RSEP CONFERENCES
International Academic Conferences

ORGANIZED BY
Review of Socio-Economic Perspectives RSEP
ISSN: 2149-9276, E-ISSN: 2547-9385

14th RSEP International Social Sciences Conference

Conference Proceedings
BOOK OF FULL PAPERS

Editors
Assoc. Prof. M. Veysel Kaya
Dr. Patrycja Chodnicka-Jaworska

ISBN: 978-605-80676-6-0

HOLIDAY INN PIRAMIDES
10-12 September 2019
Madrid, SPAIN
RSEP CONFERENCES
International Academic Conferences

ORGANIZED BY

Review of Socio-Economic Perspectives RSEP
ISSN: 2149-9276, E-ISSN: 2547-9385

14th RSEP International Social Sciences Conference

CONFERENCE PROCEEDINGS

Book of Full Papers

Editors
Assoc. Prof. M. Veysel Kaya
Dr. Patrycja Chodnicka - Jaworska

ISBN: 978-605-80676-6-0
HOLIDAY INN PIRAMIDES

September 10-12, 2019
Madrid, SPAIN
14th RSEP International Social Sciences Conference

ISBN: 978-605-80676-6-0
BC Grup A.S.

Editors

M. Veysel Kaya
Patrycja Chodnicka - Jaworska

Copyright © All rights reserved. No part of the material protected by this copyright may be reproduced or utilized in any form or by any means, without the prior written permission of the copyright owners, unless the use is a fair dealing for the purpose of private study, research or review. The authors and editors reserve the right that their material can be used for purely educational, scientific and research purposes. All papers have been peer-reviewed. All scientific, technical, linguistic and ethical responsibilities are belongs to author/authors.

Publisher: BC Publishing House
Address: Mustafa Kemal Mah. 2134. Sokak Dereli Apt. No:15/2 Cankaya/Ankara/Turkey

ISBN: 978-605-80676-6-0
Conference Scientific Committee

Professor Nazif M. SHAHRANI
Indiana University, USA

Professor Ryoko Wada
Keiai University, JAPAN

Professor Amb Colette Mazzucelli
New York University, U.S.

Professor Ibrahim BAKIRTAS
Aksaray University, TURKEY

Professor Xianchu Zhang
The University of Hong Kong, CHINA

Professor Teresa CZERWIŃSKA
University of Warsaw, POLAND

Assist. Professor Luisa BOSETTI
University of BRESCIA, ITALY

Assoc. Professor Maria STANIMIROVA
University of Economics Varna, BULGARIA

Assoc. Professor Zoryana CHERNENKO
The National University of Kyiv-Mohyla Academy, UKRAINE
Assoc. Professor Adela COMAN  
The University of Bucharest, ROMANIA

Assoc. Professor M. Veysel KAYA  
Kirikkale University, TURKEY

Assist. Professor Monica MEIRELESS  
University of Lisbon, PORTUGAL

Dr. Patrycja CHODNICKA-JAWORSKA  
University of Warsaw, POLAND

Dr. Danijel MLINARIC  
University of Zagreb, CROATIA

Dr. Veronika SOLILOVA  
Mendelu University in Brno, CZECHIA

Senior Researcher Hasse EKSTEDT  
University of Gothenburg, SWEDEN
Referee Board

**Professor Adnan AKIN**
Kirikkale University, Turkey

**Assoc. Professor Olteanu COSMIN**
The University of Bucharest, ROMANIA

**Assist. Professor Kemal CEBECI**
Marmara University, TURKEY

**Dr. Piotr JAWORSKI**
University of Warsaw, POLAND

**Dr. Tomislav HERCEK**
University of Zagreb, CROATIA

**Dr. Farzaneh Soleimani ZOGHI**
SRH Hochschule Berlin, GERMANY

**Dr. Konrad GUNESCH**
The American University in Emirates, UAE

**Dr. Patrycja CHODNICKA-JAWORSKA**
University of Warsaw, POLAND
CONFERENCE CHAIR

Dr. Imdat Dogan

Dr. Imdat Dogan holds an MBA degree in Finance & Investments and PhD degree in Banking and Finance. He has worked at investment banks and investment management firms in New York City such as Goldman Sachs Co., Deutsche Bank Asset Management, Prudential Equity Group and BlackRock Inc. on a full-time and consultant basis. Dr. Dogan is an expert on portfolio investments in different asset classes, private equity and venture capital funds in technology and energy sectors.

“Special thanks to conference chair”
## CONTENTS

<table>
<thead>
<tr>
<th>Title</th>
<th>Authors</th>
<th>Pages</th>
</tr>
</thead>
<tbody>
<tr>
<td>A Research on Supplier Selection Criteria, Buyer Supplier Relations and The Level of Information Technology Usage in Food Sector</td>
<td>Vural Cagliyan, Zeynep Ergen Isiklar</td>
<td>1-11</td>
</tr>
<tr>
<td>Effect of Excessive Workload on Task Procrastination and Employee Stress: A Study on Health Workers</td>
<td>Selahattin Onur Karlik, Tahir Akgemci, Eda Eser, Esra Kiziloglu</td>
<td>12-21</td>
</tr>
<tr>
<td>A Study on Determination The Relationship between Materialism, Interpersonel Interaction, Status Consumption and Conspicuous Consumption</td>
<td>Emel Gelmez, Vural Cagliyan, Damla Kalay</td>
<td>22-38</td>
</tr>
<tr>
<td>The Effect of Careerism Orientation on Organizational Justice Perception and Job Stress: An Application on Academic Staff</td>
<td>Tahir Akgemci, Indiana Makharadze, Esra Kiziloglu</td>
<td>39-50</td>
</tr>
<tr>
<td>Learning the Needs and Expectations of Potential Users through Participatory Design: Case Study of a Storytelling Game</td>
<td>Rong Lin, Yen-Jung Chang</td>
<td>62-71</td>
</tr>
<tr>
<td>The Role of Considering the Opposition Opinion in terms of Achieving Legal Unity in Fatwa</td>
<td>Mehmet Selim Aslan</td>
<td>72-78</td>
</tr>
</tbody>
</table>
A Research on Supplier Selection Criteria, Buyer Supplier Relations and The Level of Information Technology Usage in Food Sector

Vural Cagliyan
Assoc. Prof. Dr., Selçuk University, Turkey
vcagliyan@selcuk.edu.tr

Zeynep Ergen Isiklar
Asst. Prof. Dr., Selcuk University, Turkey
ergen_zeynep@windowslive.com

Abstract

In today's business world, supply chain and logistics activities are the most important link in the value chain. Companies that carry out efficient and well-organized supply chain and logistics activities have a great advantage in providing competitive advantage and customer satisfaction. The planning, design and monitoring of the supply chain and logistics activities that add value to the enterprises are very important in globally and all sectors. In this study, the supplier selection criteria, the nature of the buyer-supplier relations and the use of information technologies in the food sector in the province of Konya were investigated. The data obtained from the survey method were analyzed with SPSS package program and the results were evaluated.

Keywords: Supplier Selection, Buyer-Supplier Relations, Use of Information Technologies

Supply Chain Management and Purchaser- Supplier Relationships

APICS (American Production and Inventory Control Society) defines supply chain in the form of that “global network”, which connects the supplier and user businesses taking place in the process, in which products are in the state of their first raw material, and which the finished products reach to their final consumers and also include processes in and out of business, where value chain providing products and services for customers is formed (Ayers, 2006, p.5). Supply chain also includes information, material, and monetary flow as well as business connected to each other, production results, distribution services, and final customers (Towill, Childerhouse and Disney, 2001). It can be said that in a supply chain, a system leading to interrelated processes to be synchronized is established by targeting on supplying raw materials and materials, transforming these into the finished products, adding value to these products, distributing them to both suppliers, facilitating information exchange between various business units (e.g. suppliers, producers, and producers) (Min and Zhou, 2002, p.231).

Supply Chain Management (SCM) is a philosophy covering management of materials and products from obtaining raw material to division of final product (including possible recycling and reusing), focusing on how businesses will utilize from the processes of their suppliers and their technological abilities that will create competitive advantage, and spreading traditional in-business activities by establishing commercial partnerships on the common purpose of optimization and efficiency (Özdemir, 2004).

Nowadays, meeting the increasing complexity to obtain a product in a right place and right time and at the lowest cost has become difficult. SCM applications having a large content and strong instruments and providing

---

1 This study was derived from the research project numbered 16401154 supported by the Scientific Research Projects Coordination Unit of Selçuk University.
large benefits for businesses any longer form as commercial communities similar to settlements in electronical market places. Supply chains that are conceptually and structurally spread to a larger area is in a certain change process together with the developments that have been experienced in electronical businesses in the recent years. In today’s electronical business approach, there is no strict lines separating supply chains and electronical market places (Copacino and Dik, 2001).

In the literature, explanations related to SCM are mostly formed in the form of purchaser-supplier relationships (Güleş, Burgess and Lynch, 1997). So, for examining the structure of purchaser-supplier, it is necessary to examine the variation in purchaser-supplier relationships.

As a result of intensive examinations especially carried out in automotive sector, most of changes in purchaser–supplier relationships are largely associated with economic, commercial, and technological factors. Thus, it is revealed that the increase in competition and the changes in product and production technologies as the major causes of new searches in purchaser-supplier relationships. This assignation made in related to automotive sector is valid for the sectors other than automotive sector (Güleş, 1996).

**Quality of Purchaser –Supplier Relationships**

Ford defined the change of relationships between purchaser and supplier via a life cycle. This cycle has five stages, and the defined process is in a complex structure. However, the relationships in agreement adopted by the parts generally introduce the relationships that are more cooperative and whose partnership structure is strong. For individual businesses to be able to be successful at this new level of partnership, they have to manage their relationships with suppliers (e.g. Macbeth and Ferguson, 1994) more proactively (Güleş, Burgess and Lynch, 1997, p.210).

In the literature, there are two models that are acceptable by many researchers and define the relationships between purchaser and supplier. These can be introduced as “competition between parts” and “cooperative agreement” (Humphreys, Shiu and Lo, 2003, p.237). The common names of these sorts in the literature are Traditional Competitive Model and Cooperative Model, respectively (Lamming, 1986; Lyons et al., 1990; Cusumano and Takeshi, 1991; Helper, 1991a and 1991b, Imrie and Morris, 1992; Morris and Imrie, 1992; Sako, 1992; Macbeth and Ferguson 1994; Güleş and Burgess, 1996).

**Traditional Purchaser –Supplier Relationships**

Purchaser-supplier relationships on the West is mostly near competitive sort until the mid-1980s. That suppliers do not have any difference from each other out of price is the main hypothesis of the model. In this sort of relationship, although price is very important, it is not possible for it to be adequate alone for winning order. Purchaser is obliged to rely on many suppliers in such a relationship and does not permit for suppliers to improve their positions in contracts. Under these conditions, purchasers adopt the idea of suppliers that there is not any difference between their other abilities such as technology use, process innovation etc. to obtain competitive advantage (Humphreys, Shiu and Lo, 2003, p.237).

After 1980s, Traditional Competitive Model changed. As a result of developments experienced, it is possible to say that competition has become intensive, that technological developments (product and production) etc. caused traditional model that are being applied in purchaser-supplier to remain incapable and pushed businesses to apply cooperative model termed Japan-Style Purchaser – Supplier Relationship (Çağlıyan, 2009, p.90).

**Cooperative Purchaser –Supplier Relationships**

It is mostly possible to interchangeably use the concepts of Japan Type Supply (JTS) and Cooperative Purchaser-Supplier relationships JTS, an example of cooperative purchaser–supplier relationship, is cooperative purchaser–supplier relationship established on the bases of stricter cooperation between businesses, developed quality security, and flexible distribution. rather than the prices of inputs purchased. In the literature, this structuring is
barely given place. Differently from traditional model, in this sort of relationship, purchaser obtains a certain goods or service from a few numbers of sub-industrialist (usually two) (Güleş, 1996).

Cooperative partnerships, as a result of reliability and partnership, developed in long term, require risk sharing and commitment. For cooperation to be able to apply successfully, it is necessary to fulfill the duties of effective communication, clear information sharing, and in and out-business development.

In cooperative model, instead of purchasing low-price input from many resources, suppliers that can produce and supply high quality products are given weight. This form staggered organization, in which inter-business cooperation prevails in supply chain instead of vertical integration (Güleş, Burgess and Lynch, 1997).

**Supply Chain Management and Purchaser-Supplier Relationships in Food Sector**

Chain Supply Management System is described as the major management system examining internal resources of the system in integrated way for managing those providing supply works and working effectively (Arntzen et al., 1995).

Gümüş et al. (2017), in the studies they carried out, put in order the main characteristics of supply chain management in food sector.

- In decisions, chain-based optimization is dominant.
- Thinking of supply chain-based is based.
- The view that information sharing with business partners can develop the performance of all parts in chain is adopted.
- The companies from which goods comes and to which they go is viewed as business partners.

Nowadays, there are many food sector-specific studies mentioning about chain management. Some of these studies can be summarized as follows.

Keskin and Demirbaş (2012, p.p.117-130), in their studies they carried out to introduce application position of supply chain management in poultry sector by the producer firms and identify the criteria affecting supplier selections of firms, found that the more part of producer firms realized supply chain management programs and that they paid attention the reliability and ability to be able to behave flexible in supplier selection the most.

Evgen (2017), in his study he carried out scrutinizing processes in supply chain, demonstrates food internet-accessible chain logistics that helps to make decision.

Seçkin (2017) studied the position of fresh vegetable and fruit supply chain supermarkets formed with both purchaser and supplier perspectives in Turkey conditions and how especially small farmers were affected from this process.

Gümüş et al. (2017), in the study they carried out on supplier selection in hotel businesses, found that the first two priorities of 4-star hotel working with local suppliers were quality and flexibility in order and that the first two priorities of 5-star hotel were price and quality in order.

**Application**

**Methodology of the Study**

In competitive medium of today, in order to provide sustainability of businesses and to be able to effectively manage activities of value chain, it is also necessary to analyze in detail and well understand purchaser-supplier relationships in food sectors as is in all sectors. Moving from [this point], in this study, supplier selection criteria,
quality of purchase-supplier relationships, and level of using information technologies were study. Moving from this point, the aims of this study are:

- To identify the level of suppliers to be able to meet supplier selection criteria of food sector
- To study the change of purchaser–supplier relationships
- To examine the level of using information technologies
- According to the quality of purchaser-supplier relationships, to examine the level of using information technologies
- To identify quality of the continuing relationships of suppliers with food sector
- To identify strategic relationships of businesses with food sector

In the light of study aims, and information obtained as a result of literature review, a questionnaire was developed, which will serve collecting data that will mention about the study. In this context, the scales used are Supplier –Selection Criteria, Purchaser –Supplier Relationships, and Level of Using Information Systems. In survey, in addition, the questions containing information publicizing businesses also took place. The information associated with the sources, structure, and reliability coefficients of the scale used in this context was presented in Table 1.

<table>
<thead>
<tr>
<th>Scale</th>
<th>Measurement Range</th>
<th>The Number of Item</th>
<th>Cronbach Alfa Coefficient</th>
<th>Scale Resource</th>
</tr>
</thead>
<tbody>
<tr>
<td>Supplier Selection Criteria</td>
<td>7-point scale</td>
<td>12</td>
<td>0,888</td>
<td>Öz ve Baykoç, 2004; Akman and Alkan, 2006; Chen and Paulraj, 2004; Chuang, 2004</td>
</tr>
<tr>
<td>Purchaser-Supplier Relationships</td>
<td>3-point 'scale</td>
<td>11</td>
<td>0,743</td>
<td>Lamming, 1993; Helper and Sako 1995; Nooteboom vd.1997; De Toni and Nassimbeni, 1999; Hanfield and Bechtel, 2002; Kotabe et al., 2003; Galt and Dale, 2001; Dowlatshahi,2000; Primo and Amundson, 2002; Ragatz et al., 2002</td>
</tr>
<tr>
<td>Level of Using Information Systems</td>
<td>7-point scale</td>
<td>10</td>
<td>0,904</td>
<td>Information technologies used by businesses were listed.</td>
</tr>
</tbody>
</table>

In Table 1, the reliability coefficient obtained show that scales are reliable.

On the reason for the time and budgetary constraints, the universe of the study was determined as food enterprises being active in the Province Konya. According to Konya Chamber of Commerce, in respect of the period, in which the study was carried out, there are 867 enterprises taking place under the main title “Food” in the province Konya and registered in Konya Chamber of Commerce. For enterprises to be able to have a structure of supply chain and apply to outsourcing, they have to have a certain size. In this framework, businesses having employees less than 10 were not included in the study. According to the registrations of Konya Chamber of Commerce, there are a total of 500 enterprises fulfilling this term.

Since reaching all main mass requires time and cost, the study was carried out through a sample to represent main sample. In identifying sample mass, the table of the numbers of possible sample mass representing a certain main mass, prepared by Yazıcıoğlu and Erdoğan (2004, p.50), was taken as a reference. In this context, for a main mass including 500 enterprises, on the condition that ±0.10 is sampling error, p= 0.5 (observing rate X in
the main mass), and q = 0.5 (not observing rate X in the main mass), the number of sample mass is 81. For a main mass including 100 enterprises, the number of sample mass is 49. In the process of collecting data, 112 questionnaires suitable for assessing was obtained and it was seen that the sample obtained had a representation power for the main mass.

Results of the Study

Demographical Results

In the scope of the study, for being able to identify characteristics of participant enterprises, some describing questions were asked. In this context, the distributions of the questions, asked to the enterprises, related to the title of participant, capital structure of the enterprise, markets of business, product diversity of the enterprise are given as follows:

<table>
<thead>
<tr>
<th>Title</th>
<th>Number</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>General Director</td>
<td>35</td>
<td>31,3</td>
</tr>
<tr>
<td>Plant Manager</td>
<td>10</td>
<td>8,9</td>
</tr>
<tr>
<td>Employer</td>
<td>10</td>
<td>8,9</td>
</tr>
<tr>
<td>Accounting Manager</td>
<td>21</td>
<td>18,8</td>
</tr>
<tr>
<td>Deputy General Director</td>
<td>14</td>
<td>12,5</td>
</tr>
<tr>
<td>Production Manager</td>
<td>22</td>
<td>19,6</td>
</tr>
<tr>
<td>Total</td>
<td>112</td>
<td>100,0</td>
</tr>
</tbody>
</table>

Markets of Your Enterprise

<table>
<thead>
<tr>
<th>Markets</th>
<th>Number</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Only Domestic</td>
<td>44</td>
<td>41,1</td>
</tr>
<tr>
<td>Only Foreign</td>
<td>9</td>
<td>8,4</td>
</tr>
<tr>
<td>Both Market</td>
<td>54</td>
<td>50,5</td>
</tr>
<tr>
<td>Total</td>
<td>107</td>
<td>100,0</td>
</tr>
</tbody>
</table>

Capital Structure of Your Enterprise

<table>
<thead>
<tr>
<th>Capital Structure</th>
<th>Number</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Completely Domestic</td>
<td>71</td>
<td>85,5</td>
</tr>
<tr>
<td>Completely Foreign</td>
<td>7</td>
<td>8,4</td>
</tr>
<tr>
<td>Foreign Partnership</td>
<td>5</td>
<td>6,0</td>
</tr>
<tr>
<td>Total</td>
<td>83</td>
<td>100,0</td>
</tr>
</tbody>
</table>

Sign the best option describing product diversity (product diversification) of your enterprise.

<table>
<thead>
<tr>
<th>Product Diversity</th>
<th>Number</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>There is no product diversity (only one product)</td>
<td>8</td>
<td>7,1</td>
</tr>
<tr>
<td>Very Low</td>
<td>5</td>
<td>4,5</td>
</tr>
<tr>
<td>Low</td>
<td>6</td>
<td>5,4</td>
</tr>
<tr>
<td>Medium</td>
<td>29</td>
<td>25,9</td>
</tr>
<tr>
<td>High</td>
<td>38</td>
<td>33,9</td>
</tr>
<tr>
<td>Relatively High</td>
<td>18</td>
<td>16,1</td>
</tr>
</tbody>
</table>
When Table 2 is examined, [it is seen that] 31.3% of the participants are general director; 29.6%, production manager; 18.8%, accounting manager; 12.5%, deputy general manager; 8.9%, employer; and 8.9%, plant manager.

According to Table 2, 50.5% of the enterprises take action in both domestic and foreign markets; 41.1%, in only domestic markets; and 8.4%, in only foreign markets.

According to Table 2, 85.5% have a capital structure that is completely domestic; 8.4%, completely foreign; and 6%, foreign partnership.

According to Table 2, in 33.9% of enterprises, product diversity is at high level; in 25.9%, at medium level; in 16.1%, at relatively high level; in 7.1%, at very high level; in 7.1%, at only one product level; in 5.4%, at low level; and in 4.5%, at very low level.

**Relationships with Suppliers (Sub-Industry)**

In the scope of the study, in order to assess the relationships of enterprises with the suppliers, some questions were asked. The relationships with the suppliers were analyzed in the context of supplier selection criteria and quality of purchaser – supplier relationships.

<table>
<thead>
<tr>
<th>Supplier Selection Criteria</th>
<th>Wilcoxon Test</th>
</tr>
</thead>
<tbody>
<tr>
<td>Before five years</td>
<td>Now</td>
</tr>
<tr>
<td>To be aware of quality control techniques and apply them.</td>
<td></td>
</tr>
<tr>
<td>Product Quality</td>
<td></td>
</tr>
<tr>
<td>Low Cost</td>
<td></td>
</tr>
<tr>
<td>Cost Reduction Programs</td>
<td></td>
</tr>
<tr>
<td>R&amp;D Activities</td>
<td></td>
</tr>
<tr>
<td>Technological Support</td>
<td></td>
</tr>
<tr>
<td>Power to be able to fast meet a number of different demands</td>
<td></td>
</tr>
<tr>
<td>Power to be able to realize commitments made about distribution</td>
<td></td>
</tr>
<tr>
<td>We can meet the different amount of demands</td>
<td></td>
</tr>
<tr>
<td>We can meet demands of product diversity</td>
<td></td>
</tr>
<tr>
<td>Delivery in time promised</td>
<td></td>
</tr>
<tr>
<td>Fast Delivery</td>
<td></td>
</tr>
<tr>
<td>Total</td>
<td></td>
</tr>
</tbody>
</table>

Notes: (i) n=112, (ii) In the scale, 1 means “We cannot meet at all” and 7 means “We meet at very high degree”
When Table 3 is examined, it is seen that at the level of being able to meet all materials, there is a variation and improvement compared to the past five years and that these variations are significant according to Wilcoxon Test. Enterprises are paying attention to the criteria to “delivery in time promised” (mean: 6.33) at the moment. When the levels to be able to meet the criteria with the past five years and now, while the most variation and improvement is seen to be in the criterion of being aware of “quality control techniques, and applying them” and the least variation is the criterion of “low cost”.

In order to measure variation in the quality of purchaser-supplier relationships, an 11-point scale, developed by Sako (1992), modified by Güleş (1996), and translated by Çağlıyan (2009) into our language, was used. On the scale, in which assessment was made through 3-point assessment scale, as total point approaches from 11 to 13, it is understood that the quality of purchaser-supplier relationships has turned from competitive relationship to cooperative one. In the context of scale, items used in the grouping works and the answers participants gave to these items 5 years ago and today are presented as follows:

<table>
<thead>
<tr>
<th>Variable</th>
<th>Quality of Relationship</th>
<th>Wilcoxon Test</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>The past five years</td>
<td>Now</td>
</tr>
<tr>
<td></td>
<td>Ort.</td>
<td>S.S.</td>
</tr>
<tr>
<td>General Supply Policy</td>
<td>1.37</td>
<td>0.54</td>
</tr>
<tr>
<td>Ordering Procedure</td>
<td>1.36</td>
<td>0.48</td>
</tr>
<tr>
<td>Time of Commercial Relationship</td>
<td>1.93</td>
<td>0.79</td>
</tr>
<tr>
<td>Control level and frequency l applied to shipping</td>
<td>1.45</td>
<td>0.60</td>
</tr>
<tr>
<td>Level of risk sharing</td>
<td>1.56</td>
<td>0.60</td>
</tr>
<tr>
<td>Level of technology transfer</td>
<td>1.71</td>
<td>0.61</td>
</tr>
<tr>
<td>Degree of Reciprocal Trade Dependence</td>
<td>1.31</td>
<td>0.47</td>
</tr>
<tr>
<td>Communication channels and intensity</td>
<td>1.52</td>
<td>0.60</td>
</tr>
<tr>
<td>Method of Making and Applying Decision</td>
<td>1.25</td>
<td>0.43</td>
</tr>
<tr>
<td>Level of Trade Reliability</td>
<td>1.33</td>
<td>0.47</td>
</tr>
<tr>
<td>Flexibility Degree of Contracts</td>
<td>1.37</td>
<td>0.54</td>
</tr>
<tr>
<td>Total</td>
<td>1.47</td>
<td>0.23</td>
</tr>
</tbody>
</table>

Notes: (i) n=112 (ii) Assessment criteria in the items forming the scale are between 1-3 and the numbers expresses different meaning according to the items.

