the fact that the study opens the following questions to discussion shows the importance of the study.

Q5: Does conducting studies with the same or different research methodology question the reliability of the research results?

Q6: Is it reasonable to expect similar or different results using the same or different methodology in studies?

A review of recent Turkish-language or English-language research completed in Türkiye was done to find answers to the above questions. The content analysis of the articles downloaded from the Google academic database was made, and the data obtained was analyzed using UCINET 6.0 software. The study integrated existing literature, analyzed previous studies, and highlighted basic research gaps. This study is believed to offer a methodological systematic review opportunity for future research.

Literature review

Considering the effect of customer satisfaction, when a satisfied customer needs a product or service that is important to him, he can meet this need by purchasing the same product or service or from the same company. However, a satisfied customer will likely give positive recommendations to other people about the product or service or the company (Gürler and Erturgut, 2019). Service quality is crucial for organisations in terms of the benefits it provides, such as maintaining current customers, attracting new customers, and increasing customer satisfaction. Businesses want to increase their service quality by meeting customer expectations. Because of this, businesses must build strategies for developing their companies by evaluating service quality to accurately understand and satisfy customer desires and expectations for service quality (Öztürk, 2019).

The relationship between service quality and customer satisfaction is discussed in several definitions and is seen as one of the key factors in assuring customer satisfaction. Many studies in the national literature mention the effect of service quality dimensions on satisfaction. When the studies conducted in this context are examined, it is seen that service quality and dimensions have an effect on satisfaction in thermal hotel businesses (Akşit Aşık, 2016; İlban, Bezirgan and Çolakoğlu, 2016), ready-made clothing industry (Güven, Yılmaz and Güven, 2018; Öztürk, 2019), health services (Beydoğan and Kalyoncuoğlu 2017; Semiz, Semiz and Güneş, 2023), public services (Demirbağ and Yozgat, 2016; Doğan, 2020), accommodation services (Doğan, 2023; Kazan and Güneş, 2022; Nalbant and Demiral, 2019; Onurlubaş and Öztürk, 2020), airline transportation (Gürler and Erturgut, 2019; Yangınlar and Tuna, 2020), banking services (Işık, Akbolat and Ünğan, 2013; Karadeniz and Gözüyukarı, 2016; Tan, İğde, Çelik and Buğan, 2016), food and beverage sector (Kocagöz and Eyitmiş, 2020), financial services (Kurnaz and Güner, 2019; Tosunoğlu, Cengiz and Dönmez, 2019), logistics services (Yıldız, Çiğdem and Aslan, 2018; Onurlubaş and Gümüş, 2020), retail sector (Yücekaya, Rençber and Sönmez, 2015) and maritime transportation (Yüksel and Önaçan, 2018).

Service quality

The conceptualization of service quality has been heavily emphasized in past literature regarding customers' overall evaluation and impression of the superiority or inferiority of services provided by a brand (Grönroos, 1984; Parasuraman, Zeithaml and Berry, 1985; Zeithaml, 1988). Consumer expectations are compared with actual service delivery to determine perceptions of service quality. Because of this, it is sometimes described as the outcome of an evaluation of the performance of the service as expected and as perceived (Khan, 2010: 165). A service's perceived quality is the difference between what customers expect and how they experience the service. This method provides the perceived level of service excellence (Grönroos, 1984: 37). The concept of service quality makes clear the requirement for a quality perspective based on customer needs. To put it more simply, the customer's perspective or perception, not the service provider's, determines how quality is perceived. Accordingly, service quality is seen as a thorough assessment of the service benefits consumers provide (Sanyal and Hisam, 2016). It has been stated that it is possible to discuss the following five service quality dimensions, which are generally valid in all businesses providing services (Parasuraman, Zeithaml and Berry, 1988). These: (1) *Tangibles include* the external appearance of a business's physical facilities, equipment, personnel and communication materials. Tangible elements are physical evidence of the service. The conditions that make up the physical environment are considered concrete evidence of the service provider's care and attention to detail (Beydoğan and Kalyoncuoğlu, 2017: 67). (2) *Security*: Customers have no doubts about the service offered and do not think it is risky. It is also a dimension that includes customers' financial and physical security (Yücekaya et al., 2015: 88). (3) *Responsiveness*: Employee excitement expresses readiness, like, and desire to serve. According to Parasuraman et al. (1985: 43–45), the responsiveness dimension comprises actions like assisting the customer, offering prompt service, and being on time. (4) *Trust*: Employees' knowledge about the service they provide and their ability to inspire trust in customers with their polite attitude during the presentation (Parasuraman et al., 1988). (5) *Empathy* includes understanding the customer's needs and wishes, interest in the customer, and high interaction with the customer. The important thing here is to constantly notice the customer (Ghobadian, Speller and Jones, 1994).

Satisfaction

In their conceptual definition of satisfaction, Churchill and Surpenant (1982: 493) say that it is the consequence of a consumer comparing the benefits and expenses of a transaction against the expected results. This process starts before purchasing a product or service and includes after-sales services, and it shows to what extent the events in this process and the gains obtained by the customer meet their expectations (Zeithaml and Bitner, 2003). Kotler and Keller (2006) defined the concept of customer satisfaction as the customer's reaction to the difference between his expectations before the purchase and his perceived performance after the purchase. Customer satisfaction depends on the perceived performance of the good or service relative to the customer's expectations. Customers will get dissatisfied if the performance of the good or service falls short of their expectations. If performance meets expectations, customer satisfaction will occur. The consumer will be extremely happy if the performance meets and surpasses their expectations (Kotler and Armstrong, 2006: 13).

Methodology

Cultural factors may effectively accept or reject the hypothesis in the studies conducted. For this reason, the relevant literature was reviewed to access current Turkish or English studies conducted in only Türkiye since the 2000s. As secondary data obtained through content analysis of previous studies were used in this study, the approval of the ethics committee is not required for this study. Google Scholar database was used to access previous studies. The selected studies examine the effect of all five service quality dimensions on satisfaction. In other words, studies that did not examine the effect of the five dimensions of service quality on satisfaction separately were not selected for evaluation in this study. Therefore, the number of studies selected for this study is limited. A separate content analysis was conducted for each study accessed. Twenty-five studies examining the effect of service quality dimensions on satisfaction were selected and evaluated for this study. The 25 studies selected (i.e., 25x25 matrices) are acceptable sample sizes for performing multiple regression analysis with UCINET Social Network Analysis (Güzeller, Eser and Aksu, 2016). The data matrix used in this study, which is based on secondary data sources obtained from previous studies, is shown in Table 1.

Table 1: Data Matrix

Studies	Data Collection Tool	Sample Size	Service Quality Scale	Satisfaction Scale	Analysis Technique	Tangibility Satisfaction	Reliability Satisfaction	Responsiveness Satisfaction	Assurance Satisfaction	Empathy Satisfaction	Total Number of Dimensions of Service Quality Satisfaction
Study1	Survey	432	SERVPERF	3 Items	Regression	Accept	Accept	Accept	Accept	Accept	5 Dimensions Accepted
Study2	Survey	404	SERVPERF	3 Items	Regression	Accept	Accept	Reject	Accept	Accept	4 Dimensions Accepted
Study3	Survey	395	SERVPERF	3 Items	Regression	Accept	Accept	Reject	Accept	Accept	4 Dimensions Accepted
Study4	Survey	381	SERVQUAL	4 Items	Regression	Accept	Accept	Accept	Accept	Accept	5 Dimensions Accepted
Study5	Survey	203	SERVQUAL	4 Items	Regression	Accept	Accept	Accept	Accept	Accept	5 Dimensions Accepted
-	-	-	-	-	-	-	-	-	-	-	-
-	-	-	-	-	-	-	-	-	-	-	-
-	-	-	-	-	-	-	-	-	-	-	-
Study21	Survey	205	SERVQUAL	5 Items	SEM	Accept	Accept	Accept	Accept	Accept	5 Dimensions Accepted
Study22	Survey	260	SERVQUAL	8 Items	Regression	Accept	Accept	Reject	Reject	Accept	3 Dimensions Accepted
Study23	Survey	701	SERVQUAL	3 Items	SEM	Reject	Accept	Accept	Accept	Accept	4 Dimensions Accepted
Study24	Survey	405	SERVPERF	4 Items	Regression	Accept	Accept	Accept	Accept	Accept	5 Dimensions Accepted
Study25	Survey	317	SERVQUAL	4 Items	SEM	Accept	Accept	Accept	Accept	Accept	5 Dimensions Accepted

Data analysis and results

Frequency analyses were conducted for secondary data sources obtained from the content analysis of previous studies. According to Table 2, data was collected through surveys in 25 of 25 studies. However, only 18 studies had a sample size of ≥ 384 . In addition, the SERVQUAL service quality scale was used in 25 studies, a satisfaction scale consisting of 4 items was used in 11 studies, and a regression analysis technique was used in 17 studies. Twenty-two studies supported the effect of tangibility and empathy on satisfaction, 21 studies supported the effect of reliability and assurance on satisfaction, and the effect of responsiveness on satisfaction was supported by 15 studies. Finally, the effect of all five dimensions of service quality on satisfaction was supported by the 11 studies.