When the items used in the measurement of purchaser-supplier relationships in Table 4 are examined, it is seen that there is an increase in each factor in today’s states compared to the past five years. An increase in each factor is statistically significant according to Wilcoxon Test. In this context, when the scale is evaluated as a whole, as a result of increase that is statistically significant in each item, it can be put forward that the enterprises in the scope of the study exhibit a cooperative structure compared to the past five years.

In order to identify the quality of purchaser-supplier relationships (for intergroup comparisons), the enterprises participating in the study were divided into the similar characteristics. For the enterprises having similar characteristic to come together and intergroup characteristics to be kept apart from each other in such a way that they will exhibit difference at high level, clustering analysis were utilized.
Enterprises were divided into two clusters as “competitive enterprises” and “cooperative enterprises”. Between the forming clusters, there are statistically significant differences at the level of $p < .001$. The results associated with the total points the enterprises including in each cluster took from the scale are given as follows:

Table 5. Total Points Taken from Quality of Purchaser –Supplier Relationships Scale

<table>
<thead>
<tr>
<th></th>
<th>Competitive (n=36)</th>
<th>Cooperative (n=75)</th>
<th>Mann-Whitney U Test</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Ort.</td>
<td>S.S.</td>
<td>Ort.</td>
</tr>
<tr>
<td>Purchaser- Supplier Relationships</td>
<td>1.86</td>
<td>0.21</td>
<td>2.33</td>
</tr>
</tbody>
</table>

According to the results in Table 5, 36 out of the enterprises participating in the study have a competitive structure with their main industries. The number of enterprises having a cooperative relationship level is 75. For the results obtained as a result of clustering analysis to compare in terms of the forming groups and identify whether or not there are intergroup difference, Mann-Whitney U test was applied. The difference between enterprises having a cooperative structure and competitive structure is statistically significant. When these results are considered, as a result of clustering analysis made to account for the relationships of enterprises with main industry, it can be said that the forming groups are different from each other and the differences between them are statistically significant.

Level of Using Information Technologies

In the study, the enterprises were asked to assess their levels of using information technologies for the past five years and today.

Table 6. Level of Using Information Technologies

<table>
<thead>
<tr>
<th>Indicate the level of using information technologies, stated below, for the past five years and today</th>
<th>The Use of Information Systems</th>
<th>Wilcoxon Test</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Before five years</td>
<td>Today</td>
</tr>
<tr>
<td>Internet</td>
<td>3.43</td>
<td>1.41</td>
</tr>
<tr>
<td>Intranet</td>
<td>2.38</td>
<td>1.60</td>
</tr>
<tr>
<td>Office Automation Systems</td>
<td>3.00</td>
<td>1.52</td>
</tr>
<tr>
<td>Management Information Systems</td>
<td>2.91</td>
<td>1.51</td>
</tr>
<tr>
<td>Decision Support Systems</td>
<td>3.13</td>
<td>1.42</td>
</tr>
<tr>
<td>Specialist Systems</td>
<td>2.95</td>
<td>1.55</td>
</tr>
<tr>
<td>Electronic Data System</td>
<td>3.05</td>
<td>1.46</td>
</tr>
<tr>
<td>Cloud Information Systems</td>
<td>2.23</td>
<td>1.72</td>
</tr>
<tr>
<td>Top Management Information Systems</td>
<td>2.67</td>
<td>1.62</td>
</tr>
<tr>
<td>Institutional Resource Planning Systems</td>
<td>2.79</td>
<td>1.65</td>
</tr>
</tbody>
</table>
When Table 6 is examined, the level of enterprises to use information technologies has increased compared to the past five years. This increase is statistically significant according to Wilcoxon test. In the use of information technologies, while the most increase is seen in internet use, the least increase was seen in the use of decision support systems.

**Table 7. Level of Using Information Technologies According to the Quality of Purchaser-Supplier Relationships**

<table>
<thead>
<tr>
<th></th>
<th>Competitive N=36</th>
<th>Cooperative N=75</th>
<th>Mann-Whitney U Test</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Ort.</td>
<td>S.S.</td>
<td>Ort.</td>
</tr>
<tr>
<td>Internet</td>
<td>5.31</td>
<td>0.99</td>
<td>5.50</td>
</tr>
<tr>
<td>Intranet</td>
<td>3.84</td>
<td>2.05</td>
<td>4.58</td>
</tr>
<tr>
<td>Office Automation Systems</td>
<td>4.69</td>
<td>1.29</td>
<td>4.97</td>
</tr>
<tr>
<td>Management Information Systems</td>
<td>4.39</td>
<td>1.50</td>
<td>4.83</td>
</tr>
<tr>
<td>Decision Support Systems</td>
<td>4.13</td>
<td>1.61</td>
<td>4.75</td>
</tr>
<tr>
<td>Specialist Systems</td>
<td>4.37</td>
<td>1.73</td>
<td>4.86</td>
</tr>
<tr>
<td>Electronic Data Exchange</td>
<td>4.49</td>
<td>1.65</td>
<td>4.83</td>
</tr>
<tr>
<td>Cloud Information Systems</td>
<td>3.43</td>
<td>2.05</td>
<td>4.06</td>
</tr>
<tr>
<td>Top Management Information Systems</td>
<td>4.04</td>
<td>1.71</td>
<td>4.58</td>
</tr>
<tr>
<td>Institutional Resource Planning Systems</td>
<td>3.93</td>
<td>1.86</td>
<td>4.61</td>
</tr>
<tr>
<td>Total of Information Technologies</td>
<td>4.26</td>
<td>1.21</td>
<td>4.76</td>
</tr>
</tbody>
</table>

In Table 7, whether or not the level of enterprises to use information technologies differs according to the quality of purchaser-supplier relationships was examined. According to this, specific to internet, management information systems, decision support systems, top management information systems, institutional resource planning systems, and top management information systems, in terms of using levels, between competitive and cooperative enterprises, there are statistically significant differences (at the level of 5% and 10%).

On the other hand, in general, the use of information technologies differs in terms of competitive and cooperative enterprises. It can be said that cooperative enterprises use more compared to competitive enterprises.
Discussion and Conclusion

As a reflection of pass to information society, the phenomena such as that world markets globalize, that the development experienced in technological area provide flexibility and delight, productivity increased new production techniques reveal and, as a result of all changes, that product lifetimes and times to introduce product to market become shorter, and customer desires and expectations that are continuous change and development force enterprises to reexamine management styles.

In the late 1980s, it was seen that purchaser-supplier relationships in many sectors began to vary from traditional model to a model termed cooperative model or Japan model. As a result of these variations under consideration and emerging new applications, enterprises, in order to effectively to be able to meet customer needs and maintain the structure in the market by obtaining a competitive power, considered their products and services, and information as a process extending their suppliers to customers.

In competitive environment of today, in order to be able to provide sustainability of enterprises and effectively manage value chain activities, it is also necessary to analyze and well and in detail understand purchaser – supplier relationships in food sector as is in all sectors. With moving from this case, in this study, it was aimed to examine selection criteria, purchaser-supplier relationships, and level of using information technologies in food sector and relationships between them.

According to the findings obtained as a result of study analysis, 38.4% of the enterprises in the survey carry out their relationships with sub-industry in a more competitive equilibrium; 33.3%, more cooperative; and 26.6%, constant. In food sector, at the level of being able to meet supply selection criteria, a variation and improvement were observed compared to the past five years. While the criterion, in which improvement is the most, is “being aware of quality control techniques and applying them”, that the criterion it is the least is “low cost”. When the variation in purchaser-supplier relationships, it was concluded that the enterprises in the scope of the study exhibited a more cooperative structure compared to the past five years. In addition, the enterprises having a cooperative structure with their main industries and the ones being in a relationship having competitive structure with them also become different. In parallel with the technological and managerial developments, it was seen that there was a general tendency of increase at the level of using information technologies. On the other hand, it was concluded that enterprises having a cooperative structure in purchaser-supplier relationships more used information technologies compared to enterprises having a competitive structure.

In the light of institutional examinations carried out in this study and empirical findings, it is possible to suggest for enterprise managers and employees. That enterprises form a cooperative structure with their suppliers has a great important in terms of strengthening their competitive abilities. There are many different criteria that are effective in shaping the relationships with sub-industry. Since each of these criteria has strategical importance, they are different specialization subjects, which enterprises improve and develop in respect of years Purchaser – supplier relationships become more effective and productive in respect of years. That cooperation level increases are an expected and desired case for enterprises. It can be said that the enterprises having a cooperative structure are more advantageous compared to the enterprises having a competitive structure in purchaser-supplier relationships.

References


Effect of Excessive Workload on Task Procrastination and Employee Stress: A Study on Health Workers

Selahattin Onur Karlik
Research Assistant, Selcuk University, Turkey
onur.karlik@selcuk.edu.tr

Tahir Akgemci
Prof. Dr., Selcuk University, Turkey
takgemci@selcuk.edu.tr

Eda Eser
Graduate Student, Selcuk University, Turkey

Esra Kiziloglu
Research Assistant Dr, Selcuk University, Turkey
esraciftci@selcuk.edu.tr

Abstract

The aim of this study is to identify effect of excessive workload employees face on their behaviors of task procrastination and stresses. In this scope, survey technique, one of quantitative data analyses, were administered in 102 health workers working in a private hospital being active in Konya City. For measuring the variable of excessive workload, a questionnaire developed by Peterson et al., (1995) was used; for variable of behavior of task procrastination, a questionnaire developed by Çakıcı (2003); and for measuring the variable of employee stress, a questionnaire developed by McCreary and Thompson (2006). The data obtained from the surveys were analyzed by SPSS program. The reliabilities of scales were tested by Cronbach Alpha; and their validities by exploratory factor analysis. The relationships between the variables were tested by correlation and regression analyses.

Keywords: Excessive Workload, Task Procrastination , Employee Stress

Introduction

Human being was inherently created as a whole with his/her physical function, mental function, and emotional function. Due to the fact that he/she is an emotional, human being is in effort to exist in society and to be able to meet his/her needs. Hence, human beings, to be able to sustain their existences and meet their needs are responsible for working and are obliged to hold on to the organizations, where they work.

It is an important subject to give task and make task sharing in business. If responsibility given to employee is kept above his/her ability and capability, this case will cause redundancy of workload and negatively affect employee. That the task given to employee is not met the abilities of that person forms a perception of inadequacy and it can reduce his/her performance to minimum due to excessive workload.

Procrastination is as old as history of humanity. Procrastination is a concept that emerged in the period, when human being lives in small communities, upon that someone in community goes toward procrastination in a case related to community. As civilizations develop, demands for cultural activities have increased and this also engendered the tendency of procrastination with it. Human being shows a tendency to postpone any behavior him/her to have to do –whether it is daily or related to task- to the next date. This postponement is to leave the
tasks that are obliged to do to the last minute. Although postponing action is cost-effective, person again shows procrastination.

At the present times, employers expect effective work and performance at high level from their employees. On the reason for working long hours without having a break, general-wide changes experienced in full competitive business world, in which time constraint got employees felt, brought with it adaptation problem. Thus, this case creates stress on employees, depending on the pressure. Job stress, for employees spending a large part of their lives in job environment, leads to a happy and peaceful environment that is expected from workplace not to be able to be provided.

In this study, the effect of workload was examined on task procrastination and employee stress. In this direction, it was aimed to study the effect of workload perception of health workers serving in private hospitals on procrastination and employee stress.

**Conceptual Framework**

**Excessive Workload**

Workload is that employee incorporate certain features, and thanks to his/her these features, and amount of work wanted to be made in a specified time (Karacaoğlu and Çetin, 2015: 48). Workload is a concept supporting the work tempo of employee in work environment. Excessive workload is perceived as the main source of employees in forming stress and, as another point of view, seen as an opportunity for employees to actively and quickly learn and develop themselves (Gökkaya, 2014: 3).

When employee and features he/she has remain incapable in the face of task exceeding his/her abilities, wanted to be made, excessive workload can be mentioned about, because employee met a task out of his/her own qualifications. Therefore, it is important that the task given to employee in workplace has to be in accordance with the capabilities and abilities. Inconsistency between abilities of individual and features of job are of the causes of excessive workload (Çuhadar and Gencer, 2016: 1325).

In case that the responsibilities of task, given to employee, are more and that the existing abilities of employee are inadequate for this job, individual may exhibit a performance leading to work environment to be negatively affected. For organization and employee to be able to provide a lifelong performance in workplace, task should be given to employee according to his/her existing features. Realization of this case enables the person to be happy in job environment and his/her responsibilities without having troubles. When this case is evaluated in terms of not only employee but also success of business, the importance of the subject more emerges (İldüz, 2009: 33). The concept of workload quantitatively and qualitatively takes place in two different sorts. Quantitative workload can be defined as the effort of employee to finish many tasks in a certain time. In case that individual has ability and capability the task given, due to time constraint, the fear of individual not to be able to finish causes stress. Qualitative workload engenders the possibility to increase the stress employee will meet, although there is no time constraint, due to the fact that the work to be performed requires qualification and capability.

When regarded to the relevant literature, the studies related to the concept under consideration show that employees suffering from excessive work load psychologically expose to the different troubles. This case causes stress, working under pressure, decreasing performance, tiredness, and lack of moral and motivation.

**Task Procrastination**

The concept of procrastination that are existent for hundreds years is a phenomenon that passed beyond the human mind. When the history of postponement is examined, fulfilling the desired tasks in a future date was considered unfavorable. Since human beings are ignorant about the seriousness of procrastination, they did not socially considered postponement as a problem.
In short, procrastination is that we prefer to postpone an action we are going to do tomorrow. Human being, on the logical or illogical reasons, tries to avoid of problems with procrastinations. But all postponements are not procrastinations (Knaus, 2000: 155).

Nowadays, procrastination is a serious problem. Half of people accept that procrastination is a problem for them in both daily life and academic circles (Karatas and Bademcioglu, 2015: 2).

Procrastination results from the factors such as scares of people to become unsuccessful, their lack of motivation, their lack of self-confidence, and social worries. For example, the people continuing their works with the personal internal motivation are in the tendency of exhibiting less procrastination than those making studies with external causes (Gül, 2015: 11). The cause underlying this is that people began to work with internal motivation. According to Knaus (2000: 155), procrastination results from three elements overlapping each other. These are self-speaking themselves negatively, low tolerance of disappointment, and hostility.

In business life, the concept of task procrastination affect the effectiveness of both individual and organization. Since effectiveness has an importance for organizations, it is important to identify the elements that may cause task procrastination. Task procrastination has a relationship with individual performance and organizational stress other than effectiveness (Aksoy, 2017: 14). In business life, employees can alternate their priorities due to many different reasons. Employee, who goes such a change or shows procrastination tendency, realizes the procrastination behavior (Aydemir, 2018: 1032). Many people say that they finish their tasks in time and that they can produce the effective and creative opinions even if they begin to work at the last moment. Such a thought system related to procrastination shows that more than one procrastination tendency and even these tendencies can also engender positive results (Chun Chu and Choi, 2005: 246).

Individuals in the tendency of procrastination are divided into two as active and passive procrastinators. Although passive procrastinators are not in procrastination tendency, generally, due to their inadequacies in fast decision making, they cannot make the tasks they are responsible for. The people showing active procrastination, in contrast to passive procrastinators, do not experience any problem in case of fast making decision but they are stably in procrastination tendency. Namely, while the people showing passive procrastination slog on completing their tasks, the individuals showing active procrastination tendency make their tasks even in the last minute (Akbay, 2009: 16-17).

There are two types of procrastination as behavioral and decisive. Behavioral procrastination means that the people do not perform the tasks they have to do. Decisive procrastination express procrastination in deciding process about whether or not the person performs a certain activity (Akbay, 2009: 16-17).

There are two results of procrastination that is a general problem as internal and external. The factors such as sorrow, anger, hopelessness, guilt feelings, lack of self-confidence, and stress are the internal results of individual's procrastination. Beside this, individuals showing procrastination tendency become more ill compared to others and can become unsuccessful. The deterioration of the working order and the lack of timely evaluation of opportunities are external consequences of the individual's tendency to postpone (Kaplan, 2017: 16).

Employee Stress

Stress was defined by the various disciplines and studies show that everybody subjectively defines stress. That stress is defined in today’s circle in the form of extension of time of distressed state, tension, and spleen extend more is similar to the use of trouble, sorrow, worrying, calamity, fatality in 17\textsuperscript{th} century (Güçlü, 2001: 92). Colquitt (2001) defined stress as psychological reaction, which has certain risks, directed to the different demands, limits or exceeds the sources and capability of a person.

The person, who starts the first study on the stress, is Hans Selye. According to Selye (1974), stress is a demand experience that has both positive and negative effects. When the demands are normal, [stress] is positive; when
demands increase, it is negative. Negative stress is related to many negative results and behaviors leading to worry, scare, less confidence, low performance, and consequently, depression. In general, stress is negatively seen and negatively evaluated. However, it may have positive effects.

Stress and its time are unavoidable and real concepts of the life of today. It may directly or indirectly affect people. Stress in workplace is a dangerous concept for the job. It was seen that the stressed employees were unhealthy, had low motivation, were not productive, and felt themselves in less security in their jobs. The possibility of business having more stressed employees to be successful in more competitive market are at lower level. The sources of stress forming in the workplace may be more than one and leave people under effect in the different conditions (Jamal, 2010: 31).

The main source of stress is defined as idiosyncratic rules of organizations and job environment. Stress sources are divided into two categories in the literature; individual and organizational. Individual-sourced stress is the strongest element of the concept of individual stress source. Individual-sourced stress shows its effect in the thoughts, actions, and behaviors of people physically, behaviorally, and emotionally. Organizational-sourced stress; is the system formed by gathering the values and priorities, attitudes and behaviors and emotions of individuals together with businesses (Bingöl, 2018: 40).

Employees can leave the job in view of the stress they experienced; make an innovation by continuing to stay in work place, in order to improve the current negative and stressed conditions; do with passive reaction by continuing their existing jobs and accepting the case without making any change; or make the various behaviors by staying in organization. In addition, they can reduce their efforts related to their existing jobs to the minimum level (Hon et al., 2013: 417).

Effect of Excessive Workload on task Procrastination and Employee Stress

In the light of information in the literature, it is thought that employees will exhibit task procrastination in the face of excessive workload and experience stress. For, excessive workload is perceived as the main source of the stress forming over employees (Gökkaya, 2014: 3). In addition, that the responsibilities and tasks are more or task given requires quality or ability will stress employees out and lead them to exhibit task procrastination.

Harris and Sutton (1983) showed redundancy of workload as one of the reasons for task procrastination. In addition, they expressed that excessive workload was also one of the reasons for ambiguity of job role. Sadykova (2016), his study, identified that ambiguity of job role had a positive directional effect on task procrastination. Cömert and Dönmez (2018), in a study they carried out over school managers, found that there was a middle level positive directional relationship between procrastination and workload.

In this study, answers are searched for the questions of “Does excessive workload affect task procrastination?” and “Does excessive workload affect employee stress”. In addition, whether or not there is a relationship between task procrastination and employee stress will be also examined.

Figure 1. Research Model
The hypotheses of the study were set up as follows:

- \( H_1 \): Excessive workload has a positive effect on task procrastination.
- \( H_2 \): Excessive workload has a positive effect on employee stress.
- \( H_3 \): Task procrastination has a positive effect on employee stress.

In the literature view carried out, any study was not met, which brings together the concepts of excessive workload, procrastination, and employee stress. In this case, it is thought that the existing study will make contribution to the literature.

Methodology

The Aim and Sample of the Study

The aim of this study is to identify the effect of excessive workload employees faced on their task procrastinations and stresses. The study was designed as the sort of quantitative study, and convenience sampling method was used.

In order to make a limitation through hospitals, Özel Akademi Hastanesi (Private Academic Hospital) was determined as the main mass of the study. There are a total of 150 personnel in this hospital. The data were collected by survey method. The questionnaires were distributed to all employees of the hospital but the number of returned questionnaire was 102. A total of 102 data were analyzed.

The Scales Used in the Study and Data Collecting

Questionnaire formed in the scope of the study consists of 4 sections. In this context, there are demographical characteristics in the first section of the survey. In the second section, 11-item Excessive Workload Scale, developed by Peterson et al. (1995) and adapted by Derya (2008) to Turkish culture, was used. In the third section, General Procrastination Scale (GPS), developed by Çakıcı (2003) takes place and, in the last section, Job Stress Scale, developed by McCreary and Thompson (2006) and adapted by Kula (2011). All expressions of the scales are rated by 5-Point Likert type scale and options are from “Strongly Disagree” (1) to “Strongly Agree” (5).

Frequency distribution associated with the demographic characteristics of the participants is examined. Validities of Cronbach Alpha were tested by exploratory factor analysis. The relationships between the variables were tested by correlation and regression analyses. For testing the model, formed at the beginning of the study, IBM SPSS Statistics 22 program was utilized.
Results

Demographical Findings

Table 1. Demographical Characteristics of the Participants

<table>
<thead>
<tr>
<th>Parameters</th>
<th>Frequency</th>
<th>Percentage</th>
<th>Parameters</th>
<th>Frequency</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Gender</td>
<td></td>
<td></td>
<td>Age</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Female</td>
<td>47</td>
<td>46,1</td>
<td>18-24</td>
<td>9</td>
<td>8,8</td>
</tr>
<tr>
<td>Male</td>
<td>55</td>
<td>53,9</td>
<td>25-31</td>
<td>30</td>
<td>29,4</td>
</tr>
<tr>
<td>Educational Status</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>High School</td>
<td>11</td>
<td>10,8</td>
<td>32-28</td>
<td>27</td>
<td>26,5</td>
</tr>
<tr>
<td>Associate Degree</td>
<td>45</td>
<td>44,1</td>
<td>39-45</td>
<td>23</td>
<td>22,5</td>
</tr>
<tr>
<td>Undergraduate</td>
<td>41</td>
<td>40,2</td>
<td>45+</td>
<td>13</td>
<td>12,7</td>
</tr>
<tr>
<td>Master’s Degree</td>
<td>2</td>
<td>2,0</td>
<td>Emergency</td>
<td>32</td>
<td>31,4</td>
</tr>
<tr>
<td>PhD</td>
<td>3</td>
<td>2,9</td>
<td>Inpatient Ward</td>
<td>14</td>
<td>13,7</td>
</tr>
<tr>
<td>Working Duration in the Current Business</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>1-3</td>
<td>10</td>
<td>9,8</td>
<td>Operating Room</td>
<td>22</td>
<td>21,6</td>
</tr>
<tr>
<td>4-6</td>
<td>13</td>
<td>12,7</td>
<td>X-Ray</td>
<td>6</td>
<td>5,9</td>
</tr>
<tr>
<td>7-9</td>
<td>40</td>
<td>39,2</td>
<td>Laboratory</td>
<td>5</td>
<td>4,9</td>
</tr>
<tr>
<td>10-15</td>
<td>28</td>
<td>27,5</td>
<td>Administrative Affairs</td>
<td>7</td>
<td>6,9</td>
</tr>
<tr>
<td>15+</td>
<td>11</td>
<td>10,8</td>
<td>Technical Service</td>
<td>9</td>
<td>8,8</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>Other</td>
<td>7</td>
<td>6,9</td>
</tr>
<tr>
<td>TOTAL</td>
<td>102</td>
<td>100</td>
<td>TOTAL</td>
<td>102</td>
<td>100</td>
</tr>
</tbody>
</table>

54% of those participating in the study were male and 46% of them are female. The great majority of the participants are graduated from associate and undergraduate degrees. When regarded to average ages, it is seen that employees are mostly in the range of age 25-31. 39% of them serve in the hospitals, in which they are included, for 7-9 years. In addition, the great majority of them are the employee of operating room.