Table 2: Frequency Analysis Results

Variables		F	%	Variables	F	%	
Data collection tool	Survey	25	100	Tangibility-Satisfaction	Accept	22	0.88
Sample size	<384	7	0.28	Reliability-Satisfaction	Reject	3	0.12
	≥384	18	0.72		Accept	21	0.84
Service quality scale	SERVQUAL	16	0.64	Responsiveness-Satisfaction	Reject	4	0.16
	SERVPERF	8	0.32		Accept	15	0.60
	DINESERV	1	0.04	Reject	10	0.40	
Satisfaction scale	1 Items	1	0.04	Assurance-Satisfaction	Accept	21	0.88
	2 Items	0	0.00		Reject	4	0.12
	3 Items	8	0.32	Empathy-Satisfaction	Accept	22	0.88
	4 Items	11	0.44		Reject	3	0.12
	5 Items	2	0.08	Total Number of Dimensions of Service Quality-Satisfaction	5 Dimensions Rejected	0	0.00
	6 Items	1	0.04		1 Dimension Accepted	0	0.00
	7 Items	1	0.04		2 Dimensions Accepted	2	0.08
	8 Items	1	0.04		3 Dimensions Accepted	6	0.24
Analysis technique	Regression	17	0.68	4 Dimensions Accepted	6	0.24	
	SEM	8	0.32	5 Dimensions Accepted	11	0.44	

It should be noted that no scale was used in this study, and therefore, factor (validity) and reliability analysis were not performed. On the other hand, multiple regression analysis was performed by running the 25x25 matrices created through the UCINET Network Analysis program. 25x25 matrices were created on the data set obtained by running the UCINET program. After the 25x25 matrices were created, the UCINET program was run, and multiple regression analyses were performed using the quadratic assignment method. The results of the analysis are given in the tables below.

Table 3: First Multiple Regression Analysis Results

Independent Variable	Dependent Variable	Un-Stdized Coef	Stdized Coef	P-Value	As Large	As Small	Std Err
Relationships among previous studies based on survey technique (use or non-use)	Predicting the result of the acceptance or rejection effect of tangibility on satisfaction	0.38462	0.00000	1.00000	1.00000	1.00000	0.00000
Relationships among previous studies based on sample size (<384 or ≥384)	Predicting the result of the acceptance or rejection effect of tangibility on satisfaction	-0.09493	-0.11408	0.01699	0.98351	0.01699	0.07883
Relationships among previous studies based on service quality scale (similar scale or different scale)	Predicting the result of the acceptance or rejection effect of tangibility on satisfaction	-0.04695	-0.05666	0.31384	0.68666	0.31384	0.08048
Relationships among previous studies depending on satisfaction scale (similar number of items or different number of items)	Predicting the result of the acceptance or rejection effect of tangibility on satisfaction	0.07625	0.08265	0.19490	0.19490	0.80560	0.09268
Relationships among previous studies based on analysis technique (regression or SEM)	Predicting the result of the acceptance or rejection effect of tangibility on satisfaction	0.11794	0.14174	0.03748	0.03748	0.96302	0.07905
Model Fit	R-Square	Adj R-Sqr		P-Value	Obs	Perms	
	0.037	0.029		0.030	600	2000	

Table 3 gives the results of the first multiple-regression analysis. Relationships among the 25 previous studies in the context of sample size (<384 or ≥384) significantly negatively affect predicting the results of acceptance or rejection effect of tangibility on satisfaction (Stdized Coef=-0.11408; p<0.05). On the other hand, relationships among the 25 previous studies in the context of analysis technique (regression or SEM) significantly positively affect predicting the results of acceptance or rejection effect of tangibility on satisfaction (Stdized Coef=0.14174; p<0.05). However, the relationships among the 25 previous studies in the context of survey technique, service quality scale and satisfaction scale do not significantly predict the acceptance or rejection effect of tangibility on satisfaction (p>0.05).

Table 4: Second Multiple Regression Analysis Results

Independent Variable	Dependent Variable	Un-Stdized Coef	Stdized Coef	P-Value	As Large	As Small	Std Err
Relationships among previous studies based on survey technique (use or non-use)	Predicting the result of the acceptance or rejection effect of reliability on satisfaction	0.37514	0.00000	1.00000	1.00000	1.00000	0.00000
Relationships among previous studies based on sample size (<384 or ≥384)	Predicting the result of the acceptance or rejection effect of reliability on satisfaction	-0.08098	-0.08978	0.06497	0.93553	0.06497	0.07899
Relationships among previous studies based on service quality scale (similar scale or different scale)	Predicting the result of the acceptance or rejection effect of reliability on satisfaction	0.01093	0.01217	0.43078	0.43078	0.56972	0.08698
Relationships among previous studies depend on the satisfaction scale (similar number of items or a different number of items)	Predicting the result of the acceptance or rejection effect of reliability on satisfaction	0.09031	0.09031	0.19240	0.19240	0.80810	0.09579
Relationships among previous studies based on analysis technique (regression or SEM)	Predicting the result of the acceptance or rejection effect of reliability on satisfaction	-0.03054	-0.03386	0.55972	0.44078	0.55972	0.07866
Model Fit	R-Square	Adj R-Sqr	P-Value	Obs	Perms		
	0.018	0.010	0.062	600	2000		

Table 4 shows the results of the second multiple-regression analysis. The relationships among the 25 previous studies in the context of survey technique (use or non-use), sample size (<384 or ≥384), service quality scale (similar scale or different scale), satisfaction scale (similar number of items or different number of items) and analysis technique (regression or SEM) do not have a significant effect on predicting the results of acceptance or rejection effect of reliability on satisfaction (p>0.05).

Table 5 presents the results of the third multiple-regression analysis. The relationships among the 25 previous studies in the context of survey technique (use or non-use), sample size (<384 or ≥384), service quality scale (similar scale or different scale), satisfaction scale (similar number of items or different number of items) and analysis technique (regression or SEM) do not have a significant effect on predicting the results of acceptance or rejection effect of responsiveness on satisfaction (p>0.05).

Table 5: Third Multiple Regression Analysis Results

Independent Variable	Dependent Variable	Un-Stdized Coef	Stdized Coef	P-Value	As Large	As Small	Std Err
Relationships among previous studies based on survey technique (use or non-use)	Predicting the result of the acceptance or rejection effect of responsiveness on satisfaction	0.24655	0.00000	1.00000	1.00000	1.00000	0.00000
Relationships among previous studies based on sample size (<384 or ≥384)	Predicting the result of the acceptance or rejection effect of responsiveness on satisfaction	0.04079	0.04061	0.15742	0.15742	0.84308	0.05527
Relationships among previous studies based on service quality scale (similar scale or different scale)	Predicting the result of the acceptance or rejection effect of responsiveness on satisfaction	-0.01749	-0.01749	0.49975	0.50075	0.49975	0.05969
Relationships among previous studies depending on satisfaction scale (similar number of items or different number of items)	Predicting the result of the acceptance or rejection effect of responsiveness on satisfaction	0.03386	0.03041	0.23688	0.23688	0.76362	0.06742
Relationships among previous studies based on analysis technique (regression or SEM)	Predicting the result of the acceptance or rejection effect of responsiveness on satisfaction	-0.02974	-0.02961	0.39130	0.60920	0.39130	0.05946
Model Fit	R-Square	Adj R-Sqr	P-Value	Obs	Perms		
	0.004	-0.005	0.155	600	2000		

Table 6 gives the results of the fourth multiple-regression analysis. The relationships among the 25 previous studies in the context of survey technique (use or non-use), sample size (<384 or ≥384), service quality scale (similar scale or different scale), satisfaction scale (similar number of items or different number of items) and analysis technique (regression or SEM) do not have a significant effect on predicting the results of acceptance or rejection effect of assurance on satisfaction ($p > 0.05$).

Table 6: Fourth Multiple Regression Analysis Results

Independent Variable	Dependent Variable	Un-Stdized Coef	Stdized Coef	P-Value	As Large	As Small	Std Err
Relationships among previous studies based on survey technique (use or non-use)	Predicting the result of the acceptance or rejection effect of assurance on satisfaction	0.39722	0.00000	1.00000	1.00000	1.00000	0.00000
Relationships among previous studies based on sample size (<384 or ≥384)	Predicting the result of the acceptance or rejection effect of assurance on satisfaction	-0.04412	-0.04892	0.35732	0.64318	0.35732	0.07823
Relationships among previous studies based on service quality scale (similar scale or different scale)	Predicting the result of the acceptance or rejection effect of assurance on satisfaction	-0.08740	-0.09732	0.08696	0.91354	0.08696	0.08839
Relationships among previous studies depend on the satisfaction scale (similar number of items or a different number of items)	Predicting the result of the acceptance or rejection effect of assurance on satisfaction	0.12377	0.12377	0.08146	0.08146	0.91904	0.09410
Relationships among previous studies based on analysis technique (regression or SEM)	Predicting the result of the acceptance or rejection effect of assurance on satisfaction	-0.07657	-0.08489	0.07996	0.92054	0.07996	0.08042
Model Fit	R-Square	Adj R-Sqr	P-Value	Obs	Perms		
	0.030	0.022	0.025	600	2000		

Table 7 presents the results of the fifth multiple-regression analysis. The relationships among the 25 previous studies in the context of survey technique (use or non-use), sample size (<384 or ≥384), service quality scale (similar scale or different scale), satisfaction scale (similar number of items or different number of items) and analysis technique (regression or SEM) do not have a significant effect on predicting the results of acceptance or rejection effect of empathy on satisfaction (p>0.05).