Validity and Reliability Analyses

Reliability of scales were tested by Cronbach Alpha and their validities by exploratory factor analysis.

Table 2. The Values Associated with Excessive Workload

<table>
<thead>
<tr>
<th>Variables</th>
<th>Number of Questions</th>
<th>Average Score</th>
<th>Standard Deviation</th>
<th>Cronbach Alpha</th>
<th>Factor Loads</th>
<th>Adjusted R Squared</th>
</tr>
</thead>
<tbody>
<tr>
<td>Excessive Workload</td>
<td>11</td>
<td>2.77</td>
<td>.749</td>
<td>0.858</td>
<td>.458-.706</td>
<td>%61,484</td>
</tr>
</tbody>
</table>

KMO Value: .930  Barlett Test p Value: .000
Inference Method: Principal Component Analysis  Rotation: Varimax

According to Table 2, the total points of participants related to excessive workload perception is 2.77. According to this, we can consider that the participants did not experience excessive workload. According to the table, the value of Cronbach Alpha is 0.858. This result indicates that the scale is highly reliable. In order to test structural validity of the scale, exploratory factor analysis was applied. In the scope of KMO sampling adequacy
Coefficient turned out 0.930 and P value of Barlett Test, 0.00. Thus, the scale is suitable for factor analysis, and the number of sample is also sufficient. As a result of factor analysis made, excessive workload scale is factored by a single dimension as in its original and accounts for 61.48% of total variance. Factor proportions of the items taking place in the scale are between 0.458 and 0.796.

Table 3. The Values Regarding Task Procrastination Scale

<table>
<thead>
<tr>
<th>Variables</th>
<th>Number of Questions</th>
<th>Average Score</th>
<th>Standard Deviation</th>
<th>Cronbach Alpha</th>
<th>Factor Loads</th>
<th>Adjusted R Squared</th>
</tr>
</thead>
<tbody>
<tr>
<td>Task Procrastination</td>
<td>14</td>
<td>2.58</td>
<td>.354</td>
<td>0.709</td>
<td>.510-.815</td>
<td>%46.807</td>
</tr>
</tbody>
</table>

**KMO Value:** .800  **Barlett Test p Value:** .000

**Inference Method:** Principal Component Analysis  **Rotation:** Varimax

According to Table 3, the total points of participants regarding task procrastination is 2.58. According to this, task procrastination of participants turned out at low level. The value of Cronbach Alpha indicating reliability coefficient belonging to task procrastination scale is 0.709. This result points out that the scale is highly reliable. In order to test structural validity of the scale, exploratory factor analysis is applied. In the factor analysis made, because the items numbered 3, 6, 8, and 10 are not enough for meeting the assumptions that are determined, they were excluded from the analysis. As a result of factor analysis repeated with the remaining 14 items, the KMO sampling adequacy coefficient turned out 0.80, and P value of Barlett Test turned out 0.00. Factor proportions of the items taking place in the scale are between 0.815 and 0.510. In addition, task procrastination scale is factored by a single dimension as in its original and accounts for 46.80% of total variance.

Table 4. The Values Regarding Employee Stress Scale

<table>
<thead>
<tr>
<th>Variables</th>
<th>Number of Questions</th>
<th>Average Score</th>
<th>Standard Deviation</th>
<th>Cronbach Alpha</th>
<th>Factor Loads</th>
<th>Adjusted R Squared</th>
</tr>
</thead>
<tbody>
<tr>
<td>Employee Stress</td>
<td>10</td>
<td>2.98</td>
<td>.776</td>
<td>0.863</td>
<td>.582-.778</td>
<td>%63.461</td>
</tr>
</tbody>
</table>

**KMO Value:** .893  **Barlett Test p Value:** .000

**Inference Method:** Principal Component Analysis  **Rotation:** Varimax

According to Table 4, the total point of employee stress is 2.98. According to this, stress levels of the participants turned out at low level. The value of Cronbach Alpha indicating reliability coefficient belonging to Employee Stress Scale is 0.863. This result points out that the scale is highly reliable. Exploratory factor analysis was used to test the validity of the scale. As a result of exploratory factor analysis made, the KMO sampling adequacy coefficient turned out 0.893, and P value of Barlett Test turned out 0.00. Factor proportions of the items taking place in the scale are between 0.778 and 0.582. In addition, employee stress scale is factored by single dimension and accounts for 63.46% of total variance.

**Correlation Analysis**

In order to identify the direction and degree of the relationship between the variables, correlation analysis was made.

Table 5. Results of Correlation Analysis

<table>
<thead>
<tr>
<th></th>
<th>Average</th>
<th>Standard Deviation</th>
<th>1</th>
<th>2</th>
<th>3</th>
</tr>
</thead>
<tbody>
<tr>
<td>Excessive Workload</td>
<td>.74952</td>
<td></td>
<td>.561**</td>
<td>.127</td>
<td></td>
</tr>
<tr>
<td>Task Procrastination</td>
<td>2.8883</td>
<td>.35418</td>
<td></td>
<td>.129</td>
<td></td>
</tr>
<tr>
<td>Employee Stress</td>
<td>2.9804</td>
<td>.77613</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**p<.01**

As a result of the findings of Correlation Analysis made, it was seen that there was a positive and significant relationship between the excessive workload employee faced and task procrastination behavior. A significant relationship was not met between employee stress and the other variables of the study.
2.3.4. Regression Analysis
In order to identify the effect of excessive workload on task procrastination and employee stress, linear regression analysis was made.

<table>
<thead>
<tr>
<th>Independent Variable</th>
<th>$R^2$</th>
<th>$R^2_{\text{Adjusted}}$</th>
<th>Dependent Variable</th>
<th>Standard Deviation</th>
<th>F</th>
<th>B</th>
<th>t</th>
<th>p</th>
</tr>
</thead>
<tbody>
<tr>
<td>Excessive Workload</td>
<td>.277</td>
<td>.270</td>
<td>Task Procrastination</td>
<td>.4549</td>
<td>38.301</td>
<td>.304</td>
<td>6.189</td>
<td>.000</td>
</tr>
<tr>
<td>Excessive Workload</td>
<td>.013</td>
<td>.004</td>
<td>Employee Stress</td>
<td>.7747</td>
<td>1.357</td>
<td>.098</td>
<td>1.165</td>
<td>.247</td>
</tr>
<tr>
<td>Task Procrastination</td>
<td>.006</td>
<td>-.004</td>
<td>Employee Stress</td>
<td>.7776</td>
<td>.596</td>
<td>.112</td>
<td>.772</td>
<td>.442</td>
</tr>
</tbody>
</table>

According to the table, excessive workload affects task procrastination in positive direction (B: 0.304) and statistically significant (t: 6.189, p: 0.00). That is, as workload of employees increases, their task procrastinations also increase in a certain rate (Table 6). According to this, $H_1$ was supported. According to Table 6, any significant relationship between excessive workload and employee stress was not found. Again, in the same way, between procrastination and employee stress, a significant relationship could not be identified. Therefore, $H_2$ and $H_3$ were not supported.

Conclusion
In this study, the relationship between excessive workload and task procrastination and employee stress was studied on health workers working in a private hospital and it was tried to be contributed to the literature.

In the analyses made, it was seen that the excessive workload perception, task procrastination, and employee stresses of the health workers participating in the study were at the low level. As a result of correlation and regression analyses, it was seen that there was a positive and significant relationship between excessive workload and task procrastination. This result showed consistency with the similar studies in the literature (Harris and Sutton, 1983; Sadykova, 2016; Cömert and Dönmez, 2018). Any relationship was not met between employee stress and task procrastination; and also was not met any relationship between employee stress and excessive workload.

The study is only carried out in Konya. Therefore, it is not generalizable is one of the limitations of this study. Another limitation is that participants are assumed to sincerely answer survey questions in accordance with the nature of study method.

In addition to these, in the study, evaluations were not made according to cause and effect relationships. When the excessive workload and task procrastination behavior, which is considered as a source of stress, is analyzed on a sectoral basis over these variables in future researches, it will contribute to the literature.

References


A Study on Determination The Relationship between Materialism, Interpersonel Interaction, Status Consumption and Conspicuous Consumption

Emel Gelmez  
Dr., Selcuk University, Turkey  
emelgelmez@selcuk.edu.tr

Vural Cagliyan  
Assoc. Prof. Dr., Selcuk University, Turkey  
vcagliyan@selcuk.edu.tr

Damla Kalay  
Selcuk University, Turkey  
damlaklly98@hotmail.com

Abstract

The rapid changes in today’s consumer society have a profound effect on consumer behavior and individuals’ consumption preferences. It is seen that many kinds of consumption emerged with these changes. The formation of individuals’ perceptions of consumption according to show and materiality and their intense competition in the society to which they belong are accepted as indicators of these changes. The idea of providing a privilege in society, the desire to be accepted and revealing prestige with the assets owned form the basis of these types of consumption. At this point, it is seen that consumers prefer luxury and expensive products at the time of purchase. In addition to the facts that the status indicator of the product is high and the products that are possessed give social meaning to the individuals in this conspicuous consumption, the perception that occurs in the individual due to the reaction of the environment to the product is also a point to draw attention to. The way the individual’s environment perceives and evaluates these owned products is related to the level of consumer satisfaction. This influence, which has the power to change the consumption preferences of individuals, leads to the formation of materialistic values in individuals and leads them to adopt a materialistic lifestyle. In this context, in this study, cause and effect relationships between variables were determined based on the relationship among materialism, status consumption, conspicuous consumption and interpersonal influence. In order to determine the relationships between the variables, a survey was conducted on the volleyball referees and observers working in Konya and its sub-provinces. As a result of the analyses it was conducted that materialism had an effect on status consumption; status consumption had an effect on conspicuous consumption, interpersonal influence had an effect on conspicuous consumption; materialism had an effect on interpersonal influence and finally materialism had an effect on conspicuous consumption.

Keywords: Materialism, Interpersonal Influence, Status Consumption, Conspicuous Consumption.

JEL Codes: M30, M31, M39.

Introduction

With the modernization and changes in today's conditions, there have been important changes in the concept of consumption, as in many concepts, and the concept has begun to gain a different meaning from its previous uses (Aydemir, 2007: 272). Today, consumption has been transformed as a concept that enables individuals to determine social status and gain respectability rather than meeting basic needs of individuals (Hallumoğlu, 2018: 1). In this context, with the fact that the relationship between consumption, individuals and assets gained importance, the behaviour pattern called the consumer society has emerged. It is thought that the key concept which these behaviour patterns value and which is believed to determine the consumption habits is materialism (Brown et al., 2015: 2277-2278). Materialism has taken its place in the literature as a concept that significantly affects consumption because it is one of the psychological mechanisms which is based on the belief that material
objects are important and valuable in our daily lives (Pinto et al., 2017: 66) and which can significantly affect consumer behavior (Flynn et al., 2016: 761). One of the studies on the values and consumption habits of people is materialist values and status consumption studies (Jusoh et al., 2001; Heaney et al., 2005; Goldsmith and Clark, 2012). Materialism and status consumption are important personality traits that underline different consumer behaviors.

Looking at the studies conducted in the field of marketing, it is determined that status consumption and conspicuous consumption are generally considered as concepts of the same meaning. Kilsheimer argued that the status consumption is a consumption type for show that is made to show the status or prestige of the person to the environment and the society to which it belongs (Güllülü et al., 2010: 107). In this direction, conspicuous consumption is also taken into consideration as purchasing preferred products in the society in order to increase the prestige of the individual in the society, and using these products in order to satisfy his/her ego and affect people in this way (O’Cass and McEwen, 2005: 26-27).

The common point of these types of consumption is that the role of the environment is very important at the point of purchase. People have these products to give messages to others around them. Therefore, it is stated that interpersonal influence can direct these types of consumption. It is found that consumption tendency is higher in people with high levels of capacity to be influenced by the environment (Güllülü et al., 2010: 108). Indeed, the fact that materialism, status consumption and conspicuous consumption have an important place in today’s consumption culture and the limited number of studies on these issues in Turkey have been the starting point to conduct this study. However, it was found that the variables used in the study were handled separately in different studies in the literature. However, examining the variables used in the study together to find out the cause and effect relationships, reveals the originality of the study and it is thought that it will contribute to the literature. In this direction, firstly, the conceptual framework of the variables was drawn and the studies conducted in the literature were examined and the research findings were included.

**Literature Review**

**Conceptual Framework**

Materialism is a concept used for the first time by Wackman and Ward (1971) and argues that the only real being is matter (Yahya, 2000: 64). Along with studies on marketing and consumer psychology, it is seen that materialism is accepted an element affecting consumer behavior (Sarar, 2018: 23). Richins and Dawson explained materialism as where purchasing and owning things are among the biggest objectives of lives. According to Richins and Dawson, materialism encompasses three elements: These are listed as to determine success according to owned assets, to place owned assets at the center of life, and to believe that purchasing will bring happiness and satisfaction (Kaya, 2017: 17). Achieving material goals is of vital importance for materialist people, while self-esteem, self, healthy relationships with people and success are more important for people who do not have materialism tendency (Richins and Dawson, 1992: 304). In addition, people with materialistic tendencies are extremely passionate about preserving and attaching to the owned assets such as personal belongings and souvenirs (De Mooij, 2004: 118). It is seen that materialist consumers who want to show their wealth to their environment prefer the products and brands that provide prestige (Özer & Dovganiuc, 2013: 75).

Interpersonal influence has taken its place in the literature as a concept that significantly influences and shapes consumer behavior (Calder and Burnkrant, 1977: 29). Consumers have been involved in many interactions, especially interpersonal influences, from past to present and exposed to environmental impacts (Sahin, 2018: 26). In today's societies, one of the most fundamental problems people experience is in the area of interpersonal relations. The individuals interact with many people starting from the moment they are born. Interacted individuals play a major role in shaping one's behavior and attitudes (Yüksel, 2008: 7). Consumers are often influenced by their environments when making decisions. In particular, the reference groups that the person refers to are highly influential factors in consumer behavior (Güllülü et al., 2010: 114). At this point, it is an undeniable fact that interpersonal relations constitute an important place in the lives and decision-making processes of individuals in all reference groups. It is seen that individuals are influenced by the relationships they
have established in various ways in their daily lives and they also affect the other party. Interpersonal personality styles have been formed with the relationships established with other individuals in these classes and this has effects on everything from the satisfaction levels of individuals to their perceived level of quality (Roberts et al., 2008: 115; Erözkan, 2009: 57). It is seen that people engaging in conspicuous or status consumption do this either to show their material assets to the people around them or to bring their social status to the forefront (Güllülü et al., 2010: 114). Satisfaction of these people resulting from these types of consumption depends on the appreciation and recognition of the other individuals in the reference groups. Based on this assumption, it turns out that these reference groups, social classes and other people are effective and directive in making these consumption (Kilsheimer, 1993: 35; Amaldoss and Jain, 2005: 1450; Chen, 2002: 33).

Status consumption, on the other hand, is defined as a motivational process by individuals involving the conspicuous consumption of products that are the status symbols for both themselves and the people around them within the scope of efforts to improve the social position of themselves (Bilgen, 2014: 88). Consumers buy products with the status to be noticed by other people and to be in the sight more (Shukla, 2009: 109). Since status products make other consumers envy the owner, consumers value status products (Kuksov and Xie, 2012: 609). However, the products with the status symbol vary from culture to culture. For example, the status symbol in a traditional, rich and old family can be a gold bracelet, while in a young, contemporary, urban environment it can be an I-Pad or IPhone (Chaudhuri and Majumdar, 2010: 55).

The social status of the individual is determined by his/her status of owning the means of consumption and the individual reaches the group or social structure to which he/she belongs by consuming. Consumption referred to here is a class status indicator. The person acts by thinking that he/she differentiates from other people in the society by consuming (Bostancı, 2010: 22). They also realize this differentiation through status. Therefore, consumers try to transfer this status to others with the impression which is formed by products or brands (Göküliler et al., 2011: 37). Consumers not only consume actual products, but also consume the meaning of these products (Dittmar et al., 1996: 2). Materialism expresses the importance given by the consumer to the worldly property that surrounds him/her. Therefore, consumers with materialistic inclinations believe that when they own products containing the status symbol, they will increase their status in society (Badgaiyan and Verma, 2014: 541).

The last variable of the study, the conspicuous consumption concept, has been accepted with Veblen in the literature of economics and sociology. Veblen (1899) argued that this type of consumption has been dominant and present in all communities from ancient times to the present day. In this context, Veblen defined conspicuous consumption as pretentious purchases made by classes in the lower segment trying to resemble the social classes in the upper segment (Barut & Güneş, 2018: 83). Conspicuous consumption is a type of consumer behavior similar to materialism (Doğan et al., 2017: 11). Conspicuous consumption is considered as use, ownership, purchasing of products and services causing cultural capital, sense of self and economic abundance and the consumption of these products by individuals due to their symbolic meanings for interpersonal communication or influence (Chaudhuri et al., 2011: 217). It is thought that conspicuous consumption is not made for the satisfaction and happiness of the individuals, but for the purpose of gaining a place in the lives of others and gaining value. Even though individual characteristics and psychological structure play an important role in this tendency to consumption, the most important factor that cannot be ignored in the consumption behavior is the cultural values of the society. The interest of society in ostentation changes individuals’ behaviors in a way indexed to establishing superiority and directs these behaviors (Barut & Güneş, 2018: 18). The person is encouraged to like himself/herself first and to admire himself/herself in every environment. The person acts with the idea that he/she has the chance to gain the admiration of others by admiring himself/herself (Baudrillard, 2016: 113).
Relationship between Materialism, Interpersonal Influence, Status Consumption and Conspicuous Consumption

When the literature is examined, it is seen that there are various studies on the relationship between materialism, interpersonal interaction, status consumption and conspicuous consumption. Below, various studies on these issues are summarized.

When the studies on materialism are examined, it is seen that the factors that have an impact on materialism and the effects of these tendencies on purchasing behaviors of consumers have been subject to various studies. It has been found that individuals with high materialistic tendencies have a high tendency to consume in this context and this consumption is realized only with special product groups (Eastman et al., 1997; Mason, 1981; Fournier and Richins, 1991).

In the literature, other studies on materialism have shown that people with high materialistic tendencies have unrealized expectations about the social benefits they obtain from the products they own and it is found that they quickly forget the happiness of owning something after purchase (Aslay et al., 2013: 47). In this direction, it is concluded that people who have high materialistic tendencies regard their gains as indispensable and judge other people according to the number and qualities of their belongings (Fournier and Richins, 1991: 404; Richins and Dawsons, 1992: 305).

Heaney et al. (2005)’s work aims at determining the relationship between the concepts of materialism and status. They carried out their studies in Malaysia on students using questionnaire method. They concluded that there is a relationship between these two concepts using the obtained data.

Eastman et al. (1999) conducted their studies on consumers of Chinese, American and Mexican origin, and the main purpose of their study was to determine the relationship between status consumption and materialism. According to the results of the research, it is concluded that individuals in these three consumer groups prefer brands that are known to have higher status than competing brands at the point of purchasing. In the light of this information, it was seen that there was a significant relationship between status consumption and materialism.

Aslay et al. (2013) conducted their study using a survey on consumers owning a plasma / LCD. According to the results obtained from the researches, it was seen that the consumption of status was done more by individuals with high materialistic tendency. The results obtained in this study were found to be similar to some studies in the literature (Mason, 1981; Roberts, 2000; Eastmen et al., 1997; Wang and Wallendorf, 2006. Fournier and Richins, 1991; Goldsmith and Clark, 2012).

Balıkçıoğlu and Volkan (2016) found a positive relationship between materialism and conspicuous consumption as a result of their study and stated that social media, television and peer communication had materialism effect on purchasing behavior of young consumers (Balıkçıoğlu and Volkan, 2016: 298-299).

Dal et al. (2018) measured the tendency of high school students for materialism and conspicuous consumption in the context of social media, peer communication and television. According to the results of the research, a statistically significant relationship was found between materialism and conspicuous consumption.

According to the results of the study carried out by Wong (1997) in order to determine the relationship between materialism, it was determined that the tendency for conspicuous consumption is higher in individuals with materialistic inclinations who value social self (Güllülü et al., 2010: 109).

It was seen that in a study by Chen (2002) the concepts of status consumption and conspicuous consumption were discussed together. In this study, it is tried to determine the factors that can affect these types of consumption. According to the results, it was determined that status consumption and conspicuous consumption were affected by culture and sub-dimensions of culture. It was concluded that the way of showing the prosperity and wealth adopted by the society to which individuals belong affects and directs the inclination for status consumption and conspicuous consumption in the society (Chen, 2002: 33).
The results of the studies that examine the effect of interpersonal influence on conspicuous consumption and the results of other studies conducted in different regions in the literature (O’Cass and McEwen 2005; Ratner and Kahn, 2002; Wong, 1997) also support this research.

It was determined that materialism was discussed in various subjects in the literature. Moran and Kwak (2015) evaluated materialism, stress and external stimuli in an online environment in their study and measured their relationship with impulsive purchasing. According to the results of the research, there is a positive correlation between materialism and impulsive purchasing (Tokgöz, 2018: 4). Podoshen and Andrzejewski (2012) conducted a research using the survey method applied to people living in a particular area of the United States. In their study, they examined the relationship between materialism and conspicuous consumption, impulsive buying and brand loyalty. According to the results, it was concluded that materialism had a significant and positive effect on impulsive purchasing. In other studies, it has been found that materialistic values have positive relationships with impulsive buying behavior (Vohra, 2016; Yoon and Kim, 2016). Based on the literature review, the relationship between materialism, interpersonal influence, status consumption and conspicuous consumption has been examined and hypotheses have been developed to determine the cause and effects and detailed information has been given in the methodology section.

Methodology of Research

In this part of the study, detailed information will be given about the method and sample of the research, the hypotheses and the model of the research. At the same time, the hypothesis created within the framework of the established model will be tested for accuracy.

Research Method and Sample

The main aim of the study is to determine the relationship between materialism, status consumption, conspicuous consumption and interpersonal influence. In order to achieve this aim, a questionnaire was applied. The main body of the study consisted of 110 volleyball referees and observers actively working in Konya and its districts. In the study, convenience sampling method, which is one of the sampling methods, was used to identify the participants to be included in the sampling. Convenience sampling is a method that is carried out using the sample determined in a way that is convenient for the researcher (Burns and Bush, 2015: 226; Kerlinger and Lee, 1999). As Cooper and Schindler (2003) stated, convenience sampling was preferred in this study due to ease of application and the advantage of low cost. While determining this sample group, information of Özen and Gül (2007: 417) on this subject was used. In the context of the main mass of the study, with ± 0.03 sampling error, p = 0.05 and q = 0.05, the number of sample group determined is 92 (Yazıcıoğlu and Erdoğan, 2004: 50). In the research, primary data were collected by face-to-face survey method and by electronic survey method. A total of 105 questionnaires were administered. With the elimination of incomplete and incorrectly filled questionnaires, 100 questionnaires were included in the evaluation. When the number of sample groups is taken into consideration, it can be concluded that the sample mass has the power to represent the main mass.

The questionnaire consists of five parts and the statements in the questionnaire were determined as a result of literature review. The first part consists of questions about the demographic characteristics of the participants. In the second part of the questionnaire, there are questions that determine the materialist tendency levels, in the third part there are questions that determine the interpersonal influence levels among the reference groups, in the fourth part there are questions that determine the status consumption trends and finally in the fifth part there are questions that determine the conspicuous consumption tendency levels. A scale which was developed by Richins and Dawson (1992) and used in many studies (Sirgy, 1998; Roberts et al., 2003; Masoom, 2017) and the validity and reliability of which was tested with 18 expressions measuring the variable of materialism was used.

---

1This data was obtained from the referee portal belonging to Turkey Volleyball Federation on 15.11.2018.
The interpersonal influence variable was tested by a scale developed by Bearden et al. (1989) which consists of 12 statements and the validity and reliability of which was tested. The status consumption variable was measured by a scale developed by Eastman et al., (1999), which consists of 5 statements and the validity and reliability of which was tested and finally the variable of conspicuous consumption was measured by the scale developed by Marcoux et al., (1997) which consists of 14 statements. The variables in the scales were measured using a 5-point Likert scale (1 = strongly disagree, 2 = disagree, 3 = undecided, 4 = agree, 5 = strongly agree).