Table 7: Fifth Multiple Regression Analysis Results

Independent Variable	Dependent Variable	Un-Stdized Coef	Stdized Coef	P-Value	As Large	As Small	Std Err
Relationships among previous studies based on survey technique (use or non-use)	Predicting the result of the acceptance or rejection effect of empathy on satisfaction	0.44525	0.00000	1.00000	1.00000	1.00000	0.00000
Relationships among previous studies based on sample size (<384 or ≥384)	Predicting the result of the acceptance or rejection effect of empathy on satisfaction	-0.08188	-0.09840	0.07996	0.92054	0.07996	0.07906
Relationships among previous studies based on service quality scale (similar scale or different scale)	Predicting the result of the acceptance or rejection effect of empathy on satisfaction	-0.07954	-0.09600	0.15592	0.84458	0.15592	0.08224
Relationships among previous studies depending on satisfaction scale (similar number of items or different number of items)	Predicting the result of the acceptance or rejection effect of empathy on satisfaction	-0.07248	-0.07856	0.30435	0.69615	0.30435	0.09182
Relationships among previous studies based on analysis technique (regression or SEM)	Predicting the result of the acceptance or rejection effect of empathy on satisfaction	-0.01134	-0.01363	0.55922	0.44128	0.55922	0.07710
Model Fit	R-Square	Adj R-Sqr	P-Value	Obs	Perms		
	0.027	0.019	0.008	600	2000		

Table 8: Sixth Multiple Regression Analysis Results

Independent Variable	Dependent Variable	Un-Stdized Coef	Stdized Coef	P-Value	As Large	As Small	Std Err
Relationships among previous studies based on survey technique (use or non-use)	Predicting the results of acceptance or rejection of the total number of dimensions of service quality on satisfaction	0.12753	0.00000	1.00000	1.00000	1.00000	0.00000
Relationships among previous studies based on sample size (<384 or ≥384)	Predicting the results of acceptance or rejection of the total number of dimensions of service quality on satisfaction	0.08214	0.09042	0.08896	0.08896	0.91154	0.05747
Relationships among previous studies based on service quality scale (similar scale or different scale)	Predicting the results of acceptance or rejection of the total number of dimensions of service quality on satisfaction	-0.00640	-0.00708	0.51524	0.48526	0.51524	0.06107
Relationships among previous studies depend on the satisfaction scale (similar number of items or a different number of items)	Predicting the results of acceptance or rejection of the total number of dimensions of service quality on satisfaction	0.02865	0.02844	0.28136	0.28136	0.71914	0.06909
Relationships among previous studies based on analysis technique (regression or SEM)	Predicting the results of acceptance or rejection of the total number of dimensions of service quality on satisfaction	-0.03322	-0.03657	0.35132	0.64918	0.35132	0.05834
Model Fit	R-Square	Adj R-Sqr	P-Value	Obs	Perms		
	0.010	0.002	0.069	600	2000		

Table 8 shows the results of the sixth multiple-regression analysis. It is seen that the relationships among the previous 25 studies in the context of survey technique (use or non-use), sample size (<384 or ≥384), service quality scale (similar scale or different scale), satisfaction scale (similar number of items or different number of items) and analysis technique (regression or SEM) do not have a significant effect on predicting the results of acceptance or rejection the total number of dimensions of service quality on satisfaction ($p>0.05$).

Conclusion and recommendations

Service quality is a concept that varies from person to person, place to place, time to time and other factors. Even in tangible goods, the concept of quality is a phenomenon that varies from person to person. Due to the characteristic features of services, the concept of service quality has become more complex. In order to understand the concept of service quality more concretely and the effect of service quality on other variables, researchers have developed scales and conducted statistical analyses with the data they obtained. Since service quality is very important in the literature, many studies have been conducted on the concept of service quality for many years. In this study, selected studies on service quality were analyzed from various perspectives, and answers to questions that are considered important for the literature and the business world were sought. This study did not investigate whether there was any difference between the variables. For example, it has not been investigated which of the analysis techniques used, regression and structural equation model, is more effective in accepting hypotheses. The effect of the relationships among the studies discussed in the context of the methodological method on predicting the acceptance or rejection results of the hypotheses regarding the effect of service quality dimensions on satisfaction was examined.

According to the results obtained from the study, a significant effect was found in 22 studies on the effect of tangibility and empathy, which are dimensions of service quality, on satisfaction. However, a significant effect was found in the effect of responsiveness on satisfaction in only 15 studies. When service dimensions are considered differently, they positively affect satisfaction in tangibility and empathy in 88% of the studies, assurance and reliability in 84% and responsiveness dimensions in 60% of the studies. It is understood from these results that the dimensions of service quality positively affect satisfaction in the studies discussed, with very high rates between 60% and 88%. Customer satisfaction reflects positively on many marketing objectives, such as the survival of businesses and long-term profitability. It is also very important for marketing literature. The concept of customer satisfaction appears in all modern marketing books and numerous other scientific publications. Considering the importance of customer satisfaction in business, businesses need to address each dimension of service quality and improve these dimensions. Acting to customer expectations while providing service will increase customers' satisfaction levels. Physical elements that the target audience will like and make it easier to provide the service will also positively effect satisfaction.

When the sample size of the studies considered was examined, it was seen that most of the studies were highly interrelated and that the number of samples in most studies was 384 or larger. The fact that the studies have too many relationships with each other according to the sample size negatively affects the prediction of acceptance or rejection of the hypotheses regarding the effect of tangibility on satisfaction. Based on this, it can be stated that whether previous studies have similar sample sizes or not has an effect on predicting the results of the hypotheses.

When we look at the analysis technique, it is seen that most studies are highly interrelated, and regression analysis is mostly used in the studies. The fact that studies are highly related to each other according to the analysis technique used has a positive effect on predicting the acceptance or rejection of study hypotheses that address the effect of tangibility on satisfaction accordingly, whether similar analysis techniques used in previous studies are effective in predicting the hypothesis results of studies examining the effect of tangibility on satisfaction.

When we look at the different scales used in the studies, it is seen that most of the studies are highly related to each other, and the SERVQUAL service quality scale is used the most. On the other hand, the satisfaction scale consisting of 4 items was used the most. The fact that the studies are highly related to each other according to the scale used does not significantly predict the acceptance or rejection of the study hypotheses addressing the effect of tangibility on satisfaction. Therefore, using similar scales in

studies examining the effect of tangibility on satisfaction does not affect the prediction of hypothesis results.

Whether or not similar sample sizes, similar analyses, and similar scales were used did not affect predicting the results of hypotheses addressing the effect of assurance, responsiveness, reliability, and empathy on satisfaction. Moreover, whether or not similar sample sizes, similar analyses and similar scales are used does not affect the prediction of the results of the hypothesis that considers the effect of all service quality dimensions on satisfaction.

Within the framework of the results obtained from the study, conducting research with the same or different research methodology did not affect the prediction of hypothesis results for almost any variable. Therefore, it has been understood that using the same or different research methodology does not question the reliability of the research results, and different results should not be expected.

In studies, researchers develop hypotheses due to the literature research they conduct for the study and the information they obtain from other sources before collecting data and performing analysis with this data. Researchers are curious about the hypothesis results before conducting analyses. Researchers investigating the effect of tangibility, one of the dimensions of service quality, on satisfaction can use whether previous studies investigating similar effects had similar sample sizes and whether similar analysis techniques were used as a reference in estimating their results.

With a similar methodology, studies can be written on different topics such as brand equity, purchase intention, and perceived ease of use. Studies on service quality can be carried out through bibliometric or meta-analysis analysis. Only studies conducted in Türkiye were discussed in the study. Studies can be conducted in other countries, or the same study can be conducted in more than one country to look at intercultural differences.

Peer-review:

Externally peer-reviewed

Conflict of interests:

The authors have no conflict of interest to declare.

Grant Support:

The authors declared that this study has received no financial support.

Author Contributions:

Idea/Concept/Design: Z.Ç., İ.A., B.D., R.S., Data Collection and/or Processing: Z.Ç., İ.A., B.D., R.S., Analysis and/or Interpretation: Z.Ç., İ.A., B.D., R.S., Literature Review: Z.Ç., İ.A., B.D., R.S., Writing the Article: Z.Ç., İ.A., B.D., R.S., Critical Review: Z.Ç., İ.A., B.D., R.S., Approval: Z.Ç., İ.A., B.D., R.S.

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Market segmentation based on consumers' multi-channel behaviours on e-retail purchases

Tüketicilerin e-perakendecilere yönelik davranışları temelli pazar bölümlendirmesi

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Hatice Arslan² 

Abstract

Consumers use online retailing to purchase and collect information about products. The main purpose of this research is to identify the characteristics of online consumers, focusing especially on low-involvement products according to their multi-channel behaviour. The study population consists of individuals residing in Erzurum, Turkey, and the sample was selected using the convenience sampling method. The data from a sample of 300 participants were collected through online surveys. The link to the survey forms was sent to the participants via e-mail and telephone. The collected data was analyzed with factor analysis - principles components, reliability analysis - Cronbach Alpha, clustering analysis - Two Steps, and correlation analysis - Pearson. Cluster analysis based on consumers' online shopping preferences identified four different consumer groups in detail, focusing on the purchasing channels of online stores and the media touch points of mobile devices and personal computers. The cluster analysis also includes the psychographic and demographic characteristics of the participants. The results of this study can contribute to retailers better shaping their strategies and marketing efforts by providing greater insight into consumers' behaviour in online shopping. It also aims to contribute to the academic literature by emphasizing the importance of low-involvement products in online purchasing processes.

Keywords: Market Segmentation, Psychographic Segmentation, Demographic Segmentation, Multi-channel Behaviours

Jel Codes: M31, L81

Öz

Bu araştırmanın temel amacı, online alışveriş yapan tüketicilerin özelliklerini tespit etmektir, özellikle bu tüketicilerin satın alma kanallarını kullanma alışkanlıkları ve iletişim tercihlerine göre düşük ilgilenimli ürünler üzerine yoğunlaşmaktadır. Çalışmanın evreni, Türkiye'nin Erzurum ilinde ikamet eden bireylerden oluşmaktadır ve örneklem, kolayda örneklem yöntemi kullanılarak seçilmiştir. Toplam 300 kişilik bir katılımcı örnekleminin verileri, online anketler aracılığıyla toplanmıştır. Anketler, katılımcılara mail ve telefon mesajları yoluyla iletilmiş ve toplanan veriler SPSS 22.0 programı kullanılarak kapsamlı bir şekilde analiz edilmiştir. Veri analizi süreci içinde, Faktör Analizi-Principles Components, Güvenirlilik Analizi-Cronbach Alpha, Kümeleme Analizi-Two Step ve Korelasyon Analizi gibi çeşitli istatistiksel teknikler kullanılmıştır. Tüketicilerin online alışveriş tercihlerine göre yapılan küme analizi, online mağazaların satın alma kanalları ve mobil cihazlar ile kişisel bilgisayarların medya temas noktalarına odaklanarak dört farklı tüketici grubunu ayrıntılı bir şekilde tanımlamıştır. Bu küme analizi, katılımcıların psikografik ve demografik özelliklerini de içermektedir. Bu çalışmanın sonuçları, online alışveriş alanında tüketicilerin davranışlarına daha fazla anlayış sunarak, işletmelerin stratejilerini ve pazarlama çabalarını daha iyi şekillendirmelerine yardımcı olabilir. Ayrıca, düşük ilgilenimli ürünlerin online satın alım süreçlerindeki önemini vurgulayarak, akademik literatüre katkıda bulunmayı amaçlamaktadır.