Data were analyzed by SPSS 22.0 statistics program. Cronbach's alpha coefficient was used to determine the reliability of the scales in the research questionnaire. With the reliability analysis, two items from the materialism scale and one item from the status consumption scale were excluded because they reduced the reliability of the scale. According to the results of the analysis after the extracted items, it can be said that the Cronbach's alpha coefficients of Materialism (0.74), Interpersonal Influence (0.81), Status Consumption (0.90) and Conspicuous Consumption (0.92) remained above the acceptable lower limit of 70% (Sekaran, 2003: 311). Şencan, 2005: 288; Altunışık et al., 2010: 123-124). In general, it is seen that the scales ranged between 0.740 and 0.920. This shows that the scales used in the study are reliable and the internal consistency between the expressions is maintained.

**Hypotheses and Model of Research**

The main aim of the study is to determine the relationship between materialism, status consumption and conspicuous consumption and influence between individuals. The hypotheses developed for this main purpose are listed below:

**Hypothesis 1:** Materialism has an impact on status consumption.
**Hypothesis 2:** Status consumption has an effect on conspicuous consumption.
**Hypothesis 3:** Interpersonal influence has an effect on conspicuous consumption.
**Hypothesis 4:** Materialism has an impact on interpersonal influence.
**Hypothesis 5:** Materialism has an impact on conspicuous consumption.

**Findings of the Research**

In this part of the study, firstly the demographic characteristics of the referees and observers within the scope of the research will be examined and information about materialism, interpersonal influence, status consumption and conspicuous consumption will be given.

**Demographic Characteristics of Participants**

In order to measure the demographic information of the participants, questions related to their educational status, income levels and frequency of shopping were asked. The sample of the study consists of 100 people. When the characteristics of the participants were examined, it was seen that 54% of them were female and 46% were male. In this case, it can be said that the distribution according to gender is balanced. When the age groups of the participants are examined, it is seen that the referees (56%) in the 18-25 age range have an important place in the total number of referees and observers. In terms of education, it was found that half (50%) of the participants were university graduates. It was observed that the income of the participants was mostly between 1001-2000 TL (27%) and 2001-3000 TL (26%). When the frequency of shopping of the participants is examined, it is seen that shopping is done mostly when needed (77%) and weekly (12%).

The mean and standard deviations of the variables of the materialism scales are shown in Table 1.
Table 1. Consumers’ Evaluations on Materialism

<table>
<thead>
<tr>
<th>Materialism</th>
<th>Mean</th>
<th>S.D.</th>
</tr>
</thead>
<tbody>
<tr>
<td>I care about the amount of material assets people have as a symbol of success.</td>
<td>3.75</td>
<td>1.10</td>
</tr>
<tr>
<td>I'm interested in how much people pay for their possessions.</td>
<td>3.65</td>
<td>1.18</td>
</tr>
<tr>
<td>I admire people with expensive homes, cars and clothes.</td>
<td>3.40</td>
<td>1.26</td>
</tr>
<tr>
<td>One of the most important achievements in life is the acquisition of tangible assets (such as houses, cars).</td>
<td>3.28</td>
<td>1.36</td>
</tr>
<tr>
<td>The material assets that I have shown a lot about how good I live.</td>
<td>3.03</td>
<td>1.18</td>
</tr>
<tr>
<td>I like to have things that affect people.</td>
<td>2.64</td>
<td>1.24</td>
</tr>
<tr>
<td>Success</td>
<td></td>
<td></td>
</tr>
<tr>
<td>I like spending money on non-useful items.</td>
<td>3.79</td>
<td>1.17</td>
</tr>
<tr>
<td>The material assets I have are very important to me.</td>
<td>3.16</td>
<td>1.23</td>
</tr>
<tr>
<td>I like having a lot of luxury in my life (luxury cars, luxury goods).</td>
<td>2.69</td>
<td>1.20</td>
</tr>
<tr>
<td>As much as possible, I try to lead a simple life away from the concerns of acquiring property.</td>
<td>2.61</td>
<td>1.09</td>
</tr>
<tr>
<td>I usually just buy what I need.</td>
<td>2.48</td>
<td>1.19</td>
</tr>
<tr>
<td>It gives me much pleasure to buy something.</td>
<td>2.47</td>
<td>1.21</td>
</tr>
<tr>
<td>Centralism</td>
<td></td>
<td></td>
</tr>
<tr>
<td>If I had something nicer, I'd be happier than I am now.</td>
<td>2.98</td>
<td>1.12</td>
</tr>
<tr>
<td>I'd be happier if I had the opportunity to buy something nicer.</td>
<td>2.88</td>
<td>1.17</td>
</tr>
<tr>
<td>Sometimes it bothers me if I can't afford to buy everything I want.</td>
<td>2.76</td>
<td>1.23</td>
</tr>
<tr>
<td>My life would have been better if I had something nicer.</td>
<td>2.74</td>
<td>1.16</td>
</tr>
<tr>
<td>Happiness</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>2.84</td>
<td>0.82</td>
</tr>
<tr>
<td>Total</td>
<td>3.01</td>
<td>0.49</td>
</tr>
</tbody>
</table>

Notes: (i) n=100, (ii) In the scale 1=I definitely disagree with and 5=I definitely agree with mean. (iii) According to Friedman two ways ANOVA test ($\chi^2= 247.312; p<.001$) the results are statistically significant.

As shown in Table 1, of materialism-related variables, the statements ‘I like to spend money on non-useful items (3.79)’, ‘I attach importance to the amount of material assets that people have (3.75)’ and ‘I'm interested in how much people pay for goods (3.65)’ have the highest average respectively. Looking at the lowest participation rate, it was found that ‘buying something gives me a lot of pleasure (2.47)’ and less emphasis on tangible assets (2.32) were below average. As it can be understood from this, it can be said that the material assets of the participants have an important place in their lives and their ownership level of materialistic values is high.
Table 2 below shows the participants' evaluations of interpersonal influence

### Table 2. Consumers’ Evaluations on Interpersonal Influence

<table>
<thead>
<tr>
<th>Interpersonal Influence</th>
<th>Mean</th>
<th>S.D.</th>
</tr>
</thead>
<tbody>
<tr>
<td>When I want to look like someone, I buy the same brand he/she bought.</td>
<td>3.90</td>
<td>1.23</td>
</tr>
<tr>
<td>I define people according to the same products and brands they buy.</td>
<td>3.69</td>
<td>1.26</td>
</tr>
<tr>
<td>For me, to get the products and brands that others love and like is important.</td>
<td>3.51</td>
<td>1.24</td>
</tr>
<tr>
<td>I try to have the products and brands that others buy.</td>
<td>3.39</td>
<td>1.29</td>
</tr>
<tr>
<td>If I'm going to buy a product that I'm going to use alongside others, I'll buy the branded product they like.</td>
<td>3.32</td>
<td>1.24</td>
</tr>
<tr>
<td>When I buy a product, I take care to buy the brand that others recommend.</td>
<td>2.95</td>
<td>1.29</td>
</tr>
<tr>
<td>I like to know brands that have a positive impact on others.</td>
<td>2.86</td>
<td>1.33</td>
</tr>
<tr>
<td>I buy something that's the latest fashion without making sure people around me like it.</td>
<td>2.78</td>
<td>1.30</td>
</tr>
<tr>
<td>Normative</td>
<td>3.30</td>
<td>0.77</td>
</tr>
<tr>
<td>I look at what other people buy and use to make sure I buy the right product or brand.</td>
<td>2.89</td>
<td>1.25</td>
</tr>
<tr>
<td>Mostly, I collect information from my family and others in advance about the product I purchase.</td>
<td>2.48</td>
<td>1.06</td>
</tr>
<tr>
<td>I usually ask people for help when choosing the best one in a product group.</td>
<td>2.29</td>
<td>1.01</td>
</tr>
<tr>
<td>If I have little knowledge and experience about that product, I will get information from my friends.</td>
<td>2.07</td>
<td>0.78</td>
</tr>
<tr>
<td>Informational</td>
<td>2.43</td>
<td>0.77</td>
</tr>
<tr>
<td>Total</td>
<td>3.01</td>
<td>0.69</td>
</tr>
</tbody>
</table>

Notes: (i) n=100, (ii) In the scale 1=I definitely disagree with and 5=I definitely agree with mean. (iii) According to Friedman two ways ANOVA test ($\chi^2= 275.312; p<.001$) the results are statistically significant.

When the table is examined in general terms, it is seen that the participants have a moderate contribution to the interpersonal influence dimension (3.01). Of the variables related to interpersonal influence, it was seen that ‘if I wanted to look like one, I would buy the same brand he/she bought (3.90)’ ‘I define people according to the same products and brands they bought (3.69)’ and ‘It is important for me to get the products and brands that others liked and admired (3.51)’ are seen to have the highest average values respectively. However, the lowest averages are seen in the statements ‘I usually ask for help from people in choosing the best in a product group (2.29)’ and ‘I get information from my friends if I have a small amount of knowledge and experience about that product (2.07)’.

As it can be understood from this, it is concluded that the product or brand is identified with the people and in this case, people can have an idea about the people. However, at the point of purchase, it is seen that the level of being affected by people (such as asking for information and assistance) is low and the materialist tendency levels do not arise from the communication of individuals with reference groups.
Table 3 below shows the participants’ assessments on status consumption.

<table>
<thead>
<tr>
<th>Status Consumption</th>
<th>Mean</th>
<th>S.D.</th>
</tr>
</thead>
<tbody>
<tr>
<td>If a product provides status, I will pay more for it.</td>
<td>3.44</td>
<td>1.27</td>
</tr>
<tr>
<td>I can buy a product only because it provides status.</td>
<td>3.39</td>
<td>1.24</td>
</tr>
<tr>
<td>I am interested in new products that provide status.</td>
<td>3.26</td>
<td>1.24</td>
</tr>
<tr>
<td>The status provided by a product is my concern.</td>
<td>2.52</td>
<td>1.23</td>
</tr>
<tr>
<td>Total</td>
<td>3.15</td>
<td>0.79</td>
</tr>
</tbody>
</table>

Notes: (i) n=100, (ii) In the scale 1=I definitely disagree with and 5=I definitely agree with mean. (iii) According to Friedman two ways ANOVA test ($\chi^2= 24.535; p<.001$) the results are statistically significant.

When the table is examined in general terms, it is seen that the values of the participants regarding the status consumption are partially above the medium value (3.15). As can be seen in Table 3, among the variables related to the status consumption, the highest average values belonged to the statements 'if a product provides status, I pay more money for it (3.44)' and 'I can buy a product only because it provides status (3.39)'. However, it has been found that the rate of participation in the expression “the status provided by a product is my concern (2.52)" is low and it is below the average.

Table 4 below shows the evaluations of the participants regarding conspicuous consumption.

<table>
<thead>
<tr>
<th>Conspicuous Consumption</th>
<th>Mean</th>
<th>S.D.</th>
</tr>
</thead>
<tbody>
<tr>
<td>People buy foreign brands to increase their personal image.</td>
<td>2.29</td>
<td>1.10</td>
</tr>
<tr>
<td>People buy luxury goods to show that they are different and unique by having products that others do not.</td>
<td>2.28</td>
<td>1.12</td>
</tr>
<tr>
<td>People buy luxury goods to show that they are modern.</td>
<td>2.23</td>
<td>1.12</td>
</tr>
<tr>
<td>Materialistic Hedonism</td>
<td>2.27</td>
<td>0.93</td>
</tr>
<tr>
<td>People want to buy luxury goods to be accepted by everyone around them.</td>
<td>2.60</td>
<td>1.21</td>
</tr>
<tr>
<td>People like to buy luxury goods to be accepted by their neighbors.</td>
<td>2.52</td>
<td>1.12</td>
</tr>
<tr>
<td>People want to buy luxury goods to be accepted by close friends and colleagues.</td>
<td>2.40</td>
<td>1.19</td>
</tr>
<tr>
<td>People buy luxury goods to flaunt and attract attention of their friends.</td>
<td>2.37</td>
<td>1.16</td>
</tr>
<tr>
<td>Being Different/Showing that They Belong to a Certain Group</td>
<td>2.47</td>
<td>1.03</td>
</tr>
<tr>
<td>Luxury goods are the symbol of success and prestige.</td>
<td>3.11</td>
<td>1.29</td>
</tr>
<tr>
<td>Luxury goods are indicators of social status.</td>
<td>2.81</td>
<td>1.17</td>
</tr>
<tr>
<td>Luxury goods mean wealth.</td>
<td>2.50</td>
<td>1.14</td>
</tr>
<tr>
<td>Social Status</td>
<td>2.81</td>
<td>0.97</td>
</tr>
<tr>
<td>Using luxury goods increases popularity among close friends and colleagues.</td>
<td>2.76</td>
<td>1.17</td>
</tr>
<tr>
<td>People use luxury goods to look more attractive than others.</td>
<td>2.39</td>
<td>1.02</td>
</tr>
<tr>
<td>Interpersonal Mediation</td>
<td>2.58</td>
<td>0.94</td>
</tr>
<tr>
<td>People buy luxury goods because luxury goods are more expensive than others.</td>
<td>2.47</td>
<td>1.10</td>
</tr>
<tr>
<td>If they had enough money, everyone would buy luxury brands.</td>
<td>2.38</td>
<td>1.09</td>
</tr>
<tr>
<td>Conspicuous</td>
<td>2.43</td>
<td>0.95</td>
</tr>
<tr>
<td>Total</td>
<td>2.51</td>
<td>0.80</td>
</tr>
</tbody>
</table>

Notes: (i) n=100, (ii) In the scale 1=I definitely disagree with and 5=I definitely agree with mean. (iii) According to Friedman two ways ANOVA test ($\chi^2= 85.099; p<.001$) the results are statistically significant.
It is seen that the conspicuous consumption expressions of the participants are generally below the medium value (2.51). When Table 4 is examined, among the variables related to conspicuous consumption, ‘luxury goods are the symbol of success and prestige (3.11)’, ‘luxury goods are the indicators of social status (2.81)’ and ‘using luxury goods increases the popularity among close friends and colleagues (2.76)’ had the highest mean value, respectively. However, it was seen that the statements ‘people buy foreign brands to increase their personal image (2.29) and ‘people buy luxury goods to show that they are modern (2.23)’ remained under average. In this context, it was found out that the participants did not purchase luxury goods because they were of foreign origin or perceived as an indicator of modernity. It can be said that the participants preferred luxury goods for the changes in their social status and prestige.

Findings Related to Research Hypotheses

In this part of the research, the hypotheses established and their accuracy will be tested. Firstly, Pearson Correlation Analysis was conducted to determine whether there is a relationship between the variables constituting the subject of the study. Table 5 shows the correlation matrix.

Table 5. Correlation Matrix

<table>
<thead>
<tr>
<th>Variables</th>
<th>Materialism</th>
<th>Interpersonal Influence</th>
<th>Status Consumption</th>
<th>Conspicuous Consumption</th>
</tr>
</thead>
<tbody>
<tr>
<td>Materialism</td>
<td>1</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Interpersonal Influence</td>
<td>.626**</td>
<td>1</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Status Consumption</td>
<td>.521**</td>
<td>.769**</td>
<td>1</td>
<td></td>
</tr>
<tr>
<td>Conspicuous Consumption</td>
<td>.481**</td>
<td>.579**</td>
<td>.522**</td>
<td>1</td>
</tr>
</tbody>
</table>

Note:**p<0.001.

According to the Pearson correlation analysis, a significant relationship was found between the variables (p <0.001). When the variables were examined on the basis of dimensions, it was concluded that there was a positive correlation between materialism and interpersonal influence (0.626). It was observed that there was a highly positive correlation (0.521) between materialism and status consumption, and this scale was statistically significant (p <0.001). Likewise, it can be argued that there is a high positive correlation (0.481) between materialism and conspicuous consumption and this scale has a statistically significant (p <0.001) relationship. After testing the relationships between the variables, simple regression analysis was performed to test the accuracy of established hypotheses. In this context, in order to determine the causal relationship between materialism and status consumption:

Materialism = b0 + b1Status Consumption + ε model was proposed, and regression analysis was conducted. Here, the classical regression assumptions apply to the ε error term. Table 6 shows the results of regression analysis.

Table 6. Regression Analysis: Status Consumption

<table>
<thead>
<tr>
<th>Dependent Variable</th>
<th>ΔR²</th>
<th>Independent Variable</th>
<th>Beta</th>
<th>Std. Error</th>
<th>t</th>
<th>F</th>
</tr>
</thead>
<tbody>
<tr>
<td>Status Consumption</td>
<td>0.264</td>
<td>Constant</td>
<td>0.637</td>
<td>0.422</td>
<td>1.511</td>
<td>36.497*</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Materialism</td>
<td>0.835</td>
<td>0.138</td>
<td>6.041</td>
<td></td>
</tr>
</tbody>
</table>

Note: **p<0.05.

The model proposed in Table 6 is statistically significant (F = 36.497; p <0.05). The status consumption variable explains approximately 26% of the total variance in the materialism variable (ΔR² = 0.264). ΔR² which indicates the variance value explained, and the F value, which measures the significance of the model, indicate that status consumption can measure materialism. In the light of this information, the results in Table 6 support the hypothesis 1 which is established as “Materialism has an effect on status consumption”. This result obtained
from the research is similar to the previous studies described in the literature (Aslay et al., 2013; Heaney et al., 2005; Fournier and Richins, 1991; Chan, To and Chu, 2015; Mason, 1981; Eastman et al., 1997; Wang and Wallendorf, 2006).

In order to measure the effect of status consumption on conspicuous consumption, which is another hypothesis of the study:

\[ \text{Status Consumption} = b_0 + b_1 \text{Conspicuous Consumption} + \varepsilon \]

model was proposed and regression analysis was conducted. Table 7 shows the results of regression analysis.

Table 7. Regression Analysis: Conspicuous Consumption

<table>
<thead>
<tr>
<th>Dependent Variable</th>
<th>( \Delta R^2 )</th>
<th>Independent Variable</th>
<th>Beta</th>
<th>Std. Error</th>
<th>t</th>
<th>F</th>
</tr>
</thead>
<tbody>
<tr>
<td>Conspicuous</td>
<td>0.265</td>
<td>Constant</td>
<td>1.869</td>
<td>0.223</td>
<td>8.394</td>
<td>36.626*</td>
</tr>
<tr>
<td>Consumption</td>
<td></td>
<td>Status Consumption</td>
<td>0.512</td>
<td>0.085</td>
<td>6.052</td>
<td></td>
</tr>
</tbody>
</table>

Note: **p<0.05.

The model proposed is statistically significant (F = 36.626; p <0.05). The conspicuous consumption variable explains approximately 26% of the total variance in the status consumption variable (\( \Delta R^2 = 0.265 \)). \( \Delta R^2 \) which indicates the variance value explained, and the F value, which measures the significance of the model, indicate that conspicuous consumption can measure status consumption. In the light of this information, the results in Table 8 support the hypothesis 2 which is established as “Status consumption has an effect on conspicuous consumption”. This result obtained from the research is similar to the previous studies described in the literature (O’Cass and McEwen, 2005; Kilsheimer, 1993).

To test another hypothesis in the study, to measure the effect of interpersonal influence on conspicuous consumption:

\[ \text{Interpersonal Influence} = b_0 + b_1 \text{Conspicuous Consumption} + \varepsilon \]

model was proposed and regression analysis was conducted. Table 8 shows the results of regression analysis.

Table 8. Regression Analysis: Conspicuous Consumption

<table>
<thead>
<tr>
<th>Dependent Variable</th>
<th>( \Delta R^2 )</th>
<th>Independent Variable</th>
<th>Beta</th>
<th>Std. Error</th>
<th>t</th>
<th>F</th>
</tr>
</thead>
<tbody>
<tr>
<td>Conspicuous</td>
<td>0.329</td>
<td>Constant</td>
<td>1.767</td>
<td>0.186</td>
<td>9.521</td>
<td>49.437*</td>
</tr>
<tr>
<td>Consumption</td>
<td></td>
<td>Interpersonal Influence</td>
<td>0.496</td>
<td>0.071</td>
<td>7.031</td>
<td></td>
</tr>
</tbody>
</table>

Note: **p<0.05.

The model proposed in Table 8 is statistically significant (F = 49.437; p <0.05). The conspicuous consumption variable explains approximately 32% of the total variance in the interpersonal influence variable (\( \Delta R^2 = 0.329 \)). \( \Delta R^2 \) which indicates the variance value explained, and the F value, which measures the significance of the model, indicate that conspicuous consumption can measure the level of interpersonal influence. In the light of this information, the results in Table 9 support the hypothesis 3 which is established as “Interpersonal influence has an effect on conspicuous consumption”. Based on this result, the hypothesis was accepted. There are studies in the literature suggesting a similar relationship between the same variables (Ratner and Kahn, 2002; Wong, 1997; O’Cass and McEwen, 2005).

In order to test another hypothesis in the study, to measure the effect of materialism on interpersonal influence:

\[ \text{Materialism} = b_0 + b_1 \text{Interpersonal Influence} + \varepsilon \]

model was proposed and regression analysis was conducted. Table 9 shows the results of regression analysis.
Table 9. Regression Analysis: Interpersonal Influence

<table>
<thead>
<tr>
<th>Dependent Variable</th>
<th>ΔR²</th>
<th>Independent Variable</th>
<th>Beta</th>
<th>Std. Error</th>
<th>t</th>
<th>F</th>
</tr>
</thead>
<tbody>
<tr>
<td>Interpersonal Influence</td>
<td>0.385</td>
<td>Constant</td>
<td>1.666</td>
<td>0.174</td>
<td>9.574</td>
<td>63.069*</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Materialism</td>
<td>0.448</td>
<td>0.056</td>
<td>7.942</td>
<td>**</td>
</tr>
</tbody>
</table>

Note: **p<0.05.

The model proposed is statistically significant (F = 63.069; p <0.05). The interpersonal influence variable explains approximately 38% of the total variance in the materialism variable (ΔR² = 0.385). ΔR² which indicates the variance value explained, and the F value, which measures the significance of the model, indicate that interpersonal influence can measure materialism. In the light of this information, the results in Table 9 support the hypothesis 4 which is established as “Materialism has an effect on interpersonal influence”. This result obtained from the research is similar to the previous studies described in the literature (Bearden et al., 1989; Quadir, 2012).

To measure the effect of materialism on conspicuous consumption:

Materialism = b0 + b1Conspicuous Consumption + ε model was proposed and regression analysis was conducted. Table 10 shows the results of regression analysis.

Table 10. Regression Analysis: Conspicuous Consumption

<table>
<thead>
<tr>
<th>Dependent Variable</th>
<th>ΔR²</th>
<th>Independent Variable</th>
<th>Beta</th>
<th>Std. Error</th>
<th>t</th>
<th>F</th>
</tr>
</thead>
<tbody>
<tr>
<td>Conspicuous Consumption</td>
<td>0.223</td>
<td>Constant</td>
<td>2.275</td>
<td>0.143</td>
<td>15.932</td>
<td>29.427*</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Materialism</td>
<td>0.294</td>
<td>0.054</td>
<td>5.425</td>
<td>**</td>
</tr>
</tbody>
</table>

Note: **p<0.05.

The model proposed is statistically significant (F = 29.427; p <0.05). The conspicuous consumption variable explains approximately 22% of the total variance in the materialism variable (ΔR² = 0.223). ΔR² which indicates the variance value explained, and the F value, which measures the significance of the model, indicate that conspicuous consumption can measure materialism. In the light of this information, the results in Table support the hypothesis 5 which is established as “Materialism has an effect on conspicuous consumption”. This result obtained from the research is similar to the previous studies described in the literature (Wong, 1997; Güllülü, 2010).

Conclusion and Evaluation

The main aim of the study is to determine the relationship between materialism, status consumption, conspicuous consumption and interpersonal influence. For this purpose, a survey method was applied to the referees and observers operating in Konya.

When the means of the variables in the study were examined, it was seen that the respondents’ level of participation in the expressions constituting the scale of materialism and interpersonal influence was of medium value (3.01). However, participation in the items constituting the status consumption scale was found to be above the medium value (3.15). The level of participation in items on the conspicuous consumption scale (2.51) was found to be below the average value, and it can be concluded that the reason is that individuals perceive conspicuous consumption only as a power consisting of respect, reputation and prestige.