Anahtar Kelimeler: Pazar Bölümlendirme, Psikografik Bölümlendirme, Demografik Bölümlendirme, Dağıtım Kanalı

JEL Kodları: M31, L81

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Submitted: 15/11/2023

Revised: 12/12/2023

Accepted: 19/12/2023

Online Published: 25/12/2023

Citation: Kara, A., & Arslan, H., Market segmentation based on consumers' multi-channel behaviours on e-retail purchases, *tujom* (2023) 8 (4):119-135, doi: <https://doi.org/10.30685/tujom.v8i4.189>

Introduction

Worldwide, mobile internet has radically affected consumer behaviour, and e-retailing is becoming the focus of traditional and organized retailers. Consumer behaviour in e-retailing may differ from in-store retailing. Online channels are evolving into the media of information gathering and points of purchasing for consumers. In addition, the product evaluations of e-retailers are more convenient and easy to access than those of in-store retailers. These developments affect consumers' shopping styles, product evaluations and store perceptions. Consumers can buy more products easily and quickly from online stores than from physical stores. It ensures the growth of the e-retailer market.

The Internet is a relatively new medium for retail customers. Thanks to the widespread use of smartphones, people can make instant product evaluations and price comparisons, control stock-keeping units and purchase from wherever they are. They can even access videos of product usage experiences very quickly. Physical stores can now provide product information through their website or social media platforms such as Facebook and Twitter, in addition to traditional communication channels. Thus, the company establishes a direct relationship with customers by developing social media, online stores and mobile devices.

This study aims to investigate the purchasing and communication channels used by e-retailer customers. For this purpose, market segmentation of e-retail customers was carried out using psychographic and demographic variables. The research is conducted on low-involvement product categories, including cheap and frequently purchased products. As a result of the research, it is planned to obtain consumers' purchasing and gathering information about low-involvement products in online channels, which are also examined. With this research, the following sub-objectives are tried to be achieved.

- Segmenting the market according to the purchases of consumers from e-retailers,
- To determine how often consumers shop from e-retailers,
- Consumers preferences of low- involvement product in online,
- Which media channels are used by customers who buy grocery products online?
- Where do consumers get information while shopping?

The scope of the research is market segmentation according to the psychographic and demographic characteristics of consumers who use websites, mobile applications, and social media. Research data was collected using a survey form. Ethical principles were observed in the collection and interpretation of research data. The research aims to understand the customer characteristics in each market segment by analyzing the survey data. There are similar market segmentation studies (Madi, 2016; Vyncke, 2022; Alabay, 2011; Cengiz & Şekerkeya, 2010; Nakano & Fumiyo & Kondo, 2018; Sari & Setiaboeadi, 2015; Wagner & Schramm. & Steinmann, 2013). In addition, it aims to contribute to the literature by determining customer characteristics specifically for the low-involvement product category.

This research's first assumption is theoretical and assumes that psychological and demographic factors will be effective when marketers conduct market segmentation studies. The other assumption is that consumers will sincerely and accurately complete the online survey form.

The most important limitation of the research is related to the narrow application area of the online survey form. Within the scope of the research, data was collected from individuals residing in Erzurum, and a convenience sampling method was applied.

Literature review

Multiple channel usage in e-retailing

Nowadays, consumers use the internet and mobile technologies as communication channels. The fact that consumers are shopping through more than one channel and retailers has prompted them to adopt multi-channel marketing (Müller-Lankenau, Wehmeyer & Klein, 2005). New ways of marketing using multiple channels have positive and negative aspects for both consumers and retailers.

If we consider the positive aspects of multi-channel retailing, it is advantageous that the retailers can reach consumers from a wider market coverage. Retailers' market dominance increases. Employed personnel wages, rent and personnel training costs of these retailers are reduced. Communication with consumers increases, and brand image is improved. Demand for the brand can be revived (Levy & Weitz, 2012). For consumer expectations to be successfully integrated with retailers' marketing efforts, consumer interest in multi-channel retailing has increased and developed today (Schramm-Klein, Wagner, Steinmann, & Morschett, 2011).

The disadvantage is that retailers' activities can be complex as a result of the growth of the business's growth. As a result of this growth, profitability may be adversely affected. Control and coordination become difficult for the retailer.

The positive aspects of multi-channel retailing for consumers are as follows. Consumers can access the products they need thanks to multi-channel use. They do not stick to a specific channel (Heinemann & Schwarzl, 2010). In literature research, it has been seen that consumers shopping with multi-channels feel more profitable themselves. However, the consumer cannot be satisfied if the inter-channel integration is insufficient. In other words, the consumer may want to return or exchange a product purchased online from the store. The consumer may be confused if a product is priced differently online and online. There is a need for compliance between the different multi-channel retailers (Chaffey, 2010). If compliance cannot be achieved, the retailer's first and priority channel will be endangered in the long term. This may shake consumers' trust in the business and cause them to turn to different retailers.

There can be many reasons for choosing a channel for a particular purchase. The buyer and the seller, the product, and the market structure of the product can cause these positive and negative factors. Factors arising from the product are the quantity, size, complexity, portability, and price of the goods. Factors originating from the market structure of the product can be addressed to the market size and innovativeness.

The factors originating from the seller are the products' value, the consumers' widespread opinion about the brand, the general opinion of the brand, the quality of the service provided, and customer relations. The consumer's familiarity with the previous shopping channel and their shopping experience are among the factors that affect the channel selection (Chaffey, 2010).

The shopping experience and the perceived trust can determine the consumer's channel choice. In the next shopping, consumers may prefer the same channel. If a consumer has experienced problems when shopping from an e-retailer, he/she cannot choose the internet channel the next time (Schoenbachler & Gordon, 2002).

Among the main reasons for channel selection in retailing are the website characteristics. Privacy and security measures in the mobile applications of e-retailers' stores are important. Thus, electronic data protection and customers' personal information is ensured (Cheung & Lee, 2006: 483). Credit card and financial information must be protected.

Another factor that positively affects channel selection in retailing is the accuracy, up-to-date and enough information provided by the retailer to the consumer. This is important because it increases people's purchasing intentions. Consumers again prefer a store with sufficient, accurate and up-to-date information (Kim, Ferrin & Rao, 2007).

Personalization or rewards positively affect purchase intention and channel choice. These have a positive effect because they provide economic benefits and make consumers feel special (Cho, 2006). For example, it is a nice gesture for the website to greet customers by name.

If the consumer thinks he is taking a risk and evaluates it negatively, it will negatively affect his purchasing intention. Consumers have a fear of loss. These negativities may be the consumer's possible financial losses, negative thoughts about the product, or all of them together. In order to avoid negative thoughts, the consumer must have confidence in the channel to the originality of brands, the information and prices of the products, the security provided by the retailer, and his after-sales experiences (Schoenbachler & Gordon, 2002: 47).

Consumer's personal experiences during the purchasing process, easy access to products, shopping habits, shopping frequency, time spent on shopping, amount of shopping, personal use or purchasing

as a gift, lifestyle of the consumer, demographic characteristics of the consumer (age, education, income, occupation, household size) are important. Such factors are major in channel selection (Schoenbachler & Gordon, 2002).

Consumer preferences in different product categories also affect the purchasing channel because while consumers prefer high-involvement products, they prefer traditional store channels. When choosing low-involvement products, consumers prefer the internet channel. The consumer will decide easily (Arslan & Bakır, 2010). Consumers use the internet to collect information, buy and do research.

Environmental factors affecting customers' purchases in e-retailing

The first reason for showing purchasing behaviour is the needs and expectations of consumers. With globalization, consumers' choices in the market have increased. They go through step by step when purchasing, but these steps are not always the same. The order of these steps may vary according to the need and product. For example, many steps can be skipped when purchasing a low-involvement product. When buying a piece of jewellery or a high-involvement product, consumers' attention and the purchasing process are growing. The cost of the product is high. It is important to achieve psychological and sociological satisfaction after purchasing behaviour.

The consumer's purchasing process steps are as follows: First, there is the need for a product. Afterwards, the alternatives are determined and evaluated, the decision phase begins, and the purchase is made. The emotions shown after purchasing behaviour are also among these stages. (Uçar, 2006).

The steps of needs determination before a purchasing decision are as follows. The first step is to see the need, for example, feeling physically hungry. The next step is to look for options. Reaching the number of popular restaurants is in this step. The third step is to evaluate the options, that is, to learn about the food options.

In the purchasing step, purchasing behaviour occurs. For example, we learn the food options at a restaurant where eat your fill. In the post-purchase step, the product is evaluated. In other words, whether the meal is satisfying or not is checked by the enjoyment. Feedback is given to the restaurant service provider regarding satisfaction with the meal. The final step of the purchasing process includes payment of the account and satisfaction (Odabaşı & Barış, 2002).

E-retailing is becoming more widespread day by day. However, the concerns of consumers using e-retailing are increasing day by day. The main concerns of consumers are that their credit card information may be stolen, trust concerns, e-retailing is not suitable for perishable products, the desire to see and test the products beforehand, high delivery costs and delivery delays (Tekinay, 2000).

Although there are many product options and detailed product information for the electronic shopping consumer, electronic retailers have difficulty differentiating their products (Ward & Lee, 2000). Consumers generally prefer electronic retail sites or mobile apps for low-involvement products. While more information is effective in influencing the purchases of electronic retail customers, it can be mentioned that other people are more for high-involvement products. These are called social factors that affect consumer behaviour: family, reference groups, roles and statuses.

Market segmentation in e-retailing

There are many more consumer markets with different demands and expectations, and these consumers are increasing today. No retailer can simultaneously appeal to all markets' needs, so they must choose the market to serve their products. Retailers ensure that a heterogeneous market is divided into homogeneous groups according to common characteristics. Successful retailers should produce products per the customers' needs and expectations. Acute market segmentation is important for all markets (Büyükbacı, 2016).