Within the scope of the research, 5 basic hypotheses were developed and their accuracy was tested. When the effect of materialism on status consumption was examined, it was concluded that there was a significant relationship between the two variables (F = 36.497; p <0.05). In the light of obtained information, when establishing their marketing strategies for their products or brands, businesses should act with the consideration that there is also a consumer category which prefers their products just in order to possess various goods and just...
because they need them rather than focusing only on the target audience which engages in status consumption. Therefore, in order to satisfy the consumers with high materialistic tendencies, businesses should evaluate their advertising or promotions with the perception of the effect of owning the product in the society and the status provided by it for the individual and they should shape their preferences within this context. When the relationship between status consumption and conspicuous consumption is examined, it is concluded that status consumption has a positive effect on conspicuous consumption. In this context, it was concluded that the model proposed to measure the effect of status consumption on conspicuous consumption was statistically significant (F = 36.626; p <0.05). When the relationship between interpersonal influence and conspicuous consumption was examined, it was concluded that there was a statistically significant relationship between these variables (F = 49.437; p <0.05). When another hypothesis, the effect of materialism on interpersonal influence was examined, the model was found to be statistically significant (F = 63.069; p = <0.05). According to the results of the analysis conducted to determine the effect of materialism on conspicuous consumption, the model was found to be statistically significant (F = 29.427; p <0.05).

The findings of the analyzes revealed that status consumption and conspicuous consumption were done more by people with materialistic tendencies. The information obtained shows that if interpersonal influence increases, materialism, status consumption and conspicuous consumption tendencies will increase based on hypotheses. In this respect, individuals’ adaptation to materialistic values will affect and direct the balance at the point of consumption preferences throughout their lives. This reveals that individuals use the products or brands they buy as a way of expressing themselves as indicators of status in society. In this context, it should be noted that these types of consumption may cause the dying down of cooperation and sharing behaviors, which are the values unique to our culture and the individuals may lead their lives in debt because they overspend in order to show their environment that they have a conspicuous life. Therefore, it is necessary to control the belief gained to the individual together with the tangible assets.

In this study, it is tried to prevent the problems that may occur due to measurement errors. However, when the time and cost constraints are taken into consideration, the generalizability of the results of the study conducted on the referees and observers in Konya is limited. In this regard, it is proposed that the research is made with a larger sample in different regions of Turkey. Conducting other researches in the future by including university students and especially determining and examining the effect of materialism, conspicuous consumption and status consumption on social media platforms considering the age range shall contribute to the literature.

References


The Effect of Careerism Orientation on Organizational Justice Perception and Job Stress: An Application on Academic Staff

Tahir Akgemci  
*Prof. Dr., Selcuk University, Turkey*  
takgemci@selcuk.edu.tr

Indiana Makharadze  
*Grad. Student, Selcuk University, Turkey*

Esra Kiziloglu  
*Res. Asst. Dr., Selcuk University, Turkey*  
esraciftci@selcuk.edu.tr

**Abstract**

The aim of this study is to determine the effect of careerism orientations on organizational justice perceptions and job stress. In this study in the quantitative research design, questionnaire method was used to collect data. The sample of the study consists of 125 randomly selected academicians working at Selçuk University. The data obtained from the questionnaires were analyzed with SPSS program. The reliability and validity of the scales were tested with Cronbach's alpha and explanatory factor analysis, and the obtained data were analyzed by correlation analysis and regression analysis. According to the findings of the research, it was seen that careerism orientation of employees had a negative effect on organizational justice perception and dimensions and had a positive effect on job stress.

**Keywords:** Careerism Orientation, Organizational Justice Perception, Job Stress  
**JEL Codes:** M10, M12, M19

**Introduction**

Most of the daily lives of adult people go through professional activities. Therefore, the profession must be appropriate to the interests and abilities of people. The prerequisite for this is to make the right decisions in the selection of the profession. Apart from choosing the right profession, one of the other important conditions is the continuation of the career in the chosen profession, too.

Careerism is the tendency of employees to pursue careers except legal methods. For these employees, to advance in a career is a passion and duty.

Careerism and efforts of those employees with this tendency to appear to be successful rather than providing the necessary performance for their career advancement seem to be a means for establishing good relationships with both colleagues and managers for their career advancement. In addition, when necessary, they do not hesitate to do harm to the organization or its members for career advancement (Yıldız, 2016, p.197).

Justice is one of the important concepts for the employees in their work lives. In a narrow sense, *Organizational Justice* refers to certain provisions relating to various types of events. When deciding whether an event is fair or unjust, individuals (or groups) determine whether it is morally appropriate (Cropanzano and Molina, 2015, p.379).

Stress in the workplace is another issue that affects employees' motivation, ways of doing business and perceptions of events. People often live in a stressful environment and use a lot of internal resources to deal with
it. Daily life is affected by tense situations, unexpected and life problems that cause great harm to human psyche or organism. Job stress not only leaves a negative mark on the physical and mental health of the personnel working in the institutions, but also jeopardizes the goals of the institution.

Conceptual Framework

Careerism Orientation

The concept of career has been taken into consideration since 1970s and started to take place in business (Şimsek and Çelik, 2004, p.4). Career is used also in French as carrière. Career is briefly defined as “the level, achievement and expertise gained in a profession through time and work” (TDK, 2019). A career that offers power, status, dignity and status to the individual also gives the employee motivation for individual development and performance. It also contributes to achieving organizational goals for accomplishing individual expectations of careers (Üzüm, 2018, p.5352).

Careerism is defined as “the system of thinking that sees career as the highest objective” (TDK, 2019). In careerism, employees strive to maintain their career progression in a non-performance-based manner. Employees with careerism tendencies create an image as if they were successful, even if they were not successful. In addition, establishing good relationships with colleagues is important for their career development. These individuals are known to have the potential to exhibit a variety of unusual workplace behaviors (Feldman and Weitz, 1991; Yıldız, 2016, p.197; Üzüm, 2018, p.5352).

Careerism can be both positive-oriented and negative-oriented. Positive-oriented careerism is the creation of an individual’s own career. It is essential to specialize in the work done without being bound to the organization. Examples of this type of career are unlimited career, flexible career, portfolio career. In negative-oriented careerism, fair and unethical behaviors are exhibited. In this type of careerism, people seem to be successful, causing the emergence of disruptive behaviors of working relations and organizational climate (Üzüm, 2018, p.5353).

Organizational Justice

Justice is expressed as rightfulness to everyone, to give their own right, to be righteous (TDK, 2019). Organizational justice is the reflection of the perception of justice within the organization (Greenberg, 1990).

Organizational justice is based on Adams's (1965) Organizational Justice Theory. Adams bases his theory on the assumption that employees will compare their interests with those owned by employees in another organization, in return for the benefit that the company provides. Based on this prediction, a number of studies have been conducted highlighting the importance of justice in the loyalty and value layers of employees (Yeniçeri, Demirel and Seçkin, 2009: 84).

Organizational justice is “about the values that the organization attributes to employees in response to their contribution to the organization” (Demirel and Dinçer, 2011, p.29).

The concept was first used by Greenberg (1987). According to Greenberg (1990), organizational justice is divided into three dimensions as distributive, operational and interactive justice. These three forms of organizational justice are highly interrelated, and research has shown that working attitudes of working people interact with each dimension separately (Colquitt and Others, 2001).

Distributive justice is the perceptions of the employees about the material gain and the ideal reward amount in return for they expect for the values which they believe to contribute to the organization (İnce and Gül, 2005, p. 77). Operative justice is the timely decision-making, full participation and fair implementation of decisions taken within the organization. On the other hand, interactive justice is the perception of social relations between those who hold authority or power and others (Demirel and Dinçer, 2011, p. 29).
Job Stress

The word *stress* was first used by the physicist Robert Hook in the 17th century, and it was defined as “the relationship between the elastic object and the external force exerted on it” (Graham, 1999, p.24-35). Stress is the result of the interaction between the person and the environment. It also activates people more than motivated (Soysal, 2009, p.19).

Job stress is the reaction to the situations arising from both the structure of the individual and the workplace or the work done during the performance of the individual (Bayhan, Sugözü and Özkurt, 2017, p.1683). There are some sources of job stress. Among these sources, those related to the job; excessive or insufficient workload and time pressure, monotony, poor working conditions, overtime, shift work system and workplace layout. Those related to organizational structure and policies are career problems and assessment, hierarchical and central organizational structure, leadership style, incomplete organizational communication, authority and responsibility mistakes, employee failure to participate in decisions, role conflict, role uncertainty, unfair low wages and bullying (Soysal, 2009, p.20-25).

Stress is a negative condition for the organism and deteriorates health. Stress is an inevitable phenomenon of life. It's nothing new for humanity either. Danger to death and every event that threatens the existence of life leads to stress (Aytaç, 2009, p.3).

Stress in the workplace is a multifaceted phenomenon. Although job stress has negative effects, it has some positive results. In other words, the stress encountered in the workplace may cause the performance of employees to decrease as well as may cause it to rise (Aktaş, 2001, p.26).

Relationships Among Variables

According to Feldman and Weitz (1991), individuals with careerism orientation lost their confidence in their workplaces. Similarly, employees who think that there is injustice in the organization they work for lose their trust in the organization after a while. Therefore, it is assumed that there will be a relationship between careerism orientation and organization justice.

Aryee and Chen (2004) in their study on 158 employees in China have found that there is a mediating effect of organizational trust in the relationship between distributor and procedural justice perception and careerism orientation. In this study, employees' perceptions of the fair distribution of awards and the perceptions that the procedures used by the organization in making decisions are fair, so, this situation has increased their confidence in the organization and as a result, careerism tendencies have decreased.

Crawshaw and Brodbeck (2011) have examined justice and trust as a precursor to careerism orientation. In their study of 325 finance employees, they have found a negative relationship between employees' perception of justice and careerism orientation. In this study, it is assumed that careerism orientation will negatively affect employees' perception of organizational justice. Contrary to the literature, the perception of organizational justice is considered as an output, not a premise. Indeed, Girdap (2019, p.39) has stated that careerism affects the perception of organizational justice. The hypotheses created accordingly;

**H1:** The Careerism Orientation of Employees affects negative and significant the perception of organizational justice.

**H1a:** The Careerism Orientation of Employees has a negative and significant effect on the perception of distributive justice.

**H1b:** The Careerism Orientation of Employees has a negative and significant effect on the perception of operative justice.

**H1c:** The Careerism Orientation of Employees has a negative and significant effect on the perception of interactive justice.
When the related literature is examined, no study has been found that examines the relationship between careerism and job stress. However, there are studies examining the relationship between career management and planning and job stress. (Aşkun, 2006; Gümüştekin and Gültekin, 2009; Serinkan and Others, 2012; Koçer, 2015). It has been found that there is a positive relationship between career and job stress.

Although career advancement is the most important goal for individuals with careerism orientation, they can exhibit ethical-unethical behaviors in order to achieve this goal. We think that these individuals who have to resort to other means other than improving their careers may experience job stress. For this reason, the following H2 has been established.

H2: The Careerism Orientation of Employees is positively and significantly affected by job stress.

In the light of this information, the following research model has been created:

![Figure 1: Research Model](image)

**Methodology**

**Purpose and Importance of Research**

The study aims to determine the effect of careerism orientation on organizational justice perception and job stress. In this quantitative study, the effect of careerism orientation on job stress and organizational justice was shown by analysis. In the related literature, the limited number of studies on the subject constitutes the original value of the study.

**Data Collection Tool**

Questionnaire method was used for data collection and the survey was conducted face to face with the employees. The questionnaire consists of four sections and a total of 33 questions. In the first part, there are 6 questions including gender, marital status, age, position and working year.

In the second part, the 6-item Careerism Scale developed by Feldman and Weitz (1991) was used to measure the careerism orientation of the participants. The Turkish version of the scale was taken from Yıldız (2015)’s thesis.

In the third part, the scale developed by Niehoff and Moorman (1993) and adapted by Gürbüz and Mert (2009) was used to scale the participants' perception of organizational justice.

In the fourth chapter, the job stress scale developed by House and Rizzo (1972) was used to scale the job stress. The Turkish validity and reliability study of this scale was conducted by Efeoğlu (2006).

Questionnaires were asked by 5-point Likert method (1: Strongly Disagree, 2: Disagree, 3: What Agree Neither agree, 4: Agree, 5: Strongly Agree).
Research Universe and Sampling

The universe of the research consists of academicians working at Selçuk University in Konya. Of the 140 questionnaires distributed face-to-face, only 125 had a valid return. Employees were randomly selected by convenience method. As the research coincided with the peak time of education and training, it was difficult to reach academics. The biggest limitation of the study is the low number of surveys.

Data Analysis

The data obtained from the questionnaires were analyzed with SPSS program. The reliability and validity of the scales were tested with Cronbach's alpha and explanatory factor analysis, and the obtained data were analyzed by correlation analysis and regression analysis.

Findings

Demographic Findings

Total distribution of demographic factors related to gender, age, marital status, position, working time at university and total working questionnaire time are shown in Table 1.

<table>
<thead>
<tr>
<th>Demographic feature</th>
<th>Frequency</th>
<th>Percent (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Gender</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Male</td>
<td>67</td>
<td>53,2</td>
</tr>
<tr>
<td>Woman</td>
<td>58</td>
<td>46,4</td>
</tr>
<tr>
<td><strong>Marital Status</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Married</td>
<td>73</td>
<td>58,4</td>
</tr>
<tr>
<td>Single</td>
<td>47</td>
<td>37,6</td>
</tr>
<tr>
<td>unanswered</td>
<td>5</td>
<td>4,0</td>
</tr>
<tr>
<td><strong>Age</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>18-24</td>
<td>1</td>
<td>0,8</td>
</tr>
<tr>
<td>25-34</td>
<td>65</td>
<td>52,0</td>
</tr>
<tr>
<td>35-49</td>
<td>50</td>
<td>40,0</td>
</tr>
<tr>
<td>50-65</td>
<td>4</td>
<td>3,2</td>
</tr>
<tr>
<td>unanswered</td>
<td>5</td>
<td>4,0</td>
</tr>
<tr>
<td><strong>Position</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Research Assistant</td>
<td>51</td>
<td>40,8</td>
</tr>
<tr>
<td>Assistant Professor</td>
<td>20</td>
<td>16,0</td>
</tr>
<tr>
<td>Lecturer</td>
<td>24</td>
<td>19,2</td>
</tr>
<tr>
<td>Specialty</td>
<td>14</td>
<td>11,2</td>
</tr>
<tr>
<td>Associate</td>
<td>15</td>
<td>12,0</td>
</tr>
</tbody>
</table>
53% of the academicians who participated in the research were male and 46% were female. Most of the participants are married and generally between 25-34 years old. 40% of the participants are research assistants. Therefore, it consists of employees between the years of 7-9 years.

**Reliability Analysis**

First, reliability and validity analyze of the variables given in the questionnaire were performed. Cronbach's Alpha (α) statistics are used to analyze reliability in social sciences. Cronbach's Alpha (α) statistics are used to analyze reliability in social studies. The coefficients of the alpha value generally vary between zero and one. The reliability of the scales used in the research was made by using Cronbach Alpha statistics. There are three different scales in the questionnaire. Separate analysis of each scale was performed, and the results are shown in Table 2.

<table>
<thead>
<tr>
<th>Scales</th>
<th>Number of Items</th>
<th>Cronbach Alpha Coefficient</th>
</tr>
</thead>
<tbody>
<tr>
<td>Careerism</td>
<td>6</td>
<td>0.712</td>
</tr>
<tr>
<td>Organizational Justice</td>
<td>20</td>
<td>0.958</td>
</tr>
<tr>
<td>Job stress</td>
<td>7</td>
<td>0.875</td>
</tr>
</tbody>
</table>
Cronbach alpha values of the scales indicate that the scales used are sufficiently reliable.

**Factor Analysis**

Factor analysis is a multivariate statistical analysis and is used to examine the relationships between variables.

Explanatory factor analysis was applied to test the construct validity of the scale. KMO qualification coefficient was 0.932 and Barlett test p value was 0.00. Thus, the scale is suitable for factor analysis and the number of samples is sufficient.

The explanatory factor analysis of Organizational Justice suggested that the scale had three components. Components; Interactional justice, Distributive justice, Procedural justice. The eigenvalues, variance and reliability (α) of the components of organizational justice are shown in Table 3. The components have more than 1 eigenvalue and represent 74% of the total variance. It was found that α values of each component were higher than 0.80 and internal consistency was achieved.

**Table 3. Factor Analysis of Organizational Justice**

<table>
<thead>
<tr>
<th>KMO and Bartlett's Test of Sphericity</th>
<th>Kaiser-Meyer-Olkin sample adequacy = 0.932</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>(χ²) = 2411,920</td>
</tr>
<tr>
<td></td>
<td>df (degree of freedom) = 190</td>
</tr>
<tr>
<td></td>
<td>Sig. = 0.000</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Rotated Component Matrix a</th>
<th>Interactional Justice</th>
<th>Distributive Justice</th>
<th>Procedural Justice</th>
</tr>
</thead>
<tbody>
<tr>
<td>13.</td>
<td>1.015</td>
<td></td>
<td></td>
</tr>
<tr>
<td>14.</td>
<td>0.935</td>
<td></td>
<td></td>
</tr>
<tr>
<td>12.</td>
<td>0.913</td>
<td></td>
<td></td>
</tr>
<tr>
<td>15.</td>
<td>0.789</td>
<td></td>
<td></td>
</tr>
<tr>
<td>16.</td>
<td>0.786</td>
<td></td>
<td></td>
</tr>
<tr>
<td>18.</td>
<td>0.715</td>
<td></td>
<td></td>
</tr>
<tr>
<td>19.</td>
<td>0.697</td>
<td></td>
<td></td>
</tr>
<tr>
<td>17.</td>
<td>0.620</td>
<td></td>
<td></td>
</tr>
<tr>
<td>20.</td>
<td>0.524</td>
<td></td>
<td></td>
</tr>
<tr>
<td>3.</td>
<td></td>
<td></td>
<td>0.888</td>
</tr>
<tr>
<td>4.</td>
<td></td>
<td></td>
<td>0.849</td>
</tr>
</tbody>
</table>
As a result of explanatory factor analysis, KMO value of careerism scale was 0.710 and Barlett test p value was 0.00. Factor ratios of the items in the scale were between 0.450 and 0.782. In addition, careerism scale is factorized with one dimension and explains 57.77% of the total variance. (Table 4.)

According to Table 4, KMO value of the job stress scale was 0.850 and Barlett test p value was 0.00. Factor ratios of the items in the scale were between 0.404 and 0.785. In addition, the job stress scale is factorized with a single dimension and explains 60.28% of the total variance.

Table 4. Factor Analysis of Careerism and Job Stress

<table>
<thead>
<tr>
<th>Variables</th>
<th>KMO</th>
<th>Barlett Test p Value</th>
<th>Factor Loads</th>
<th>Total Variance</th>
<th>Explained Variance</th>
</tr>
</thead>
<tbody>
<tr>
<td>Careerism</td>
<td>.710</td>
<td>0.00</td>
<td>.450-.782</td>
<td>57.77%</td>
<td></td>
</tr>
<tr>
<td>Job Stress</td>
<td>.850</td>
<td>0.00</td>
<td>.404-.785</td>
<td>60.28%</td>
<td></td>
</tr>
</tbody>
</table>

Inference Method: Principal Component Analysis  Rotation: Varimax
Correlation Analysis

Correlation analysis was performed to determine the direction and degree of the relationship between the variables.

Table 5. Correlation Analysis

<table>
<thead>
<tr>
<th>Variables</th>
<th>1</th>
<th>2</th>
<th>3</th>
<th>4</th>
<th>5</th>
<th>6</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Careerism</td>
<td>1</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>2. Organizational Justice</td>
<td>-.535**</td>
<td>1</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>3. Interactional Justice</td>
<td>-.497**</td>
<td>.950**</td>
<td>1</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>4. Distributive Justice</td>
<td>-.383**</td>
<td>.726**</td>
<td>.569**</td>
<td>1</td>
<td></td>
<td></td>
</tr>
<tr>
<td>5. Procedural Justice</td>
<td>-.491**</td>
<td>.879**</td>
<td>.779**</td>
<td>.457**</td>
<td>1</td>
<td></td>
</tr>
<tr>
<td>6. Job Stress</td>
<td>.275**</td>
<td>-.489**</td>
<td>-.466**</td>
<td>-.386**</td>
<td>-.403**</td>
<td>1</td>
</tr>
</tbody>
</table>

As a result of the Pearson correlation analysis, it was found that there was a negative and significant relationship between Careerism and Organizational justice (and its dimensions). It was concluded that there is a positive and significant relationship between careerism and job stress. There was a negative and significant relationship between organizational justice (and its dimensions) and job stress.

Regression Analysis

Linear regression analysis was conducted to determine the effect of careerism on organizational justice and employee stress.

Table 6. Regression Analysis

<table>
<thead>
<tr>
<th>Dependent variable</th>
<th>B</th>
<th>Std. error</th>
<th>Std. Coef.</th>
<th>T</th>
<th>P</th>
<th>ANOVA</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>R</td>
<td>R²</td>
<td>Adj. R²</td>
<td>E.S.D</td>
<td>F</td>
<td>sig</td>
</tr>
<tr>
<td>Interactive Justice</td>
<td>-.690</td>
<td>.109</td>
<td>-.497</td>
<td>6.345</td>
<td>.000</td>
<td>.497</td>
</tr>
<tr>
<td></td>
<td>.247</td>
<td>.240</td>
<td>.8648</td>
<td>40.26</td>
<td>3</td>
<td>.000</td>
</tr>
<tr>
<td>Distributive Justice</td>
<td>-.481</td>
<td>.105</td>
<td>-.383</td>
<td>4.603</td>
<td>.000</td>
<td>.383</td>
</tr>
<tr>
<td></td>
<td>.147</td>
<td>.140</td>
<td>.8316</td>
<td>21.18</td>
<td>3</td>
<td>.000</td>
</tr>
<tr>
<td>Procedural Justice</td>
<td>-.659</td>
<td>.106</td>
<td>-.491</td>
<td>6.251</td>
<td>.000</td>
<td>.491</td>
</tr>
<tr>
<td></td>
<td>.241</td>
<td>.235</td>
<td>.8389</td>
<td>39.07</td>
<td>0</td>
<td>.000</td>
</tr>
<tr>
<td>Job Stress</td>
<td>.337</td>
<td>.107</td>
<td>.275</td>
<td>3.169</td>
<td>.002</td>
<td>.275</td>
</tr>
<tr>
<td></td>
<td>.075</td>
<td>.068</td>
<td>.8469</td>
<td>10.04</td>
<td>0</td>
<td>.002</td>
</tr>
</tbody>
</table>

Independent variable: Careerism

According to the regression analysis, a significant regression model was obtained for the hypothesis. The significance of the regression model was tested by Anova Test. P values less than 0.05 in the table shows that models are significant and acceptable. According to the regression analysis results; Careerism explained
interactional justice, distributive justice, procedural justice and job stress by 24, 14, 23 and 6 % of variation, respectively. As a result, we can say; While careerism orientation of employees is negatively affected their perception of interactional, distribution and procedural justice, it affects job stress positively. According to these results, the hypotheses (H1, H1a, H1b, H1c, H2) of the study were supported.

Results

The aim of this study is to determine the effect of careerism orientations on organizational justice perceptions and job stress. The study was carried out with academicians working at Selçuk University in Turkey. In this study in the quantitative research design, questionnaire method was used to collect data. Data analysis was performed with SPSS program. The reliability and validity of the scales were tested with Cronbach's alpha and explanatory factor analysis, and the obtained data were analyzed by correlation analysis and regression analysis. According to the findings of the research, it was seen that careerism orientation of employees had a negative effect on organizational justice perception and dimensions and had a positive effect on job stress. These results support the results of similar studies.

According to Feldman and Weitz (1991), there may be a relationship between careerism and justice. Aryee and Chen (2004) and Crawshaw and Brodbeck (2011) also found a negative relationship between careerism and justice dimensions in their research. In fact, in our study, it was found that there is a negative relationship between careerism and organizational justice and its dimensions. However, in contrast to Aryee and Chen (2004) and Crawshaw and Brodbeck (2011), this study has been accepted as an output rather than a premise of perception of organizational justice. Indeed, Girdap (2019: 39) stated that careerism affects the perception of organizational justice.

According to the results of this study conducted to investigate the effect of Careerism Orientation on Organizational Justice Perception and Work Stress, the following suggestions can be said;

- The study was limited to academicians working at Selçuk University. In future studies, the opinions of state and private university employees can be compared.