According to Kotler, consumers' purchasing intentions, desires and expectations vary in each market segment, and consumers are divided into smaller groups through segmentation by their desires and expectations. The marketer should try all segmentation variables to understand the market structure best and benefit consumers (Kotler & Armstrong, 2017: 213).

Altunışık defined the concept of market segmentation as follows. Market segmentation determines the different attributes of a potential market according to the harmony between a firm's competencies and

consumer needs. When segmentation was properly accomplished, potential consumers were distinguished into market segments, analyzed the most current profiles, and participated in unsaturated markets (Altunışık, Özdemir, Torlak, 2004).

Market segmentation strategy is used for product differentiation in many different industries. The market segmentation strategy, first used for the automobiles of the General Motors brand in 1920 (Taşkın, 2009), has been used by Marriott hotels to create different sub-brands since 1983 (Guitton, Paul. & Madden., 1997). Today, large hotel enterprises in the tourism sector frequently prefer market segmentation strategies.

Market segment refers to consumers with similar criteria, similar purchasing intentions and similar needs based on geographical, cultural and demographic factors (Kavak, 2013). There are various studies in the literature to determine the characteristics of retail customers. Gupta and Chintagunta (1994) used demographic variables to divide customers into market segments in their research using panel data analysis. In particular, they reported that household size and income are the determining variables in segmenting demographic variables.

Bhatnagar and Ghose (2004) investigated how often consumers make decisions to purchase online. According to the findings, consumers' time collecting information about the product affects their purchases. In other words, the more consumers search for product information online, the more likely they are to purchase. Konus, Verhoef, and Neslin (2008) segmented multi-channel shoppers according to psychographic and demographic variables. Researchers have segmented the market according to consumers' search and purchase of information. They also found that segment memberships of multi-channel shoppers vary in different product categories.

Thomas and Sullivan (2005) developed a multi-channel market segmentation strategy called MARCOM, which consists of six steps. While segmenting the market, researchers used the company's communication expenditures, consumers' demographic characteristics, and their value to the company based on their purchases as segmentation variables. Uçar (2006) applied market segmentation to consumers according to their lifestyles. According to the results obtained from the data collected by the survey, consumers in the private pension system were divided into clusters according to their characteristics using psychographic variables.

Wang, Yang, Song, and Sia (2014) segmented multi-channel shoppers using survey data during the consumer's product search and purchase phase. Consumers are segmented according to their purchasing patterns, channel preferences and demographic characteristics. As a result of market segmentation, two different market segments were obtained: innovative and traditional. The research draws attention to the differences in the demographic structures and channel preferences of traditional and innovative market segments. De Keyser, Schepers and Konus (2015) segmented the market using channel usage and psychographic variables for purchasing and information-gathering purposes. In the study applied to the customers of a telecom brand, it was determined that innovativeness was not an important variable; contrary to the literature, loyalty was an important variable.

Sands, Ferraro, Campbell and Pallant (2016) segmented consumer markets into consumer electronics, holiday and clothing product categories based on store, internet, mobile and social media channels and demographic structures. Researchers have identified differences in market segments between product categories and purchasing channels. The research determined that while one group of consumers did not see social media and mobile as important in purchasing, another group was influenced by social media. In addition, a store-oriented market segment has been identified among consumers who shop for clothing.

Nakano and Kondo (2018) implemented market segmentation to determine consumers' multi-channel usage. In the research, consumers' purchasing behaviour on online channels was examined. Additionally, media touchpoints are determined as PC, mobile and social media. Consumers are segmented according to psychographic and demographic variables.

Hallikainen, Alamäki and Laukkanen (2019) segmented consumers according to digital touchpoint preferences. They conducted the study to determine the perceived importance level of online channels such as search engines, social media and e-mail. It has been found that demographic factors, internet

usage, and technology readiness significantly differentiated between consumers' segments according to technology usage.

Brand., Schwanen, and Anable (2020) segmented grocery shoppers using psychographic variables. The research divided consumers into segments according to their multi-channel preferences. As a result, the research determined variables such as convenience, perceived benefits, costs and risks, technology impact, time pressure, and compliance with the daily schedule as the main distinguishing features.

Alt, Săplăcan, Benedek and Nagy (2020) segmented life insurance customers based on information search, purchasing channels and personal characteristics. Online or offline channel preferences were used as the main distinction in the research. As a result of the research, four clusters were obtained. The four clusters are online, offline and multi-channel users.

Dovgoruk (2022) identifies German consumers' contact points with mobile channels. The research examined consumers' purchasing channels and search information for clothing and electronic products. It has been determined that consumers use websites for price research and make purchases from mobile applications. Consumers use mobile applications because of their convenience, solution-oriented and usefulness.

Method

This research examines consumers' use of multi-channel distribution channels and media contact points in electronic retailing. This study evaluated the time spent at three types of media touchpoints. These are phones, social media and personal computers. Consumers are clustered according to their demographic and psychographic characteristics.

Products in the low-involvement category require frequent buying behaviour. They are products with a low level of involvement, which have a low cost and, therefore, a low risk in purchasing behaviour.

SPSS 22.0 program was used to analyze the data collected through the survey. Then, Reliability Analysis was applied regarding the construct validity and reliability of the measurement model. KMO sample adequacy test and Bartlett's test of sphericity were applied to measure the suitability and adequacy of factor analysis on the data, and factor analysis was used to reduce the items of psychographic scales and determine the factors with high explanatory power in the form of main headings. Participants were divided into clusters by cluster analysis- Two Steps. Bayburt University received research ethics committee permission with document number 30.03.2023-126667.

Data

The research was conducted using the convenience sampling method from individuals residing in Erzurum province. A prerequisite for participants' inclusion in the sample was that they had shopped for low-involvement products online. In this way, a questionnaire was applied to 349 participants.

The data collection tool is the online survey form applied within the research framework. The surveys were sent to the participants by the researcher via e-mail and telephone messages—data collected between March 2022 and May 2022. Of the 350 surveys applied within the research framework, 349 were found to be appropriate, and one had to be removed.

Scales

The survey form consists of three parts. The first section contains eight statements regarding demographic information. The second part has a seven-point Likert-type scale of 24 statements and three multiple-choice statements. In the last section, purchasing frequencies for low-involvement product categories were asked.

In the research, expressions regarding psychographic market segmentation criteria, communication and purchasing channel preferences were adapted from Nakano and Kondo (2018). The researcher himself created multiple-choice statements.

Research findings

Descriptive analysis findings

First, descriptive statistics were applied to the data obtained during the collection. By applying frequency and percentage analysis, the demographic findings of the participants were obtained, and the participants' gender, marital status, age, education level, monthly income level, Active Business Life Status, number of individuals in the family, and number of children in the family were examined. Demographic findings regarding the participants are as in Table 1.

Table 1: Demographic Characteristics of Participants

Variable	Value	Frequency	%
Gender	Female	200	57.3
	Male	149	42.7
Marital status	Single	237	67.9
	Married	112	32.1
Monthly Income (TL)	<8500	129	37
	8501 <-> 10500	58	16.6
	10501 <-> 15000	77	22.1
	15001 and above	85	24.4
Education	Middle school	7	2
	High school	61	17.5
	University	202	57.9
	postgraduate	79	22.6
Age	15 <-> 24	117	33.5
	25 <-> 34	142	40.7
	35 <-> 44	62	17.8
	45 <-> 54	25	7.2
	55 <-> 69	3	9
Active Business Life Status	None	120	34.4
	There is	229	65.6
Number of members in the family	0	7	2
	1 <-> 3	85	27.2
	4 <-> 6	208	59.5
	7 <-> 11	39	11.8
Number of children	0	256	73.4
	1 <-> 2	67	19.2
	3 and above	26	7.5

As seen in Table 1, 57.32% of the participants are women and 42.7% are men. When the participants' marital status was examined, it was determined that 67.9% were single and 32.1% were married. When the monthly income status of the individuals participating in the survey was examined, it was determined that 37% of them were 8500 TL and below, 16.6% were between 8501 and 10.500, 22.1% were between 10501 and 10500, 24.4% were 15001 and above. When the educational status of the participants was analyzed, it was determined that 2 of them were in Secondary School, 17.5% High School, 57.9 University, and 22.62 Postgraduate. When the ages of the participants are examined, 33.5% between the ages of 15 and 24, 40.7% between the ages of 25 and 34, 17.8% between the ages of 35 and 44, 7.2% between the ages of 45 and 54, It was determined that 9% of them were in the 69 age range. It was determined that the active business life of the participants was 34.4%, and their existence was 65.6%. It was observed that 2% of the family members of the participants were between 0, 27.2% between 1-3, 59.5% between 4 and 6, and 11.8% between 7 and 11. The participants' children were 73.4%, with 0 children, 19.2% with 1-2, and 7.5% with three and above.

Reliability analysis findings

As a result of the reliability analysis, the Cronbach Alpha value should approach one, and the values for the six dimensions resulting from the factor analysis are shown in the table. The values explain that the reliability of the scale is ensured.

Table 2: Reliability Test

Dimensions	Reliability (Cronbach Alpha)
Loyalty	0.823
Shopping enjoyment	0.697
Innovativeness	0.656
Price sensitivity	0.700
Motivation to conform	0.589
Time pressure	0.681

Cronbach alpha values of some factors are below the recommended value of 0.70. However, it is above the acceptable value of 0.50. In addition, the closeness of factor loadings, standard deviations and means indicates measurement unbiasedness, which indicates reliability (Yurdugül, 2006). In addition, a Cronbach alpha test was conducted for all scales together to measure the general internal consistency of the survey. The Cronbach alpha value of all scales is 0.76. This result generally shows that the survey has internal consistency.

Factor analysis findings

In factor analysis, KMO: 0.749, Bartlett's Test of Sphericity: Approx. Chi-Square: 1734,032, df: 153, Sig.: 0.000. According to the factor analysis findings in the table above, construct validity and reliability were ensured. The findings of the factor analysis are presented in Table 3. The analysis result consisted of a total of 6 factors.

As shown in Table 3, loyalty was the first factor that emerged in the exploratory factor analysis. As a result of factor analysis, six dimensions emerged as designed at the beginning of the research.

Table 3: Exploratory Factor Analysis Results

Dimension	Factor	Mean	SD	Factor Loading	Factor Explanatory
Loyalty	The brand of the product is important in purchasing decisions.	5.48	1.46	0.819	17.8
	I generally buy the same brands.	5.05	1.36	0.797	
	I have favorite brands that I buy.	5.30	1.65	0.737	
	The brand of the product is effective in my purchasing decisions.	5.49	1.43	0.683	
	Where I shop is important to me.	5.30	1.47	0.674	
	I usually do my shopping the same way.	4.95	1.47	0.513	
Shopping enjoyment	I like shopping for groceries.	5.2	1.43	0.780	10.5
	I spend a lot of time shopping.	4.56	1.72	0.769	
	I like shopping.	5.44	1.47	0.751	
Innovativeness	I like to try different and new products.	5.20	1.60	0.811	10.5
	I am one of the first to try a new product.	3.89	1.75	0.810	
	I regularly buy different versions of a product for a change.	3.77	1.81	0.586	
Price Sensitivity	It is important to me to have the best price for the product.	5.38	1.5	0.861	8.9
	I compare the prices of various products before making a choice.	5.42	1.5	0.857	
Motivation to conform	Being accepted by others is important to me.	4.1	1.79	0.801	8.8
	I find it boring when my behaviour is criticized.	4.20	1.76	0.782	
Time pressure	I find myself under pressure about time.	4.57	1.65	0.853	8.8
	I'm always busy.	4.39	1.58	0.850	

As a result of factor analysis, only one expression under the motivation conform dimension was removed because its factor load was below 0.70. The factor loadings of all other statements are above 0.70.

Multiple correlation analysis findings

Psychographic variables of e-retailer customers, such as loyalty, shopping enjoyment, innovativeness, price sensitivity, motivation to conform and time pressure, were examined by multiple correlation analyses. The results of the analysis are included in the table below.

Table 4: Multiple Correlation Analysis Results Between Variables

	Gender	Mean.	S.D.	(1)	(2)	(3)	(4)	(5)
(1) Loyalty	Female	5.2375	1.12450					
	Male	5.3065	1.01381					
(2) Shopping enjoyment	Female	5.2967	1.18326	0.333**				
	Male	4.7718	1.21742					
(3) Innovativeness	Female	4.1033	1.39968	.375**	.299**			
	Male	4.5459	1.18373					
(4) Price Sensitivity	Female	5.3844	1.41035	.194**	.175**	.081		
	Male	5.4463	1.18854					
(5) Motivation to conform	Female	4.1425	1,56467	,141**	,106*	,098	-,004	
	Male	4.1678	1,41971					
(6) Time Pressure	Female	4.4275	1,44966	,030	,074	,010	,082	,202**
	Male	4.5638	1.35727					

*0.05 significance level

**0.000 significance level

When the significance ratios (Sig.2-tailed) in the table above are examined, since (Sig.2-tailed) is less than 0.05, a positive and significant relationship exists between loyalty and shopping enjoyment, innovativeness, price sensitivity and motivation to conform. Since time pressure (Sig.2-tailed) is greater than 0.05, there appears to be no significant relationship between loyalty and time pressure. According to these results, pleasure, innovativeness, price sensitivity and motivation to conform increase as loyalty increases. There is a positive and significant relationship between shopping enjoyment and loyalty, innovativeness and price sensitivity (Sig.2-tailed) since it is less than 0.05. It is seen that there is no significant relationship between shopping enjoyment, motivation to conform, and time pressure. According to these results, loyalty, innovativeness, and price sensitivity increase as shopping enjoyment increases. There is a positive and significant relationship between innovativeness and loyalty, as shopping enjoyment (Sig.2-tailed) is less than 0.05. It is seen that there is no significant relationship between innovativeness and price sensitivity, motivation to conform and time pressure. According to these results, loyalty and shopping enjoyment increase as innovativeness increases. There is a positive and significant relationship between price sensitivity, loyalty and shopping enjoyment (Sig.2-tailed) as it is less than 0.05. It is seen that there is no significant relationship between price sensitivity and innovativeness, motivation to conform and time pressure. According to these results, loyalty and shopping enjoyment increase as price sensitivity increases. A positive and significant relationship exists between motivation to conform and loyalty and time. There is no significant relationship between motivation to conform and shopping enjoyment, innovativeness and price sensitivity. According to these results, loyalty and time pressure increase as conformity motivation increases. There is a positive and significant relationship between time pressure and conformity motivation. It appears that there is no significant relationship between time pressure and loyalty, shopping enjoyment, innovativeness, and price sensitivity. According to these results, motivation to conform increases as time pressure increases.

Cluster analysis findings

Cluster analysis was performed using the Two Step technique. When the analysis values are examined, it is seen that the structure is determined as a cluster of four. The figure regarding the characteristics of the quadruple cluster structure is shown below.

Table 5: Clustering Analysis Statistics

Cluster	4	1	3	2
Dimension	29,3% (102)	25,6% (89)	23,0% (80)	22,1% (77)
Values	Time Pressure 3,12	Time Pressure 4,38	Time Pressure 5,28	Time Pressure 5,60
	Loyalty 5,72	Loyalty 4,06	Loyalty 6,02	Loyalty 5,27
	Innovativeness 4,54	Innovativeness 3,68	Innovativeness 5,50	Innovativeness 3,41
	Price Sensitivity 5,99	Price Sensitivity 4,35	Price Sensitivity 5,16	Price Sensitivity 6,14
	Shopping Enjoyment 5,17	Shopping Enjoyment 4,13	Shopping Enjoyment 5,94	Shopping Enjoyment 5,10
	Motivation to conform 3,83	Motivation to conform 3,80	Motivation to conform 5,01	Motivation to conform 4,06

Input Value Importance Level ■ 1,0 ■ 0,8 ■ 0,6 ■ 0,4 ■ 0,2 ■ 0,0

In the four-cluster structure obtained from clustering analysis, the number of clusters is close to each other. When the table above is examined, it is seen that the first cluster is 25.6%, the second cluster is 22.1%, the third cluster is 23.0%, and the fourth cluster is 29.3%. Time pressure and loyalty are the most important input variables in determining the clusters. The distribution of the averages of the input variables according to the clusters is shown in the spider web chart below.

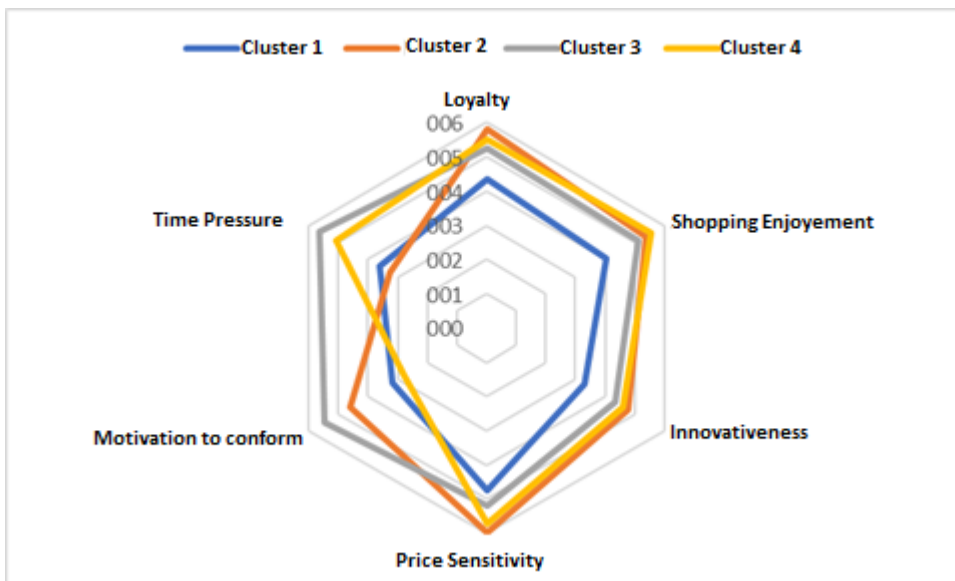


Figure 1: Spider Web Chart

Clusters were named by interpreting the spider web graph. Accordingly, cluster names and properties were determined as follows.

Cluster 1: The type of customer who uses e-retailing habitually and at low prices; those with high price sensitivity and high loyalty to a brand or store, mostly single marital status, mostly spending the most money on grocery products at minimum wage income level

Cluster 2: The customer who uses e-retailing to keep up with fashion and technology. Those who love to shop and spend time on this subject are mostly female, mostly at the minimum wage income level.

Cluster 3: Low type of customers who use e-retailing for efficient use of time; Those who feel time pressure when it comes to shopping and have a high motivation to adapt their choices, are mostly between the ages of 25-34, are mostly active in business life, shop for grocery products at least three times, are mostly middle-income.

Cluster 4: The type of customer who uses e-retailing to get new ideas; Those with a high rate of innovation and low motivation to adapt to their preferences, mostly single marital status, mostly female gender, mostly university education level

The bar chart below shows averages based on cluster characteristics.