- The study can be carried out on different sector employees and more sample groups.

- The fact that the organization does not provide job security, is not fair and does not provide career development opportunities paves the way for careerism (Girdap, 2019: 16). Even if employers do not provide employees with the career development opportunities they desire, trust and protection should suppress careerism as long as systems and processes are fair (Aryee and Chen, 2004).

- Careerism in further research; organizational culture, personality, changing organizational structure, career satisfaction, intention to quit, organizational citizenship, cynicism, leadership, job satisfaction, rewarding, motivation, career management, organizational support, business ethics, mechanism can be examined with variables such as (Üzüm, 2018: 5354).
References


My Hero Academia: A Study of Characters Traits in Japanese Anime Hero

Yu Lee  
National Taiwan Normal University, Taiwan  
aatt43a@gmail.com

Yen-Jung Chang  
National Taiwan Normal University, Taiwan  
yjc@ntnu.edu.tw

Abstract
Anime is famous all around the world. Japanese anime has gradually become a specific style. The style of anime also affects many works in the world. Among them, the heroic theme in Japanese anime has received attention. This study will explore the popular hero anime "My Hero Academia" in recent years, using the Enneagram analysis table to analyze the personality traits of popular characters. After the analysis, it was found that the ten characters analyzed in "My Hero Academia" are distributed in different nine personality traits, each of which has changed to different personality traits in the second half of the animation, showing the hot characters. Personality traits are variability, and can also be used in the future to analyze the heroic role of creating anime.

Keywords: Anime, Enneagram, Characters traits

Introduction
The Japanese anime culture has a long history. Since the 1960s, the anime culture has spread to overseas. The Japanese Animation Association announced in 2017 that the Japanese anime market has an output value of 2.150 billion yen. It has an important position in the world. In addition to many anime works, anime has gradually transformed into a style, and with the evolution of the times, it also combines many different national cultures. In the 1980s, influenced by the interactions between Europe and the United States, the animation works of the sci-fi theme such as the universe were produced. In recent years, the popular heroic theme flourished in the multimedia industry. There are also many works in the Japanese anime that incorporate the “hero” elements.

In recent years, the author of “My Hero Academia” directly uses the “hero” as the theme, and is based on the hero of American comics. This work still develops the unique cultural style of Japan. The comics that combine the American and Japanese hero comic styles are popular all over the world. The movie version is in the Box Office Mojo statistics website in 2018. The world's top Japanese animated movies rank in the top ten. The MARVEL's heroic film "Avengers Infinity War" to be cooperation promoted in collaboration with each other before the release in Japan.
The "Avengers Infinity war" movie cooperation with "My hero academia" to propaganda in Japan. From the My Hero academia website.

In addition to the script and drawing, character design is also an important part of the creation of the comic book (Won, 2007). Through the analysis of this heroic animation, the character of the popular anime character is explored.

**The development of Japanese anime**

Anime in Japan began in 20th century. During the First World War, most of the content of comics and animations was to promote Japanese militarism. After the Second World War, after the in the 1950s introduction of the Disney animated film "Snow White" in Japan, the Japanese animation began to be deeply influenced by the Disney animation style, and actively began to improve and create TV animation. Osamu Tezuka in as the 1960 director's production of "Astro Boy" TV animated series began to set down the Japanese TV animated series production model, also continued impact so far in Japan, a simple cost-narrative has been welcomed by Japanese audiences (Zhang Wei, 2015).In the comics, Tezuka Osamu also applied the concept of film segmentation to the creation of comics, which influenced modern Japanese manga.

In the 1970s, the year of Japanese TV comics was adapted into a TV animated album. The literacy rate has risen. Japanese students in this period are also focus on the student club movement. Comic magazines involved the sports comics serialized in are the spiritual indicators representing students. In addition 1970s, many of the works in the second half of were influenced by the American Star Wars movie, and many animated albums of science fiction, such as "Space Battleship Yamato(宇宙戦艦ヤマト)" and "Mobile Suit Gundam(機動戦士ガンダム)". In the1980s, the craze of the previous era continued, and it was also the golden age of animation in Japan. Many in the 60s and 70s anime fans also entered the industry after growing up, and
the development of animation was also getting higher quality, image media and intelligence magazines. First by "The Muscle Man (キン肉マン)" and "Football Wings (キャプテン翼)", that opened the "Weekly Young Jump" the young manga and the large number of comics were adapted into the golden age of the TV animation album.

Until now, it was the safest way to adapt popular comics to animation (Silly League, 2013). Continuing to this day, animation has due of become more developed to the development online technology. After the development of anime, it has gradually developed an important factor in Japanese animation with Japanese views and characteristics as a sustainable development (Xu, 2008), Japanese anime, expression techniques are more free and diversified, Japanese animation works and styles It can be used by fans of different ages all over the world. Among them, the bloody teenagers who have battle heroes are still the mainstream (Silly League, 2013).

**Creation of heroic characters**

The content creation of anime includes scripts, paintings and characters. One of the most important script creations begins with the role (Cordy, 2003), and Japanese anime has distinct features and roles (Won, 2007). The content of the story comes from the events and plots of the characters, and the characters in the anime are multiracial (Newitz, 1994). Among them, the character can give the audience a first impression, and the anime character also produces the explicit attribute code, which allows the audience to quickly become an indicator of the selection of animation works from these characteristics, and the character's characteristics can also be strengthened. The development of the story and the initial understanding of the audience (Snyder, 2015). Anime characters can also be shaped by different media platforms (Codry, 2003). The role can help the audience to understand the story content faster, and the character design of the anime is quite liberal, and the anime character is also particularly good and important.

The word “hero” comes from the Greek for “protection and dedication to others”, and heroic works also express emotions in the script (Triana, 2018). The audience will identify themselves with the hero and the emotion with the hero characters (Christopher, 2013). The hero has become the soul of human beings, and it is also a psychological emotional projection (Zhang, 2018). The heroic type works of anime also symbolize the connection of many cultures (Lorenzo, 2018).

The anime hero followed the above-mentioned heroic characters with many different concepts. In the early 1960s and 1970s, the robot and magical girl characters in anime combined with cross-media marketing toys, which made the animation more powerful and popular. The trend (Hartzheim, 2016), which was animated in the 1990s due to the serialization of the comics of the weekly teenager Jump, spread and promoted to the rest of the world, also led to the style is welcomed by the animation community around the world. The shaping of roles requires a multifaceted analysis involving the shaping of personality traits (Wällivaara, 2018).

**Enneagram shaping character traits**

The creation of anime character traits is proposed by Sandy Frank as a design using the personality traits distribution of Enneagram, which can effectively describe an individual's personality traits (Wanger, 1986). Enneagram, originated from the Middle East more than 2,000 years ago, is now regarded as the researcher's nine core personality trait models, deeply dissecting human nine senses, thinking and behavior patterns, providing a systematic approach, from Behavior, attitudes, and spiritual changes in inner development, observing self-behavior (Chen, 2011), using Enneagram to understand people's personality traits.

According to the Enneagram Institute website, the nine types of personality are mainly divided into the Type 1: The Reformer, Type 2: The Helper, Type 3: The Achiever, Type 4: The Individualist, Type 5: The Investigator, Type 6: The Loyalist, Type 7: The Enthusiast, Type 8: The challenger and Type 9: The Peacemaker. Each type also has a personality trait that corresponds to its traits. Based on nine types, personality also has the possibility of changing and migrating between one to nine types.
The anime of "My Hero Academia"

The author of "My Hero Academia" is Kōhei Horikoshi. This work was serialized in "Weekly Junior Jump" in 2014. The sales of comics have been sold to 20 million in 2019. It was adapted into an animation in 2016 and launched in 2018. The movie is directly on the Box Office Mojo website, entering the tenth place in the world's Japanese animated movie. The author also stated that he was influenced by many American hero comics, mixing styles into his creations.

The background of the story is about the fact that in the near future, people in the world generally have super powers, superpowers with specialized crimes, and professional heroes who specialize in combating crime. However, the protagonist Izuku Midoriya is one of the few superpowers. Under one chance, he won the strongest hero super power "One for all" given by All Might, who is determined to become a hero, Izuku Midoriya enters the Hero Academy and strives to grow and learn how to become hero.
"My Hero Academia" character traits analysis

"My Hero Academia" held four official popular characters voting. The study will select the top three characters for analysis in the four results. It was using analyzed Enneagram on the Enneagram Institute website. The following is a table for sorting out popular hero characters:

Repeated rankings have been color-coded.
<table>
<thead>
<tr>
<th>Number of votes/ Ranking</th>
<th>One</th>
<th>Two</th>
<th>Three</th>
<th>Four</th>
</tr>
</thead>
<tbody>
<tr>
<td>Top 1</td>
<td>Izuku Midoriya</td>
<td>Katsuki Bakugō</td>
<td>Katsuki Bakugō</td>
<td>Katsuki Bakugō</td>
</tr>
<tr>
<td>Top 2</td>
<td>Shōto Todoroki</td>
<td>Izuku Midoriya</td>
<td>Izuku Midoriya</td>
<td>Shōto Todoroki</td>
</tr>
<tr>
<td>Top 3</td>
<td>Katsuki Bakugō</td>
<td>Shōto Todoroki</td>
<td>Shōto Todoroki</td>
<td>Izuku Midoriya</td>
</tr>
<tr>
<td>Top 4</td>
<td>Ochaco Uraraka</td>
<td>Shōta Aizawa</td>
<td>Eijirō Kirishima</td>
<td>Hawks</td>
</tr>
<tr>
<td>Top 5</td>
<td>All Might</td>
<td>Eijirō Kirishima</td>
<td>Tenya Iida</td>
<td>Eijirō Kirishima</td>
</tr>
<tr>
<td>Top 6</td>
<td>Tsuyu Asui</td>
<td>All Might</td>
<td>Shōta Aizawa</td>
<td>Best Jeanist</td>
</tr>
<tr>
<td>Top 7</td>
<td>Fumikage Tokoyami</td>
<td>Kyōka Jirō</td>
<td>All Might</td>
<td>Momo Yaoyorozu</td>
</tr>
<tr>
<td>Top 8</td>
<td>Tenya Iida</td>
<td>Tenya Iida</td>
<td>Denki Kaminari</td>
<td>Endeavor</td>
</tr>
<tr>
<td>Top 9</td>
<td>Shōta Aizawa</td>
<td>Tsuyu Asui</td>
<td>Ochaco Uraraka</td>
<td>Tenya Iida</td>
</tr>
<tr>
<td>Top 10</td>
<td>Denki Kaminari</td>
<td>Ochaco Uraraka</td>
<td>Hitoshi Shinso</td>
<td>All Might</td>
</tr>
</tbody>
</table>

The top three characters in the four rounds were Izuku Midoriya, Katsuki Bakugō and Shōto Todoroki, of which Eijirō Kirishima was Top 5 in the three times, and the individual finalists were Ochaco Uraraka, All Might, Shōta Aizawa, Tenya Iida and Hawks. Be used to Enneagram analyze the top three popular characters of Izuku Midoriya, Katsuki Bakugō and Shōto Todoroki.
**Izuku Midoriya Enneagram form:**

<table>
<thead>
<tr>
<th>The Peacemaker</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>The Easygoing, Self-Effacing Type:</strong></td>
</tr>
<tr>
<td>Receptive, Reassuring Agreeable, and Complacent</td>
</tr>
<tr>
<td><strong>Basic Fear</strong></td>
</tr>
<tr>
<td>loss and separation</td>
</tr>
<tr>
<td><strong>Basic Desire</strong></td>
</tr>
<tr>
<td>have inner stability &quot;peace of mind&quot;</td>
</tr>
<tr>
<td><strong>Key Motivations</strong></td>
</tr>
<tr>
<td>Want to create harmony in their environment, to avoid conflicts and tension, to preserve things as they are, to resist whatever would upset or disturb them.</td>
</tr>
</tbody>
</table>

**Katsuki Bakugo Enneagram form:**
Katsuki Bakugō

The Challenger

The Powerful, Dominating Type:

<table>
<thead>
<tr>
<th>Self-Confident, Decisive, Willful, and Confrontational</th>
</tr>
</thead>
</table>

Basic Fear

<table>
<thead>
<tr>
<th>have no identity or personal significance</th>
</tr>
</thead>
</table>

Basic Desire

<table>
<thead>
<tr>
<th>To protect themselves (to be in control of their own life and destiny)</th>
</tr>
</thead>
</table>

Key Motivations

<table>
<thead>
<tr>
<th>Want to be self-reliant, to prove their strength and resist weakness, to be important in their world, to dominate the environment, and to stay in control of their situation.</th>
</tr>
</thead>
</table>

Katsuki Bakugō has a strong super power, the story is very arrogant in the early stage, self-respect is very strong and very unwilling to admit defeat, and even Izuku Midoriya is his own enemy. When he was a child, he bullied him because he looked down on Izuku Midoriya who did not have super power. He thought he was very Weakness is not suitable for becoming a hero. After the story develops, he slowly learns to converge on his own attitude. He also learns to get along with others, and even begins to help people around him to become a capable and powerful person who can help others.
Shōto Todoroki Katsuki Enneagram form:

The Individualist

The Sensitive, Introspective Type

Self-Absorbed, and Temperamental Expressive, Dramatic

Basic Fear

have no identity or personal significance

Basic Desire

To find themselves and their significance (to create an identity)

Key Motivations

Want to express themselves and their individuality, to create and surround themselves with beauty, to maintain certain moods and feelings, to withdraw to protect their self-image, to take care of emotional needs before attending to anything else, to attract a “rescuer.”

Shōto Todoroki The story begins with his father's use as an experimental tool to have the father's fire and the mother's ice ability, hate the father and is not willing to use his own power, and think that others cannot dissociate their own pain and close their hearts. As the story develops, gradually get rid of the shadow of the father, and grow into a person who can understand friends and help others, in addition to learning their own super-powerful use. From an indifferent person to a character who can be friendly with others, get along with others, and even begins to help people around him to become a capable and powerful person who can help others.
Conclusion

The three types of popular three popular hero characters are the Peacemaker, the Challenger, and the Individualist. Among them, Katsuki Bakugō's arrogant personality has gradually grown in to of due to the development of the story the direction The Helper. The popular vote shows that the audience is more powerful than the powerful ones, and it is also the reason why Izuku Midoriya will be welcomed by the audience in the early stage. In addition, the restrained but clever and cool Shōto Todoroki development is more focused on self-than the interaction of the other two characters. In the voting data, the self-growth characteristics of the hero character are also the reasons for the audience's attention. Izuku Midoriya's personality trait is to move forward and continue to move toward his goal, but compared to Katsuki Bakugō's contrast, Izuku Midoriya has not received a large amount of attention to the audience.

The results also found that the Peacemaker, the Challenger, and the Individualist are three of the favorite qualities of the audience, and the character traits in Enneagram can be one of the key factors affecting the audience according to the changes in the plot and personality. As a result, we can further explore the heroic characters in other animation creations, verify whether the theory is feasible, and further analyze the characteristics of the villain characters other than heroes. In the future creation can also analyze the character traits after analysis on the anime works.

References


Blake Snyder(2015).Let the hero save the cat first: the only screenwriter guide you need in your life is to scream the league (2013). Otaku school. Taipei City: Crown. (Qin Xurong, Feng Bohan, translated). Taipei City: Yunmeng Miles. (The original was published in 2005)

William.M.Aix (2015). Your script is awkward: sell it as soon as you write it! The Hollywood screenwriter coach gives you excellent 100 writing strategies (Zhou Zhou, translation). Taipei City: The origin is published. (The original was published in 2008)


Chen Sihong (2011). My first illustration is a nine personality. Taipei City: I am speaking.


Learning the Needs and Expectations of Potential Users through Participatory Design: Case Study of a Storytelling Game

Rong Lin  
M.S. Student, National Taiwan Normal University, Taiwan  
riaoxone.lin@gmail.com

Yen-Jung Chang  
Prof, National Taiwan Normal University, Taiwan  
yjc@ntnu.edu.tw

Abstract

Under the concept of participatory design, digital game-based learning (DGBL) could provide concrete help for student learning with its creative process. However, studies on this topic are still insufficient. Interviews were conducted to explore the ideas and suggestions of potential users (senior elementary schoolers) and design experts. By integrating the needs and expectations of users and designers, design principles are synthesized and provide references for the follow-up research and development of the Digital Storytelling project. The results revealed that users pay attention to the clarity and completeness of game information, and wish to increase the chance of interacting with others through multimedia or functional design. In addition, users also wish to have different ways of playing game depending on their diverse levels. The expert suggested to examine overall game design with usability and emphasized that various playmates can stimulate more creative ideas. The expert also indicated that too much interaction would hinder student learning and that a user needs assessment must be implemented thoroughly beforehand. By meeting the balance of arguments between both sides, the development of a DGBL should focus on the rules of game, interaction mechanisms, and user interface in order to improve usability and satisfaction.

Keywords: Participatory Design, potential users, Digital Game-based Learning

Introduction

The rapid development of Internet technology and the popularity of portable devices have prompted the rise of digital game-based learning (DGBL). It eliminates the time and space barriers of learning, allowing users to learn anytime and anywhere, and to maximize the benefits of learning (Giannakas, Kambourakis, Papasalouros, & Gritzalis, 2018). DGBL is usually divided into two categories: traveling through developed and completed games in the course, and games developed by students through participatory design (Sykes, 2007), with different design methods that have a different impact on students' learning outcomes (Baker, Navarro, & Hoek, 2005). The "Story Chain" focused on this study is a game platform developed through student participation, which is in the stage of design and imagination. The research and development team hopes that potential users (elementary school high-grade students) will be able to enhance the usefulness and satisfaction of the DGBL by participating in product development.

In the past two decades, the focus of human-machine interaction design has been no longer limited to user behavior and awareness, but also depends on the user's experience (Desmet & Hekkert, 2007). Desmet and Hekkert (2007) describe the experience as an experience shaped by people's senses, feelings, thoughts, motivations, and behaviors. Forlizzi and Ford (2000) believe that the user experience is created through the interaction of users, products and usage environments. To create a good experience, developers should gain insight into what users think about the product and the environment in which they use it. In addition, Sykes (2007) points out that participatory design sits in a way that allows users to become designers in the process of use. As a result, students will not only have a significant increase in knowledge content, but also have more fun and more motivation in the learning process (Fang, & Strobel, 2011) because they can exchange knowledge, value, and ideas as they participate in the development of the game. In summary, the DGBL creative process can
provide specific assistance for teachers in teaching and student learning, but the results of research and development are currently relatively limited (Eladhari, Lopes, & Yannakakis, 2014, p.74; Sykes, 2007).

Therefore, this study will be based on the narrative DGBL of "Story Chain" as an example. Under the concept of participatory design, potential users will be included as co-developers during product thinking and design, and in-depth interviews will be used to collect potential users' ideas, expecting to obtain innovative and close-to-demand designs in the sharing and suggestions of participants, in order to increase the utilization after development. The purpose of the study is as follows:

1. To analyze the needs and expectations of potential users for the use of "Story Chain"
2. To understand the views of DGBL design experts, and to become a reference for the subsequent research and development of "Story Chain".

Literature Review

**DGBL and Digital narrative**

DGBL is one of the types of digital games, focusing on learning outcomes. It effectively combines learning principles with the gaming environment, primarily to improve learners' self-confidence and problem-solving skills (Liang, Lee, & Chou, 2010). Prensky and Prensky (2005) pointed out that DGBL is an emerging medium of fun and engagement, combined with serious learning, whose interactive and entertaining characteristics can arouse a high level of interest among learners. In addition, Erhel and Jamet (2013) found that through the stimulation of intrinsic motivation, students can actively learn and get good feedback, at which time DGBL can even produce better learning results. The most challenging DGBL is to guide students to think, explore, and analyze in complex settings, and to strategically solve problems or conditions to achieve learning goals (Coller & Scott, 2009). DGBL has been widely used in a variety of disciplines because it strengthens students' motivation and improves their learning ability (Clark, Tanner-Smith, & Killingsworth, 2016; Erhel & Jamet, 2013; Huang, Huang, & Tschopp, 2010).

Digital narrative is a process that involves learning, creating and using technology to share. In the process, students interpret their ideas by actively participating, with a variety of multimedia elements, such as video, audio, writing, and painting (Robin, 2008). According to Rossiter and Garcia (2010), digital narrative is a dynamic and beautiful combination of narrative and technology, which has proved to be a powerful force in educational practice. Getting new knowledge through narratives is considered an effective and important way because it can broaden one's horizon in a constant accumulation (Berendsen, Hamerlinck, & Webster, 2018). As a result, digital narratives, supported by digital technology, can not only enrich the diversity of teaching methods, but also encourage students to give feedback proactively, which is beneficial to the interaction between teaching and learning (Rubino, Barberis, & Malnati, 2018). In 2014, the C2Learn Project was supported by the European Union's 7th Framework Programme to develop a story-telling game through online interaction (Eladhari, Lopes, & Yannakakis, 2014). Unfortunately, the app has no Chinese version and is not based on education. However, it also shows that such digital narrative DGBL is developmental.

**DGBL design considerations and Participatory design**

Liang, Lee, and Chou (2010) proposed 15 design considerations for GBL, including: (1) constructing an exploratory learning environment, and mapping learning activities and situations to the learning content with plot; (2) setting clear learning directions and goals; (3) monitoring the learning process to create meaningful experiences and promote end results; (4) applying multimedia to enhance sensory design; (5) setting educational challenges with multiple difficulties; (6) applying cognitive apprenticeship to assist the learning process; (7) providing appropriate prompts and context feedback; (8) designing positive and encouraging game mechanisms to strengthen learning motivation and promote learning; (9) integrating community strength to promote cooperation or competition; (10) giving the learner appropriate authority to control and obtain resources; (11) designing a friendly user interface; (12) providing opportunities for systematic thinking; (13) Occasionally apply negative game mechanics, such as bullying strategies, to stimulate the motivation to use; (14) providing an
alternative experience of learner role-playing; (15) constructing a balanced game rule and integrate the mechanism of resource exchange.

In contrast, the related research on narrative DGBL is very limited (Sykes, 2007), so this study is aimed at this topic from the perspective of participatory design. Participatory design is a method to design an information system in which a potential user is invited to participate directly and actively in the process of system or product development. Getting users involved is not only to make the design results easier to implement, but also to give users the power to influence future usage (Bratteteig & Wagner, 2016). Participatory design treats users as partners on an equal footing with developers, and effectively combining the knowledge, skills and experience of users and developers can not only improve the system or the product itself, but may also raise novel questions and find creative solutions (Sanders & Stappers, 2008). Therefore, inviting more future users and diversifying the background and conditions of these participants will help make the development process more flexible.

Sanders (2002) considers that participants can provide effective information at every stage of the design process. When given the appropriate means of expression, participants can provide creative and enlightening advice for the generation of new ideas or the further development of current ideas. As Cagiltay (2007) showed in the study of the impact of participatory design and development processes on students, students involved in the game design and development process performed better than the average student in learning, and the ability to use what they had learned in the past to solve problems and independent learning skills was greatly improved. Because of the flexibility of the participatory design in its implementation, it can be adapted to a variety of educational contexts, giving digital games and interactive learning opportunities to integrate. Several scholars have recognized that participatory design will positively influence the educational process, so it is transformed into a teaching method for educational design to pursue better learning effects (Danielsson & Wiberg, 2006; Ebner & Holzinger, 2007).

Research Methodology

In this study, which took potential users of "Story Chain" as the subject of study. In the design stage before the development of DGBL, the researchers invited seven elementary school high-grade students to join the research and development team as design participants to think and design. There were four participatory sessions performed during spring 2018, with two weeks between each session and one session lasting between 40 to 60 minutes.

"Story Chain" is a system that leads players into a randomly set situation, with each player getting eight word cards and an ending card. Players need to use their imaginations in this situation, match the word cards in their hands, and start to create stories in the form of sentence solitaire. In the story co-creation plot, the card disappears when players mention the words in their hands. Through imagination and game strategy, players must try to steer the plot to the ending of the story they have, and use all the cards in their hands to win. It is expected to enhance the children's ability of narrative and expression.