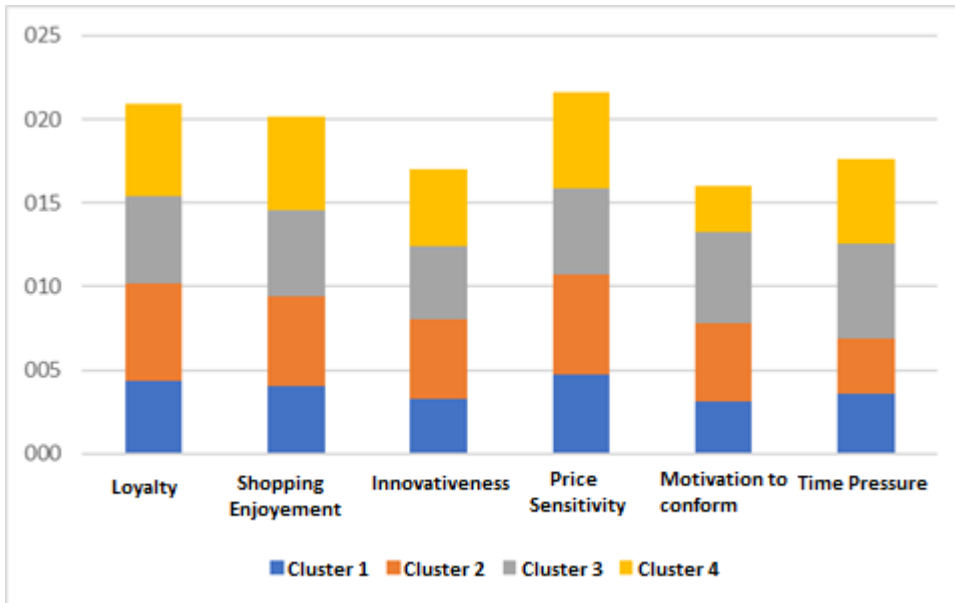


Figure 2: Bar Chart Showing Averages Based on Cluster Characteristics

When the above figure is examined, price sensitivity is the feature with the highest average. Secondly, loyalty seems to be the highest trait.

The following table shows customers' purchasing channel preferences and cluster media usage.

Table 6: Purchasing Channel and Media Usage Preferences of Customers by Clusters

	Customer type	Purchase Channel	Media Usage
Cluster 1: Followers	Using e-retailing habitually and at low price	Physical Store (71%) Online Store (77%)	Mobile Application (83%) Personal Computer (58%) Social Media (57%)
Cluster 2: Innovators	Using e-retailing to follow fashion and technology	Physical Store (71%) Online Store (76%)	Mobile Application (83%) Personal Computer (50%) Social Media (46%)
Cluster 3: Pragmatists	Using e-retailing to use time effectively	Physical Store (73%) Online Store (72%)	Mobile Application (70%) Personal Computer (51%) Social Media (28%)
Cluster 4: Opportunists	Using e-retailing to get new ideas	Physical Store (76%) Online Store (84%)	Mobile Application (62%) Personal Computer (56%) Social Media (0%)

As the table above shows, cluster 4 uses online stores much more intensively than physical stores. Additionally, cluster 4 is the only customer type not using social media. Cluster 3, on the contrary, uses the physical store more than the online store. Similar to Cluster 4, social media usage is low. Cluster 1 and Cluster 2 are similar to each other in terms of purchasing channels and media usage preferences. Customers in these clusters use mobile applications extensively regarding media preference. In addition, cluster 1 is the customer type that uses social media most intensively.

Table 7: Preferred Shopping Sites for Grocery Products

Trendyol	45%
Migros sanal	19%
Hepsiburada	10%
Getir	20%
Gittigidiyor	6%

In the table above, it can be seen that the most used site for grocery products is Trendyol.

Table 8: Amounts of Money Spent on Online Shopping

200-300 TL	20%
300-500 TL	28%
500-1.000 TL	18%
3.000 TL and above	34%

In the table above, it can be seen that the monthly amount spent on online shopping is mostly 3.000 TL and above.

T-test analysis findings

Table 9: T-test Statistics

	Group	N	Mean	SD	T	df	p
Loyalty	Female	200	5.23	1.12	-0.591	347	0.555
	Male	149	5.30	1.01	-0.600	334.589	0.549
Shopping enjoyment	Female	200	5.29	1.18	4.049	347	0.000
	Male	149	4.77	1.21	4.032	313.968	0.000
innovativeness	Female	200	4.10	1.39	-3.117	347	0.002
	Male	149	4.54	1.18	-3.194	341.408	0.002
Price sensitivity	Female	200	5.38	1.41	-0.433	346	0.665
	Male	149	5.44	1.18	-0.443	341.142	0.658
Motivation to conform	Female	200	4.14	1.56	-0.155	347	0.877
	Male	149	4.16	1.41	-0.158	333.774	0.875
Time pressure	Female	200	4.42	1.44	-0.892	347	0.373
	Male	149	4.56	1.35	-0.901	329.474	0.368

Descriptive statistics in the table above examine the psychographic characteristics of the customers: loyalty, shopping enjoyment, innovativeness, price, compliance motivation, and time. The sample consists of 200 women and 149 men. According to whether our variances are greater than 0.5 or not, we look at whether they are homogeneously distributed or not. When the distribution of variances is examined, it is seen that the dimensions of innovativeness and shopping enjoyment show a homogeneous distribution ($p < 0.05$), while the other dimensions do not show a homogeneous distribution. For this reason, only the differences of the two dimensions were examined. There is a significant difference in the attitudes of women and men to enjoy shopping. Looking at the averages, the average of women is higher than that of men. This means that women like to shop more than men. There is a significant difference in the innovative attitudes of women and men. When this difference is examined, the average of men's innovative attitudes is higher than that of women. The explanation for this is that men are more innovative than women.

Results and discussion

The scope of the study is market segmentation based on consumers' purchases and communications from electronic retailers. When market segmentation is made, the target market is first divided into homogeneous segments, and then consumers are addressed more with different marketing mixes. Businesses can gain more competitive advantage by segmenting the market (Hüseyin, 2013). Consumers clearly determine their expectations, and businesses draw a more effective marketing roadmap. Within the framework of modern marketing, constant change and intense competition are observed. This necessitated providing more effective service to consumers. For this purpose, markets are analyzed geographically, psychographically, behaviourally, etc., and segmented according to characteristics (Kotler, Armstrong, Saunders & Wong, 1999).

There have been researchers who have previously examined the concept of market segmentation in different studies (Madi, 2016; Vyncke, 2005; Alabay, 2011; Cengiz & Şeker kaya, 2010; Nakano, Fumiyo, Kondo, 2018; Sari & Setiaboedi, 2015; Wagner, Schramm, Steinmann, 2013). It is thought that conducting this study on low-involvement products will contribute to the literature.

A literature review was conducted regarding previous studies, and based on this, the study's subject, problem, purpose, importance, assumptions and limitations were first stated in the introduction. Then, the concepts mentioned in the article and previous related studies are listed. The research population and sample are explained. The research sample consists of individuals residing in Erzurum province. The sample population was selected by convenience sampling and reached via e-mail. Findings from data analysis are presented. For this purpose, the first demographic items were asked of the participants. The validity of the measurement model was measured by factor analysis, and the Cronbach Alpha test measured its reliability. It has been determined that the scales provide validity and reliability. A six-subdimensional factor structure was obtained with factor analysis findings—these sub-dimensions include loyalty, innovativeness, shopping enjoyment, motivation to conform, time pressure, and price sensitivity. Then, cluster analysis was performed to determine customer characteristics. According to the analysis findings, four clusters were determined. Time pressure and loyalty are the most important input variables in determining the clustering analysis. Then, the distribution of the averages of the input variables into the clusters is shown in the spider web graph. Clusters were named by interpreting this graph, and customer characteristics were obtained.; The researcher named these Cluster 1: Followers, Cluster 2: Innovators, Cluster 3: Pragmatists, and Cluster 4: Opportunists. Then, with the bar chart showing the averages based on cluster features, it was concluded that the features with the highest average were price sensitivity and loyalty.

According to the clusters, a table of customers' purchasing channels and media usage preferences was created. It was determined which cluster used which purchasing channel, that is, physical or online store, and their media usage preferences (mobile application, social media, personal computer) were explained. In the study, the preferred shopping sites for market products were tabulated. According to the data in the table, Trendyol is mostly preferred in e-retailing. It has been concluded that the monthly amount spent on online shopping is mostly 3.000 TL and above. As a result of descriptive statistics, the psychographic characteristics of consumers consist of 6 scales: loyalty, innovativeness, shopping enjoyment, motivation to conform, time pressure, and price sensitivity. According to the t-test, shopping enjoyment and innovativeness dimensions showed a homogeneous distribution. The differences between these two dimensions have been examined, and women like shopping more. Men participants are more innovative averages than women participants.

The unique value of this research is that it provides new information about online shoppers' purchasing and information-seeking behaviours. The study determines which types of online shoppers mainly use online channels for information search and purchasing. In addition, the psychographic and demographic characteristics of online shoppers were revealed. Thus, it has been revealed that marketing managers can use research items to understand their customers. Suggestions for future research are provided below.

- There are almost no studies using real panel data, and it is recommended for other researchers to increase them.

- Revealing the factors affecting consumers in the creation of clusters with psychographic segmentation cluster analysis,
- More research to reveal the psychographic characteristics of consumers,
- The low-involvement product category has more samples, so the results are compared.

Peer-review:

Externally peer-reviewed

Conflict of interests:

The authors have no conflict of interest to declare.

Grant Support:

The authors declared that this study has received no financial support.

Acknowledgement:

The authors sincerely thank TUJOM officials for their scientific efforts and interest.

Ethics Committee Approval:

Ethics committee approval was received for this study from Bayburt University's Ethics Committee on 30/03/2023, and the 126667 document number.

Author Contributions:

Idea/Concept/Design: H.A., A.K. Data Collection and/or Processing: H.A. Analysis and/or Interpretation: H.A., A.K. Literature Review: H.A., A.K., Writing the Article: H.A., A.K. Critical Review: A.K Approval: H.A., A.K.

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Soruşturmalara Katılım ve İşbirliği:

TUJOM Editörleri, ihtiyaç halinde düzeltmeleri ve cayma durumlarını bildirerek ve şüpheli veya şüpheli iddiası olan araştırmaları ve yayın suiistimallerini takip ederek yayınlanmış belgenin bütünlüğünü sağlayacaktır. Editörler, hakem ve

yazı işleri ile ilgili suiistimalleri takip etmelidirler. Bir editör; başvuru yapılmış bir makale taslağı ya da yayımlanmış bir makale ile ilgili olarak yayıncı veya toplumla bağlantılı olan yayın etiği ile ilgili şikayetler yapılmışsa bunlarla ilgili makul cevabı önlemleri almalıdır. Bu tür önlemler genelde makale taslağının ya da yayımlanmış makalenin yazarıyla bağlantı kurmak veya ilgili şikâyet ya da ortaya konulan iddiaya gereken önemi vermek şeklinde olabildiği gibi, ilgili kurumlar ve araştırma organlarıyla daha ileri seviyede bağlantılar kurmak şeklinde de olabilir. Eğer iddia onanırsa, ilgili olması halinde, düzeltmenin, cayma durumunun yayınlanması, kaygı ya da başka bir bilginin ifade edilmesi şeklinde olması da mümkündür. Bildirilen her bir etik dışı yayın davranışı hareketi, yayımdan yıllar sonra bile ortaya çıkarılsa mutlaka soruşturulmalıdır.

HAKEMLERİN SORUMLULUKLARI

Editöryal Kararlara Katkı:

Akran değerlendirmesi, editöre, yayıncıya ilgili kararlar vermesinde ve editörün yazarla editöryal iletişimine, yazarın makaleyi geliştirmesine yardımcı olur.

Hızlı Davranma:

Seçilmiş herhangi bir hakem; bir makale taslağında ortaya konan araştırmayı gözden geçirme konusunda kendisini yetersiz hissederse veya taslağın hızlı ve objektif bir şekilde gözden geçirilmesinin mümkün olamayacağını bilirse, editörü bilgilendirmeli ve değerlendirme sürecinden alınmasını istemelidir.

Gizlilik:

Değerlendirme için gelen herhangi bir makale taslağı, 'gizli doküman' olarak kabul edilmelidir. Bu dokümanlar editör tarafından yetkilendirilmiş kişiler dışında kimseye gösterilmemeli veya kimseyle tartışılmamalıdır.

Objektiflik Standartları:

Değerlendirmeler objektiflik ilkeleri çerçevesinde ele alınmalıdır. Yazarın şahsına yönelik kişisel eleştiri doğru değildir. Hakemler, düşüncelerini, destekleyici argümanlarla/delillerle açık ve net bir şekilde ortaya koymalıdır.

Alıntılanan Kaynakların Belirtilmesi:

Hakemler, yazarlar tarafından belirtilmeyen ilgili yayımlanmış eserlerin neler olduğunu bulup ortaya çıkarmalıdır. Önceden bildirilmiş olan bir gözlem, türetme veya görüş öne sürme ile ilgili herhangi bir bildirim, ilgili alıntı ile beraber olmalıdır. Bir hakem, değerlendirilmekte olan makale taslağı ile kişisel bilgisi dâhilinde olan başka herhangi bir yayımlanmış makale arasındaki kayda değer bir benzerlik veya örtüşmeye, editörün dikkatini çekmelidir.

Bilgilendirme ve Çıkar Çatışması:

Bağımsız değerlendirme sonucu elde edilen seçkin bilgi ve fikirler gizli tutulacak ve kişisel çıkarlar için kullanılmayacaktır. Hakemler; rekabete dayanan, ortak çalışmaya dayalı ya da başka ilişkilerden kaynaklı veya makalelerle bağlantılı herhangi bir yazar, şirket ya da muhtemel kurum bağlantıları sebebiyle ortaya çıkan çıkar çatışmalarının olduğu makale taslaklarını değerlendirmemelidirler.

YAZARLARIN SORUMLULUKLARI

Standartların Bildirimi:

Yazarlar, buldukları sonuçları açık ve net bir biçimde, dürüstçe ve uydurmadan, üzerinde tahrifat veya uygun olmayan veri manipülasyonu yapmadan sunmalıdırlar. Yazarlar, metotlarını açık ve net bir biçimde, belirsizliğe meydan vermeyecek bir tarzda anlatmalılar ki böylece bulguları başkaları tarafından doğrulanabilsin.

Özgünlük, İntihal ve Alıntılanan Kaynakların Belirtilmesi:

Yazarlar, sunulan çalışmanın orijinal olması, aşırma olmaması, başka bir yerde yayımlanmamış olması gibi yayın gereksinimlerine bağlı kalmalıdır. Aksi takdirde düzmece ya da bilerek ifade edilen gerçek dışı beyanlar, yayın etiğine uygun olmayan bir davranış teşkil eder ve bu durum kabul edilemez. Bir yazar; başkalarının çalışmalarını ve/veya kelimelerini kullandıysa, bu durum, orijinalinin uygun şekilde iktibas edildiği ya da bire bir alıntılandığı ve böylelikle bireylerin bu işe katkılarının doğru şekilde gösterildiği anlamına gelir.

Veri Girişi ve Veriyi Tutma:

Yazarların, yayımla ilgili bir editöryal değerlendirme durumuyla bağlantılı olarak kullandıkları ham veriyi vermeleri istenebilir. Böyle bir durumda yazarların, yayımlandıktan sonra bu tarz bir bilgiyi makul bir süre saklamaya hazırlıklı olmaları gerekir.

Yayın Etiği Kuralları:

Yazarlar, sadece yayın etiği ve sorumluluk çerçevesinde yürütülen ve tüm ilgili mevzuata uygun çalışmalarını, makale başvurusu olarak sunmalıdır.

Bilgilendirme ve Çıkar Çatışmaları:

Tüm yazarlar makale taslaklarında yer alan, bu taslaklarının sonuçlarını ya da tercümesini etkileyeceği yönünde yorumlanabilecek herhangi bir finansal ya da maddi çıkar anlaşmazlığını bildirmek durumundadırlar. Projeye ilgili tüm maddi kaynaklar açıklanmalıdır.

Eser Sahipliği:

Eser sahipliği, sunulan çalışmanın düşünce, tasarım, icra veya çevirisine önemli derecede katkı sunanlarla sınırlandırılmalıdır. Kayda değer bir katkıda bulunanların hepsi yazar listesinde yer almalıdır. Araştırma projesinin belli maddi yönleriyle ilgili katılım gösterenler olması durumunda da bu kişiler 'teşekkür edilenler' olarak belirtilmeli ya da 'katkıda bulunanlar' olarak listelenmelidir. Sorumlu yazar, uygun tüm yazarların makalede yer aldığından, uygun olmayanların da yer almadığından ve ayrıca tüm yazarların makalenin son halini gördüğünden ve yayın için teslim edilmesine onay verdiklerinden emin olmalıdır.

Çoklu, Gereksiz ve Eş-Zamanlı Yayım:

Bir yazar aslında aynı araştırmayı anlatan bir makale taslağını genel olarak birden fazla dergide veya ilk yayından fazla yayımlamamalıdır. Aynı makale taslağını eş zamanlı olarak birden fazla dergiye göndermek yayın etiğine uymaz ve kabul edilemez.

Yayımlanan Eserlerdeki Temel Hatalar:

Bir yazar kendisine ait yayımlanmış bir çalışmada, önemli bir hata veya yanlışlık ya da gerçek olmayan bir bilgi tespit ettiğinde, hızlı bir şekilde derginin editörünü bilgilendirmelidir. Makaleyi düzeltmek veya geri çekmek için editörle iş birliği yapmak, yazarın yükümlülüğündedir. Eğer editör ya da yayıncı, yayımlanan makalede önemli bir hata olduğunu üçüncü taraftan öğrenirse, hızlı bir şekilde makaleyi geri çekmek ya da düzeltmek veyahut orijinal makalenin doğruluğunu gösterir kanıtı editöre sunmak da yine yazarın yükümlülüğü altındadır.

YAYIMCININ SORUMLULUKLARI

Turkish Journal of Marketing [TUJOM] Dergisi Yayımcısı, editörleri “çift-körleme” hakemlik süreci konusunda cesaretlendirmektedir. Hakemler ve yazar(lar) birbirlerinin kimliklerinden habersizdirler. Bilimsel çalışmalar, değerlendirme sürecinde en az iki hakeme gönderilir. Yayımcı, kendisi, editör ve diğer taraflarla arasındaki ilişkiyi bir sözleşmede belirtir, gizlilik ilkesine riayet eder (mesela, araştırma katılımcılarının, yazarların ve akran hakemlerin gizliliđi), fikrî mülkiyet hakkını ve telif hakkını korur ve yazı işlerinde bağımsızlığı teşvik eder.

Yayımcı, olması gerektiđi şekliyle dergi ilkelerini belirlemek için dergi editörleriyle birlikte çalışır ve bu ilkeleri yerine getirmeyi özellikle şu hususlar bakımından amaç edinir:

- ❖ Yazı işleri bağımsızlığı,
- ❖ Gizlilik, rıza ve insan ve hayvan araştırmalarında gerekli olan özel gereksinimleri içeren araştırma etik kuralları,
- ❖ Eser sahipliđi,
- ❖ Şeffaflık ve bütünlük (çıkar çatışması, araştırmanın finansmanı, standartları bildirme),
- ❖ Akran değerlendirmesi ve dergi editörünün dışında editör kurulunun rolü,
- ❖ Başvurular ve şikayetler.

Yayımcı, aşağıdaki durumları sağlamak için dergi editörleriyle birlikte çalışır:

- ❖ Derginin ilkelerini değerlendirmek (mesela, yazarlarla, okuyucularla, akran hakemlerle), periyodik olarak derginin ilkelerini, özellikle “çift-körleme” hakemliđin prensipleri çerçevesindeki yeni öneriler açısından gözden geçirmek,
- ❖ Akademik kayıt sisteminin bütünlüğünü korumak,
- ❖ Şüpheli araştırma ve suiistimal edilen yayımla ilgili yapılan soruşturmadan sorumlu olan taraflara (mesela, kurumlar, hibe sağlayıcılar ve yerel yönetim organları) yardımcı olmak ve mümkün olduđu sürece vakaların çözümünü kolaylaştırmak,
- ❖ Düzeltmeleri, açıklamaları ve geri çekmeleri yayınlamak ve
- ❖ Belirtilen zamanda sayıyı yayınlamak.

YAYIMCI



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