Since there has been less research on such topics as DGBL participatory design in the past, the research process and research results are unpredictable, so the data collection and analysis are carried out in a more flexible and open way. After the fourth participatory session, the study conducted in-depth interviews with seven potential users who joined the research and development team, and also invited a DGBL design expert to interview based on DGBL "Story Chain" (see Table 1).
Table 1: Data of study subjects

<table>
<thead>
<tr>
<th>Code</th>
<th>Code</th>
<th>Sex</th>
<th>Position</th>
<th>Education background</th>
<th>Interview date</th>
</tr>
</thead>
<tbody>
<tr>
<td>S1</td>
<td>I</td>
<td>Male</td>
<td>Student</td>
<td>Sixth grade</td>
<td>2018.05.27</td>
</tr>
<tr>
<td>S2</td>
<td>I</td>
<td>Male</td>
<td>Student</td>
<td>Sixth grade</td>
<td>2018.05.27</td>
</tr>
<tr>
<td>S3</td>
<td>I</td>
<td>Female</td>
<td>Student</td>
<td>Fifth grade</td>
<td>2018.05.27</td>
</tr>
<tr>
<td>S4</td>
<td>I</td>
<td>Female</td>
<td>Student</td>
<td>Fifth grade</td>
<td>2018.05.27</td>
</tr>
<tr>
<td>S5</td>
<td>I</td>
<td>Female</td>
<td>Student</td>
<td>Sixth grade</td>
<td>2018.05.27</td>
</tr>
<tr>
<td>S6</td>
<td>I</td>
<td>Female</td>
<td>Student</td>
<td>Fifth grade</td>
<td>2018.05.27</td>
</tr>
<tr>
<td>S7</td>
<td>I</td>
<td>Female</td>
<td>Student</td>
<td>Sixth grade</td>
<td>2018.05.27</td>
</tr>
<tr>
<td>E</td>
<td>I</td>
<td>Male</td>
<td>Professor</td>
<td>Digital game based learning and teaching, Creative design and development</td>
<td>2018.06.03</td>
</tr>
</tbody>
</table>

In order to enable respondents to focus on the topic during the interview process, the researchers prepared an outline of the interview in this study based on the 15 GBL design considerations mentioned by Liang et al. (2010), hoping to make the interview process systematic and to obtain a more consistent direction of response from different interviewees. The outline of the interview prepared in this study is as follows:

1. Outline of interviews for potential users
   i. Would the rules be too complicated, and is there anything that you don't understand? Do you know how to start playing?
   ii. Do you like the functions, such as pause a round, it’s my turn and treasure chest, etc.? What other features do you want to add?
   iii. Do you like the design of the display? Is there a preferred style type? How would you want to change it?
   iv. Would the operating interface be too complex, and is there anything about the interface that you don't understand? Do you know how to use each button?
   v. Do you want to include features such as voice chat and video chat?
   vi. Do you consider that the game mechanism will limit your ability to think about stories? Or too many resources or too little to prevent you from playing?
   vii. Would you imagine yourself as a character in a story to think about the next story? Is there another way to help you think about the story?
   viii. Do you have any other feelings in the course of play besides having fun? For example, you can communicate with others, or you can learn language skills.
   ix. If the game has the function of reporting cheating, verbal violence, and other misconduct, and to punish the object, will you pay more attention to each player's statement? And be more careful not to let others be whistleblowers?
   x. Do you find it interesting overall? Is there a challenge and a sense of achievement? Do you have any parts you would like to improve? Would you like to find friends to play with?

2. Outline of interviews for design expert
   i. Is the content setting of "Story Chain" sufficiently diverse and rich? What needs to be strengthened to achieve the results that enable learners to accumulate, construct and integrate their knowledge on their own?
   ii. Is the interactive mechanism designed smoothly? Are there any parts that will affect the learning effectiveness of children?
   iii. Does the design of the interface, such as aesthetics and operation, meet the needs and preferences of children? How can it be improved?
   iv. Can the "story Chain" through collaborative learning achieve the goal of improving students' narrative expression ability?
   v. Is it appropriate in terms of current interactivity? Is that enough? Does the game need to add or decrease features to facilitate collaborative learning?
   vi. There are no stage level tasks for the current game settings. How to divide degrees of tasks better if we want to add it to the game?
vii. On the whole, how should "Story Chain" be both educational and entertaining? How can it be improved to enhance the interest of children and to enable them to derive the benefits of learning from it?

Before the interview began, the researchers explained to the interviewees the design and concept of "Story Chain". In addition, in order to show respect, the respondents were first asked for their willingness to be recorded during the interview to avoid missing out on the interview because of the lack of records.

**Data Analysis**

The following contents are divided into two sections, the first part is aimed at the potential users of "Story Chain" to analyze their usage needs and expectations, and the second part is the analysis of the viewpoints and suggestions of the DGBL design expert on "Story Chain". It is hoped that the results of the analysis will help to revise and propose updated DGBL design principles.

**Potential users' needs and expectations for the use of "Story Chain"**

1. The game rules and the meaning of each element should be explained before the game starts:
   At present, the way of playing "Story Chain" is more complicated, especially in the part of the sense of "story card", the respondents do not understand the meaning of preposition and so on. Therefore, it is advisable to add additional instructions of the interface and rules before the game to help users understand how to proceed.
   
   "The rules are a bit complicated and some people don't know what the preposition is." (S2)
   
   "I can't understand some parts, like what is the preposition? If there is a text before the start to tell players how to pass or how to play, then probably understand, but did not know how to start without explaining." (S3)

2. The display of the interface should rely mainly on icons supplemented by texts:
   Most respondents said that interface design was a little complex, such as functional area, story contexts, etc. If there are only icons, it will make it difficult for users to intuitively understand what the button does, or what the block represents. Consequently, the text annotation should be added for the user interface, such as the button content and the story situation, to explain the meaning and usage of the interface. In addition, the majority of respondents tend to have the autonomy of interface replacement and want to increase the richness of the interface.
   
   "With explanations, it is more clear to understand the interface design and the usage of buttons." (S1)
   
   "Some people may not know what these icons are. Explanations may be added next to the function." (S2)
   
   "The button of the treasure function will not be understood, may be able to write some explanation below, click then it will tell you what to do." (S3)
   
   "Card area color is not a good look, I hope I can choose the interface color I want." (S6)

3. Add more meaningful interactive functions:
   In addition to the lack of information presentation, some respondents indicated that the game can add more interpersonal interactions or competitive functions, such as plundering other users' gold coins, to enhance their interest in use.
   
   "I like the gadgets here, I think it's quite useful." (S3)
   
   "These features are useful, but I think it will be interesting to add props that grab someone else's gold coins." (S7)

4. Consider users needs to increase the function of voice chat:
   The majority of respondents were in favor of adding the function of voice chat, which would facilitate interaction between players and help players who are slow to type play the game on the other hand. However, there are children who have doubts about possible verbal abuse, verbal violence, etc., so it is recommended that the game can add this function, but users can consider whether to turn on depending on
the situation. Children's opinions on whether to increase video chat function are the same as those mentioned above, but with the reaction of students, the video chat will make people feel awkward, so the willingness to increase video chat is not as warm as the willingness of voice chat.

"The game can include voice chat, but I can decide whether to turn it on." (S1)
"I think the game can increase the voice chat, so that I can talk to the opponent, but the video is not really good, because it will be awkward to see the opponent." (S2)
"The game can add voice chat, because the opponent can say what he expects to say, so I can have some ideas to interact with him. So is the video chat." (S4)
"The game can be added to voice or video chat, so that typing can become spoken, because some people type very slowly." (S5)
"Although it's good to add voice chat function, some people will swear and scold to opponents, which will make me choose not to use it." (S6)

5. Design different assistance mechanisms for users of varying degrees:
All respondents said that they can integrate themselves into the storyline to think about the next story. In terms of resource and situational limitations during the game, some respondents indicated that the mechanism would limit users when they were thinking stories, because the user's participation level was different, or because they had the plot they wanted to write. So it would increase the difficulty of making up stories. Based on the above, it is recommended to increase pregame player training to help lower-level users or those who are unfamiliar with how to proceed, and to improve their abilities before the game begins. It is also recommended to increase the time users spend discussing together to determine the game situation and to improve the smoothness of the play process by selecting the right or desired story scenario. Moreover, some respondents believed that this mechanism can show the challenge of the game and the user's ability, and avoid constantly describing the same storyline. For improper use of words, language violence, and other irregularities, all respondents will restrain their behavior in the game because of the whistleblowing and punishment mechanism, and will also pay attention to the performance of other players. For this reason, it will be proposed to add a filtering system, hoping to start from the game system to do the first step of improper language filtering, and then, to increase the warning, inform users of the game order, and in the game to increase the function of whistleblowing and punishment, to give violators appropriate punishment.

"Because to write these stories should be to imagine myself in the inside, so I will bring myself into the storyline." (S1)
"I would think of myself as a character in a story to think about the next story, but it will tie myself up to thinking about the story with too much limitation, because for some less intelligent children will not be able to make up the story. If do some pre-game training for less intelligent children, it should be able to improve their problems." (S2)
"Limiting the plot will be a little bit of a hindrance to my thinking about the story, because I might have a storyline that I want to write, and hopefully talk about what we want to tell together and then play together." (S3)
"Situations won’t limit me to creating stories, and it can show my ability with some limitations, and can avoid telling the same storyline all the time.” (S5)

6. Improve the learning effect of subject content, interpersonal relationship and typing skills:
In terms of the learning effect of the subject, respondents said they could learn how to create stories and increase their creativities after playing "Story Chain". "Story Chain" not only helps to increase the user's understanding of words and vocabulary, but also increases the user's vocabulary and use in writing, and will make the user's statement expression more fluid. With regard to interpersonal enhancement, users can learn how to communicate with others during the game and learn different narrative logic and expression skills through interaction with others. Furthermore, on the part of skills learning, respondents all indicated that through typing to tell stories can improve the speed of typing.
“The game can make my typing faster and I feel more creative.” (S1)
“I can learn how to create a story, and I can know how to use words and use more fluent when writing compositions. Through the words provided by the game, I can increase the number of words I use when writing compositions.” (S2)
“When I see what my opponent says, I can learn different things.” (S3)
“I can learn how to go on with what others say, and how to communicate with people and inspire ideas.” (S5)

Design expert’s perspective and suggestions for "Story Chain"

1. Invite experts to examine the design of DGBL from usability:
The experts interviewed suggested that it is advisable to refer to the past research results of practicality to evaluate the design of the "Story Chain". Before opening up to children, some experts must be invited to examine whether there are errors or problems, such as delay, in the game.

“There have been many studies and articles on usability in the past, and you can use these results or questionnaires to design the game. ... First of all, we should pay attention to the human-machine interface, and then focus on the effectiveness of use. Before the game is opened, you should ask several experts to check the man-machine interface to ensure there is no problem such as lag. After confirming that there are no errors, students can use, otherwise, students will feel uncomfortable or not fun, then the effort will be nothing.” (E)

2. Too much interactive design can create learning disabilitie:
Experts interviewed stressed that too much interaction may lead to poor play experience and may make it difficult for students to connect ideas, and too much interaction can create anxiety in relationships. For children with more lazy personalities, too much interaction leads to their tendency to rely on others, making them lose the effect of active learning.

“Avoid too much interaction, or students will feel that play is not smooth, it may also cause they can’t connect their ideas. ... Some lazy students like hitchhiking, he will think that it is good to let others do. He may not think the new story if there are no other students, and if faced with unthinking pressure, he will have a sense of anxiety, although there is no face-to-face social anxiety, but there is still online social anxiety.” (E)

3. Diverse playmates lead children to more creative:
If participants get together for a long time, their thoughts and cultures will gradually converge, reducing the impact on creative ideas, making them more likely to produce similar outcomes. Therefore, the expert suggested that children should play games with more different players, which will make them bring jump thinking into full play and stimulate the ability of creative thinking.

“I used to train students' creativity at school in Dongguan, but because they are all residential students, they have been together to make their thinking too close, cultural stimulation is also very similar, so that each group drawn out of the drawing is very similar, jump thinking is also less.” (E)

4. Perform a needs assessment to fully review the design details of the game:
The interface, rules, and mechanisms of the game are closely linked and inseparable. Before developing the game, developers should carefully perform a needs assessment and review the game development for all the details covered, in order to perfect the design of "Story Chain".

“We need to make a needs assessment, and in it, we need to assess what elements should be in the game. For example, what are the elements of the human-machine interface, and what to consider from the perspective of human engineering. Then consider the content, such as
how to present the learning content and images, and what interaction should we have. After considering these elements, then compare with “Story Chain” to see if there is in accordance with these elements to design the game. This is a way to know if it is a good design.” (E)

Conclusion and Recommendations

According to the research results, both potential users and design experts believe that the rules of the game, the interactive mechanism, and the user interface should be the development of DGBL the most important part of the need to pay attention. The design and interpretation of the rules of the game or the interactive mechanism, as well as the arrangement of the game interface, are the minimum threshold for users to play smoothly. The results also show that it is necessary to thoroughly implement the user needs an assessment before the actual development, the purpose of which is to view the design details of the game comprehensively. As far as play experience is concerned, potential users care about the clarity and completeness of information, and experts are exploring from a usability perspective. In the part of the interactive design, users expect to add more functions of interaction with others in the game, but the expert suggested that too much interaction can hinder learning outcomes. Obviously, users tend to focus on a richer gaming experience from a game-oriented perspective, while experts think about game design based on learning goals and effectiveness. Therefore, the DGBL developers should carefully evaluate the views of all parties and add more testing of design to seek balance.

Inevitably, there are several research limitations in this study: (1) the implementation of in-depth interviews is for senior students and design expert, but the individual differences between students are very large, due to the degree of learning, teaching resources, geographical environment, social conditions, and other factors will have different needs and expectations, making it difficult to unify opinions; (2) because the implementation of the study is time-consuming, it can not obtain a large number of samples for integration. There are restrictions on the inference of the results of the study and future applications; (3) limited by the design expert's interview time, digital design experts are unable to cooperate because of busy business or travel abroad, and finally only successfully access to a subject, so that the results can not be comprehensive and widely included DGBL design views; (4) the lack of opinion collection and integration of the teachers responsible for on-site teaching in this study will lead to a gap in the implementation of the future application of "Story Chain".

Future research can work in the following five directions: (1) according to the differences between students' learning level and school teaching resources to distinguish a number of major categories to benefit the rational integration and effective application of research results. (2) relevant questionnaires or scales can be designed to carry out large-scale survey research, with large sample analysis of the results will be conducive to the application of general criteria; (3) extend the research time, and invite more DGBL design experts to summarize more complete design considerations; (4) the study only explores the participatory design of the product development process, but the effectiveness of the use after the development is not known. In the future, the practical use and learning effectiveness of "Story Chain" can also be assessed by the experimentation method; (5) invite frontline teachers to participate in the research and incorporate their opinions into the results of the study in order to improve the preparation for future practical applications.

This study can not only provide follow-up research and development suggestions for "Story Chain", but also shape the design reference principles for narrative DGBL. Looking at the interview, this study suggests that developers should carefully perform user needs assessments and conduct a comprehensive review of the development links and the detailed designs before the design is completed and actually developed. In this way, the probability of repeated modifications in development can be significantly reduced. In the needs assessment, the focus should be on the integrity of the game rules and the interaction mechanisms, as well as the usefulness and ease-of-use of the interface design. To ensure that users can clearly understand the way the game is conducted before playing, and there is no difficulty in the operation, in order to allow users to play the game smoothly, and let the game play the hidden learning benefits. Additional interactive features or multimedia forms can be added later, and potential users can be invited to test in advance to evaluate the effectiveness and
feasibility of the new features in the game. Through a careful development process, the design of the DGBL will be completed and the pre-set educational goals will be achieved.

References


The Role of Considering the Opposition Opinion in terms of Achieving Legal Unity in Fatwa

Mehmet Selim Aslan  
Associate Professor, Van Yüzüncü Yıl University, Turkey  
mehmet.selim.aslan@hotmail.com

Abstract

When issuing a fatwa, the person giving the fatwa also takes into consideration the opinion of the other party. In the literature, this is called fraud adherence. In the observance of the caliph, the mujtahid first determines the verdict of an act that has not yet occurred, based on the evidence which is strong in his own way. However, after the act has taken place, it gives another judgment according to a weak (mercukh) evidence. Accordingly, adherence to the fraud means respecting the evidence of the opposing view on the disputed issue. Consequently, the principle of abolition is not applied to the allied issues. Because, apart from the evidence of the issue that is the subject of the alliance, no other evidence is taken into consideration. On the other hand, in disputed matters, the opinion of the other party is taken into consideration and judged accordingly. Apart from the Maliki sect, the three other sectarian proceduralists did not address the Hilâfa adherence principle theoretically. However, fiqh issues have used it as a basis for binding the point. In fact, it is said that touching women in the Hanafi sect does not disturb the ablution, however it is said that taking ablutions in such a case is an idub to quit the contravention and that it is an idub as long as it does not require a proper status according to Hanafi sect principles. Likewise, according to the Shafi‘i sect there is no lower limit. Because there are no restrictions on the existence of more or less goods in the verses that express the necessity of giving mehr. However, the Shafi‘i, Abu Hanifa, taking into account his opinion to get out of opposition to the lower limit of the mehr is considered to be 10 dirhams circumcision.

In this study, we will examine the attitudes of the judges about the fact that opposing views will be taken into consideration in fatwa activities. In this context, we will focus on the concept of abolition and will present the relevant opinions in the fiqh procedure and determine the reflections of fiqh. While studying the subject, we will examine both the theoretical and practical approaches of the Hanafi, Malik, Shafi and Hanbali sects.

Keywords: Islamic Law, Denomination, Opposition, Fiqh Issues

Introduction

Commitment to the legal system applied by the society can vary according to the degree of trust in it. Because the law trusted by the public is applied more. Trust in law also depends on whether it is stable. Therefore, the mufti who engage in fatwa activities should stay away from fatwas that may harm the public's trust in law. For example, the provision of different provisions in similar cases, more precisely the failure to achieve legal stability destroys the public's trust in law. This is also the case for Islamic law. The fact that different fatwas are given to people who ask for fatwa with the motive of religious sensitivity undermines their trust in the law. We can observe that the muftis, who seek answers to the fiqh questions of the people, take this delicate situation into consideration. We can even see expressions in the jurisprudence books of the classical period that it would be more appropriate to consider the views of the other party. The jurists sometimes used the words “Al-Khuruj Minal Khilafl” and “Muraat al-Khilaf” to make this point. Since the differences between these two principles are excluded from our study, we will not address them. (Pala, 2016: 607-609) Because our study aims to reveal the effect of taking into consideration the opinion of the other party in the fatwa activities in order to ensure the stability of the law and the establishment of trust against the law.

It is difficult to say that this principle is widely studied in fiqh works. Among the four fiqh sects, we can say that the modalists who dealt with this principle in particular with the term "muraat al-khilaf" belong to the Maliki sect. However, although muraat al-khilaf am has not been handled by three other sectarian procedural lawyer proceduralists other than Maliki proceduralists, there are fiqh examples that show that this principle has been...
taken into consideration in the fiqh works in which the views of these three sects are scattered. We could not find such a study in our researches in the fiqh books of the classical period. Nowadays, there are some studies about muraat al-khilaf. (Pala, 2016: 592) However, in our study, we will focus on the unity of law in the fatwa activities and the effect of this principle on the unity of law. This issue has not been examined in detail in other studies.

In this study, we will emphasize that the mufti who conducts fatwa activities should take into consideration the opinion of the other party in terms of ensuring the unity of law. Because the establishment of an environment of stability and trust in the legal order depends to some extent. It is useful to explain the nature of the term muraat al-khilaf, which expresses the consideration of the other party’s view.

**Eligibility of Muraat Al-Khilaf**

Inconsistent results are likely to occur if a faqah engages in fatwa activities without adhering to any method, and failure to take into account other sectarian views may result in provisions that may undermine the legal unity. Therefore, it is necessary to consider the views of other sects while giving a fatih fatwa. We believe that this issue, which is expressed as muraat al-khilaf in the fiqh literature, is a condition that should be considered when giving fatwa in places where people with different sects are present.

In the law literature, Ahmed al-Qubab (d. 779/1377), one of the Malik fukahas, describes the observance of the caliph as to put forward the judgment of each of the two evidences.. Different opinions are considered here. Thus, the mujtahid first determines the verdict of an act that has not yet occurred based on the evidence which is strong in his own way. However, after the act has taken place, it gives another judgment according to a weak (mercukh) evidence. (Venşerîsî, 1981: VI, 388) To put it more clearly, the apostate is to act according to the evidence of the opinion of the other party on a legitimate justification. (Kılıç, 2006: 35: 37) While giving mufti fatwa, he gives fatwa with the evidence on which the other party is based on a reason that he sees as legitimate. Accordingly, adherence to the fraud means respecting the evidence of the opposing view on the disputed issue. (Velîd, 2009: 387) Consequently, the principle of abolition is not applied to the allied issues. Because, apart from the evidence of the issue that is the subject of the alliance, no other evidence is taken into consideration. However, in the case of disputed matters, the opinion of the other party shall be taken into consideration and judged accordingly. Even according to the Mâlikî sect, even if the evidence is weak, the opinion of the other party is taken into consideration. (Şâtıbî, 1997: V, 190-191)

On the other hand, the Shafi’is argue that if the evidence on which the other party is based is strong, it will be taken into consideration. However, it is stated that Kaffal (d. 365/975), one of the Shafi’i sects, believes that even if the evidence of the other party is weak, it will be considered. (Zerkeşî, 1982: II, 129) Accordingly, it can be said that there should be a conflict / disagreement between the opinions in order to take into consideration the opinion of the other party. In other words, if there is more than one opinion on a subject, this principle is applied. Since Mürââtü’l-hilâf is based on the idea of maslahat, it is said that it is an extension of the evidence of employment. (Kılıç, 2005: 66) That is, as a requirement of this principle, if the faqih gives fatwa in a fiqh issue according to his own opinion, the charge will disappear, thus the damage will occur, but if he gives a fatwa with a dissenting opinion in this fiqh issue, the fatwa is based on that opinion. (Kılıç, 2006, XXXV, 37) After determining the nature of muraat al-khilaf, it is necessary to mention the conditions necessary for its implementation.

**Terms Of Mürââtü’l-Hilâf**

The jurists did not take into consideration the opinion of the other party. They operated this principle within certain criteria. In general, the following conditions are set:
1. Taking into account the opinion of the other party should not lead to further conflict. In this respect, the Shafi’i, vitr prayer by making a salute by making two greetings, in other words, vaslederek that all of them counted more virtuous. The Shafi’i did not take into account the conflict of Abu Hanifa (d. 150/767) in this provision. Because there are princes who do not see the permissible prayer of vitrine prayer. (Sübkî, 1991: I, 112; Suyûtî, 1983: 137)

2. The opposite opinion shall not be contrary to a fixed circumcision. According to Shafi’i sect, raising hands while going to bowing and getting up from bowing is sunnah. According to Hanafi, circumcision is not. The Shafi’i did not take into account the Hanafi views on the grounds that it was contrary to circumcision. (Suyûtî, 1983: 137)

3. The other party's opinion must be based on strong evidence. (Sübkî, 1991: I, 113) If the evidence is weak then the opinion is not taken into consideration. For example, according to the Shafi’i fasting is permissible on the journey. On the other hand, David ez-Zahiri (d. 270/884) does not allow fasting on the journey. Shafi’i do not take into account his opinion, saying that the evidence on which his view is based is weak. (Zerkeşi, 1982: II, 129-130; Suyûtî, 1983: 137) On the other hand, the Shafi’i argue that when the evidence of the other party is strong, it will be considered. For example, the fact that the passenger makes four rak’ahs of prayer as two rak’ahs (kasr) according to this sect is considered more virtue considering Abu Hanifa’s view that he is wajib. It is stated that Abu Hanifa is more virtuous considering the opinion that Abu Hanifa is not permissible. (Sübkî, 1991: I, 113)

4. The opposing opinion should not be contrary to consensus. (Bâz, 2017: X/1, 217) Because the opinion opposed to icmâ is unacceptable. Therefore, it cannot be taken into consideration in fatwa activities.

5. Elimination of disputes should not be contrary to consensus. For example, Ibn Süreyc, one of the Shafi’i jurists, washes his ears with his face when he was taking ablutions, and when he anointed his head, he would also anoint them. And he used to wash his two ears by himself. The reason that Ibn Süreyc did so was to respect the view that the ears were a limb from the face or head or in itself. Since no one is at this point of view, it is considered to pierce him to do so. (Zerkeşi, 1982: II, 131; Şâzeli, 1427: 33-34)

Importance Of Muraat Al-Khilaf

As it is known, because the majority of the sources of fiqh are presumption, it is inevitable that disputes exist in fiqh. It is natural that there is a difference in the acceptance and interpretation of the evidence which is presumption. However, disputes in fiqh can sometimes have negative consequences. In jurisprudence, sometimes there are contradictory views on the same subject. On the basis of one of these views, some of the rights obtained by the other opinion may be lost or some responsibilities may be avoided. To avoid such inconveniences, the jurists took the other side's view into consideration when giving fatwa. The jurisprudence expressed this in terms of muraat al-khilaf or al huruc min al khilaf. Thus, thanks to these two principles, a compromise between different views and consistency and integrity of the law are ensured. (Pala, 2016: 592)

Although the jurisprudence tolerates disputes on fiqh issues, it is of the opinion that their abolition is obscene. (Suyûtî, 1983: 136-137) As can be seen, although the jurisprudence of the classical period is attached to a particular sect, they also took into consideration the view of the jurist belonging to another sect. This shows that they welcome fiqh conflicts and respect different views. In fact, they have put forward their approach by saying that getting out of conflict is obedience.

In addition, ensuring a sense of justice and trust in law in society depends primarily on the unity of law practices. This issue is especially important in the judiciary. Because it is important that judges in courts give similar provisions in similar cases.

The jurists associate the principle of necessity with consideration of the opinion of the other party. Because the issue of legal unity in terms of the unification of views from the perspective of whether the other party to take into account the opinion expressed in the conflict, in fact, we see that the principle of prudence. There are even jurists who express this issue clearly. (Sübkî, 1991: 112) With this principle, the number of disputes in jurisdictional matters also decreases. (Bâz, 2017: 218) The jurists showed that it would be more appropriate to
consider their views on the other side, and that it was sometimes more virtuous to leave the contravention. (Suyūṭī, 1983: 136.)

There is always a need for legal security in society. In order to ensure the unity of law among the people and thus the security of the law, the jurists must take into consideration the opinion of the other party in their fatwas. The benefits of the legal union are consistency between law security and fatwas. In fact, by establishing unity and order in the fatwa, the establishment of an environment of legal stability and trust occurs in the society. In addition, it can be said that the sustainability of people's legal lives depends on the existence of unity of law in practice.

As a result, it is seen that with muraat al-khilaf, it is aimed to achieve legal unity in society. From this point of view, it can be said that with this principle, the inconsistencies between sects are minimized. Therefore, the mufti, who will act with this principle, should take care not to harm the sense of trust against the law with its provision. Fiqh is requested to apply the same to everyone. However, as mentioned above, disputes existed among the sects since most of the sources of fiqh were assumed. In countries where members of different sects live, there are different views from sectarian allegiance. To put it more clearly, in almost all Islamic countries there are more than one Islamic sect. It is natural that there are different opinions among them and that different fatwas are given in similar events. However, this situation may undermine society's trust in law. In order to prevent this, the person who will issue a fatwa in these countries should give a fatwa by considering the views of the sects in the country in accordance with the principles and principles. This is because the mufti is able to achieve the unity of law in a fiqh issue brought to him by giving similar provisions. This minimizes conflicts and eliminates conflicts and conflicting practices arising from different views. After mentioning the importance of the issue, it is worth mentioning how this principle is operated.

Ways To Get Rid Of Differences

Although the jurisprudence accept their differences differently, they cannot adopt them. They have shown this attitude by taking into consideration the opinion of the other party in their fatwa. Once the conditions for taking into account the opinion of the other party have been fulfilled, it is important to decide which way to follow. Considering this, the jurisdictions have identified some ways to combine views. It is useful to briefly mention these paths.

1. It is possible to move out of the contravention by moving precaution. Even the jurists say that there is no hadith about quitting the contravention and that quitting is based on necessity. Because the issue of the conflict is a legally requested issue. (Sübkî, 1991: I, 112) For example, if a prayer is made, it is necessary to return it if there is a possibility of corruption. Likewise, if something is forbidden with halal, it is forbidden to consider it haram. (Bâz, 2017: 222)

2. The jurists, the conflict between something that is forbidden to be forbidden to avoid something and said that the conflict will be quit. Likewise, they argue that it is more virtuous to do something if the conflict is between something that is obscene and vacip. In fact, if the dispute is related to the legitimacy of something, then they state that it is virtuous to do it. (Karâfî, 1998: IV, 368-369; Zerkeşî, 1982: II, 127-128)

3. Provisions may be movens out by enacted / legalization. Mecelle and Family Law Decree are given as an example. (Bâz, 2017: 224.) Because, when one opinion is chosen from among many opinions, movens out the disagreement.

4. With the judgment of the judge, the conflict can be quit. In other words, when the judge decides on one of the views, he eliminates the conflicts between the views on the issue. As the disputes on this issue disappeared, the issue is solved as if. (Bâz, 2017: 225-226)

After examining the nature, conditions, importance and ways of realization of muraat al-khilaf, it is important to understand the subject of the jurisprudence and the legal reflections of these righteous, that is, the practical aspect.
Approaches to Respecting Opposite Ideas and Fiqhi Issues

Apart from the Malikī sect, the three other sectarian proceduralists did not address the Hilāfa adherence principle theoretically. (Ali Cum'a, 2012: 184) On the other hand, there is a rich material in the classical jurisprudence literature that will outline such a theory. Indeed, one of the Hanafī scholars, Haskafi (d. 1088/1677), said that touching women did not disturb the ablution, however, it was leisure to take ablutions in such a situation in order to quit the contravention. (Haskefî, 2002: 25)

According to the Mâlikî denomination, the marriage contract made without guardians is a contract and does not have any legal consequences. Malik of this provision “without the permission of the guardian of the married woman's marriage is void, void, void”. (Èbû Davud, “Nikâh”, 20; Tirmîzî, “Nikâh”, 14) hadith show evidence. Accordingly, the parties must leave immediately. Besides, they cannot be heirs to each other, the generation of the child to be born will not be fixed and no spiritual relationship will occur. However, if the husband and wife life was experienced between the parties following the marriage, then the inheritance provisions took place and the generation of the child to be born was fixed. Just like the authentic marriage contract, after the zifaf, a marital kinship occurs due to the phased marriage contract. The fact that the factual marriage contract is deemed to be an authentic marriage contract in these provisions stems from its partial acceptance. As a matter of fact, in the continuation of the hadith mentioned above, “If there is a weakness, the woman has the right to the city in return for her husband to benefit from it.” (Tirmîzî, “Nikâh”, 14) In a way, something which is forbidden in a way (marriage without parents) has been made true. Thus, the dispute in the marriage contract, which is controversial, was taken into consideration and the provision was given accordingly. Because in the case of a marriage in the case of zifaf fasit to give the right to give the mehr, some of the child's generation is fixed, such as the provisions of the treaty terettüp. All this shows that the heavier unhappiness, ie the consequences, is taken into account if the cancellation of the marriage contract, that is to say, does not impose any provision on it. (Sâßîbî, 1997: V, 191-192) In other words, taking into account the different views of the sects in one issue, the results containing the excuse were eliminated. In this context, we can say that the principle of observance of the fraud stems from the principle of taking into account the results of the verbs. Because in this principle, the results of verbs are taken into consideration. (Velîd, 2009: 397)

Financial jurists argue that it is appropriate to carry out work as a requirement of this principle in disputed matters as to whether something is legitimate. For example, there is controversy as to whether it is legitimate to read the time of the Fatiha in the funeral prayer. Imam Malik (d. 179/795) says that he is not legitimate, while Imam Shafî (d. 204/820) believes that he is a wajib. Mâlikîler say that the reading of Fatiha is more appropriate to take the supplements in order to get rid of the abandonment of wajib. (Karâffî, 1998: IV, 369)

According to Shafî sect there is no lower limit. Because there are no restrictions on the existence of more or less goods in the verses that express the necessity of giving mehr. (Mahallî, 2012: III, 322.) However, one of the Shafî's, Shirbînî (d. 977/1570), said that taking the view of Abu Hanîfa to stand out from the opposition, taking the lower limit of the mehr as 10 dirhams is circumcision. (Şirbînî, 1997: III, 291-292.) In fact, the Shafî's, based on this principle to mention some fiqh issues. Ablution from the caliph of Imam Malik only to be considered rubbing the limbs, the entire head of the Imam Malik to be anointed, the prayer was accused of Abu Hanîfa, the order to quit the abolition of Abu Hanîfah Fiqh issues which are deemed to be wajib by some denominations, such as the fact that the person who is not subject to the accident and the abandonment of colligate on the journey to quit Abu Hanîfa's caliphate, are considered within this scope. (Zerkeşî, 1982: II, 133-134; Suyûtî, 1983: 136-137) In the Shafî fiqh books, many fiqh issues that are solved by taking the view of the other side into consideration are mentioned. (Duman, 2017: 57-62)

According to the Hanbali sect, the marriage of the woman must have a guardian. When a parent marries his daughter to a match, he may not ask his daughter for permission. Although this is the opinion of the sect, the Hanbali say that it is a obedience to ask her permission to quit the contravention. (Îbn Kudâmê, 1997: IV, 405)
According to Abu Hanifa, a smart and virgin girl can marry someone who is equivalent to her without her father's permission. In this regard, the Hanbali argue that taking into account Abu Hanifa's opinion, asking the girl for permission is obscene.

**Conclusion**

Muraat al-khilaf, which can be described as considering the opinion of the other party on a legitimate justification, has taken this principle into consideration in the views of the four sects of the jurisprudence in fiqh issues, although it has been examined only in the works of Malik procedural subjects. It can be said that the order, the stability and the trust in the fatwa procedure are the product of an effort to ensure the order and the stability of the law. It is certain that muraat al-khilaf, in other words, the opinion of the other party, should be taken into consideration in order to ensure the unity of practice in the fatwa activities and to eliminate the discomfort that will be created in society by giving different provisions on the same subject. As a matter of fact, the application of fatwas to everyone in the society in the same way, in fact, is a living of the principle of legal unity and trust. This principle has been adopted to eliminate the inconsistencies and contradictory practices in the fatwas and is one of the most important ways of ensuring unity of law and thus trust in law.

Muraat al-khilaf is a remedy by the mufti to prevent different solutions in similar events. Because, considering the opinion of the other party is the most important discretionary power given to the mufti in fatwa activities. It provides legal unity by eliminating disputes between mufti opinions. Although it is often stated that it is appropriate to consider the opinion of the other party in the fatwa activities, it is certain that there should be some criteria in this regard. Because the opinion of the other party on issues of consideration of the views were not considered good. The application of this principle is also a matter of caution as it is to ensure the unity of law. The issuing and application of the fatwas in the same way in society is intended to put an end to the contradictions that may arise in prudent practice.

**References**


The Impact of Knowledge Management System in Crisis Management Sectors for Leveraging Public Affair (Case study: Government Trading Corporation of Iran)

Gholam Reza Taleghani  
Prof. University of Tehran, Iran  
gtalghani@ut.ac.ir

Ali Ghafary  
Graduated Student of MBA with a Distinction in Strategic Management, University of Tehran, Iran

Zahra Khalvati  
Msc of Marketing, Allameh Tabataba'i University, Iran

Abstract
This study evaluates knowledge management system using the algorithm in crisis management expert systems have been done. This study was a descriptive study in crisis management & headquarters city events has been done. The study, managers and experts in the field of crisis management is active with events and crisis management headquarters have to be small because it is equal statistical community. First component in effective knowledge management with specific field studies. Then combine with the three-stage model of crisis management, Index, the questionnaire in order to polls in two phases between 15 days in order to measure stability by three wide, professors, experts involved in provincial matter and crisis management experts were city; Index that score between 4 and 5 were in the range contain Likert scales as indices for the questionnaire was used. Then the questionnaire between managers and staff experts Government Trading Corporation Of Iran events and crisis management system to check the current status of knowledge management and optimum status was distributed, The analysis consist of binomial test, pair mean differences, kolmogorov-smirnov Z.spo and T test. Based on collected data, the impact of knowledge management in crisis management situation was favorable significant, but the situation there is significant distance. Implementation of knowledge management systems increases the ability to control the crisis.

Keywords: Knowledge Management, Crisis Management Sector, Public Affair

Introduction:
Knowledge management can be a word; creation, interpretation, dissemination and use, protection and maintenance, and refining knowledge, he said. Important events of the world in recent decades, political, social, geographic, and that human societies undergoing continuous natural disasters or human destructive tendencies that caused the crisis are different, respectively. The day that news related to the crisis in the small corners of the world occurs, not reflected in the media. This crisis may go so far as the interests of domestic and foreign societies or credit a large organization to a threat. (Yaghin Lu, 1383: 55).

In this study, the type of incidents and accidents duty staff and management crisis, only crisis based on normal tasks to staff involvement in it has deals.

Crisis management has many aspects and issues such as organizational culture, structure, education, technology, information systems and information and ... In the take -

In this study, one of the main elements of crisis management that information and information systems are going.
The main purpose of research
Review knowledge management system using are in crisis management.

Research questions:
- Main research question is as follows:
  1 - If the information is based on knowledge management, knowledge management based on expert systems in crisis management is what role?
- Sub questions:
  1 - Not in the organizing of knowledge management or staff to collect data on disaster and crisis management country and in particular disaster and crisis management headquarters Government Trading Corporation Of Iran is governed?
  2 - Not on for knowledge management in the processing of updating information on disaster and crisis management of the Headquarters and Headquarters of particular disaster and crisis management Government Trading Corporation Of Iran is governed?
  3 - Not in applying knowledge management in information disaster and crisis management of the Headquarters and Headquarters of particular disaster and crisis management Government Trading Corporation Of Iran is governed?

Research assumptions
- Main hypothesis:
  If information is based on knowledge management, knowledge management and crisis management between significant relationships exists.
- Subsidiary hypothesis:
  1 - between organizing information (before the crisis), which eventually will become a knowledge management and Staff disaster and crisis management and crisis management in disaster and crisis management headquarters Government Trading Corporation Of Iran correlation exists.
  2 - between processing (before the crisis) that eventually will be turned into knowledge management and crisis management and crisis management headquarters in disaster and crisis management headquarters Government Trading Corporation Of Iran correlation exists.
  3 - between the application of information (during and after the crisis) that eventually will be turned into knowledge management and crisis management and crisis management headquarters in accidents and disaster and crisis management headquarters Government Trading Corporation Of Iran correlation exists.

Materials and Methods:
The research methodology of descriptive - is a survey.
- Methods and data collection tool:
  1 - Studies of library books and journals, including domestic and foreign study and search database Information (Internet) in order to achieve Theoretical and using the experiences of other researchers
  2 - Czech closed questionnaire to interview list as the main tool for gathering information to achieve the desired data.
  3 - Interview with relevant experts and all, in the organization
- The statistical
  Statistical Society of the study included 30 people, managers and staff expert's; unexpected disasters and crisis management are from Khorasan Razavi province and Government Trading Corporation Of Iran.
- Statistical analysis method:
Data for statistical analysis techniques present descriptive statistics (tables and graphs are descriptive) and analytical (T test, binomial test) in both the present status and desired status for the study of knowledge management systems used in crisis management. The test to reevaluate; kolmogorov-smirnov Z.spo be normal were used.

Overview of the research literature:

Knowledge Management

System of collection, storage and dissemination of knowledge in one organizational knowledge management environment where they say tacit knowledge to explicit knowledge conversion is done. Organizational knowledge by carrying knowledge (documentation, staff and sometimes "computer system) will be carrying.

In this respect, expert systems as one important tool of knowledge management are considered and attention is placed.

- Concepts and hierarchies of knowledge
  1. Turbulence:
     Elements or symbols that are not itself a harmful concept.
  2. Data:
     Data, field and single objective reality, some are about the events. (North, 51:1999)
  3. Information:
     Information in fact, a closed message is that this message can be written, audio or is meeting. Information, like all the messages of a sender and a receiver. (Von Keogh, George and others, 61:2000)
  4. Knowledge:
     Knowledge, unlike information, the public understanding of its place in the field is the nature of mental and Site and within the individual or group of people who have created it is related. (The same: 68)
     Knowledge is understood and individual knowledge through experience, reasoning, insight, learning, reading and listening obtains.
     When the individual knowledge and spread knowledge to other compounds, new knowledge is produced and finally there is knowledge of people and part of the complexity of human unknowingly. (Danport & Prosack, 1998, translated Rahman Seresht: 11)
  5. Wisdom
     Comprehensive understanding of the public through the mental sense, insight and inspiration can be obtained. Between data, information and knowledge Mode conversion symptoms data, data information and knowledge information at the end of the following:
     - Signs with words, making rules, the "data" are converted into.
     - Data change concept "information" are converted into.
     - The order, composition, and to network information, "knowledge is created
     So of course the data into information and information to knowledge, over time the result will be. (Afrazeh, 27:1384)
     - Using knowledge of the final goals of the information or is using. (Although the knowledge may be produced, but not be use.)

Knowledge management can be defined as to:
Knowledge management; knowledge correct, suitable for people in the correct time and place is appropriate, so that people can achieve the goals, take the best use of knowledge. (Pat Rash, 14:2002)

Concepts and models of crisis and crisis management

Research studies conducted shows crisis not determine the damage, but the response to the crisis that officials of the damage will determine the damage.
Lack of planning and correctly crisis management; wide range of damage and the damage increases. This is why the planning and crisis management has been important to this size. Now while Knowledge Management & expert systems allow the organization to use their experience and to better capture the crisis turns, suggested the use of this model can be part of the problem to decide the conditions to be better.

Management perspective, the correct decision, to data, information, processing and analysis you need, unfortunately, all these sources, just before the crisis we are providing and if the previous step, the predicted/prevention and planning/training done, we witnessed a new crisis in the heart of the crisis occurred; we'll regularly with hasty and unconsidered decisions. But by using bad designs we create new crisis that are not even identified them only complications regularly to control the main crisis causing damage. (Yaghin Lu, 1383: 64)

In disaster processing fast and accurate information is required. Purpose of the important factors for establishing a comprehensive information system is. An efficient and effective information system. (Nitezky, 2002: 86).

- Three-stage model of crisis management

This model belongs to the terms of any of the authors alone, is not unique. Coombs believes three-stage model of crisis management in many models of compliance. This stage three before the crisis, during crisis after crisis is composed of Stage before the crisis, including all measures to prevent and contain the crisis planning, organizing, creating crisis teams, crisis programs and all measures required to prevent the crisis.

![Three-stage model of crisis management](image.png)

Figure (1) three-stage model of crisis management (Boudreaux, 2006.P14)

Stage during the steps for crisis response and crisis is; this process includes identifying And recognize the crisis, gathering information and ... Is, stage after the time of the crisis and resolve the crisis problem solving begins And includes ensuring resolve the crisis, ensure the security of the organization and learning event in order to prevent this happening it is. (Boudreaux, 2006.P10).

Role of knowledge management in crisis management

When natural disasters, rescue operations for several people had similar accident about shelter, medical provision, reconstruction and determination of primary temporary housing, and ... that should be in order to minimize the damage done Game. Provide a comprehensive service is not possible, unless the information systems geographic information systems, crisis management centers have backup. With the first and most important crisis that threatened destruction system is placed, the crisis has given information system area. Without this system, any and Outreach and Relief, not only will not yield fruit; may even lead to the next crisis. Information system of traditional risk, and flexibility necessary to adapt and work conditions is critical. Information technology can create a modern information system, integrated, dynamic and flexible; the basic principles of production and knowledge sharing in knowledge management is a good variable and changing conditions of the crisis itself has digested, and help for a very big decision be administrators. Effective use of new information technology tools, such as satellite data transmission systems, identification systems, injured and dead people, information processing systems, such as integrated instrument systems or information, such as the Internet can be much reduced scope of the crisis damage Next to the crisis and also prevents secondary.
Information needs of crisis management depend on a communication infrastructure that is resistant against failure, especially when the crisis in the making and the consequences of these systems is required.

**Role of information systems in crisis**

Information systems are a series of hardware, software and technology refers to various related resources; that together composed, organized and integrated field collection, storage, processing, production and exchange information to automatically provide Take. Information by an information system are provided, can directly realize and implementation of goals and expectations of managers is used. In fact, the information system is called a system, it is information that the final product.

Crisis management system based on knowledge - Natural crisis management system knowledge based information system which is in accordance with the studies in this area will be designed and implemented. The system consists of three stages of information subsystem, visitor's decision support information system, geographic information system will be.

Natural crisis management system sub-project is the e-government can be used in high-risk areas. Each year the crisis in our country, such as flood, fire, earthquake and other natural disasters injure and financial losses can take on a high. Therefore, the importance of such a system can not be ignored. The system of modern technology, standardization and data management and information for crisis management will benefit. To create such a system communication structure should be a way that the information system before and during and after the crisis team should be immediately available and the plan and to provide statistical data and information in various forms of Internet users and non-Internet View be.

**Analysis of data (A profile of answer research questions)**

- Description of each Subsidiary hypothesis:
  
  Comparison of mean paired-related situation and the situation favorable figures together shows Hypothesis that the indices of each sub-optimal situation clear difference between the higher and the present status and desired status shows, can be different on the analysis of statistical samples and analyzed the results to.
  
  For example, the table shows mentioned: Implementation of the present status of knowledge management in crisis management in crisis management headquarters Government Trading Corporation Of Iran, the mean sum of importance weights in three sub-hypotheses in the mean comments are the result of each hypothesis, Knowledge Management in the existing events and crisis management headquarters are Tehran 120/001, Optimum condition, while knowledge management is equal to 199/279, this means that the present status of knowledge management in the desired status of respondents in this study is significant distance. I.e., they present conditions of knowledge management in the headquarters city of Tehran disaster and crisis management will not walk.
  
  Referring to the graphs compares the current status and desired status of each hypothesis, this difference can be seen. Mean that the final situation equivalent to 2/635 was equivalent to that desired status 4/376 is, also that the situation is less than the average.

**Inferential data analysis**

- Default data review to be normal
  
  This section reviews the data for decisions or nonparametric test parameters were used. For this purpose to review the data are going to be normal.
  
  Hypotheses related to this section include:

  \[
  \begin{align*}
  H_0 & : \text{The data will have the normal distribution.} \\
  H_1 & : \text{Data are not normal distribution.}
  \end{align*}
  \]
The above hypothesis for the research variables through the test run kolmogorov-smirnov Z.spo review; Was the amount significant level on all variable value (α/2=0/025) is the amount the other hand, Pearson also value Z 1/96 is less. So in the 95% levels of significance in the theory of strong evidence there assume a zero is accepted. Therefore all of the table variable data have normal distribution.

- Test hypothesis

First subsidiary research hypothesis: Between organizing information (before the crisis) that ultimately will become a knowledge management and crisis management and crisis management headquarters in Government Trading Corporation Of Iran are significantly. This hypothesis next hypothesis in the form of a statistical hypothesis is defined:

\[
H_0 : \mu \leq 3
\]
\[
H_1 : \mu > 3
\]

Confidence level (α-1) 95% and 29 degrees of freedom, the value of test error level 0/05 is equal to: \( \frac{t_\alpha}{2} = 1/96 \) the value of t test count formula is obtained:

\[
T = \frac{\bar{X} - 3}{S/\sqrt{N}} = 10/560
\]

The results obtained, the first sub-Pearson hypothesis test (10/560) larger than the Pearson table (1/96) is. So we calculated Pearson error level 0/05 and 29 degrees of freedom, is greater than the amount of tables (10/560 >1/96). After that value can be obtained in the area assume H1 is zero can be rejected to assume a confirmation, Between organizing information before the crisis and crisis management relationship is positive and significant. This hypothesis minor in the second and third and also the main hypotheses based on the data in Table 4 are true. Thus we can say that knowledge management and crisis management between positive and significant relationship exists.
Test value = 3

<table>
<thead>
<tr>
<th>t</th>
<th>Df</th>
<th>Sig. (2-tailed)</th>
<th>Mean Difference</th>
<th>95% Confidence Interval of the Difference</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td>Lower</td>
</tr>
<tr>
<td>10.560</td>
<td>29</td>
<td>0.107</td>
<td>1.062</td>
<td>0.699</td>
</tr>
<tr>
<td>8.267</td>
<td>29</td>
<td>0.007</td>
<td>1.217</td>
<td>0.0855</td>
</tr>
<tr>
<td>6.043</td>
<td>29</td>
<td>0.019</td>
<td>1.085</td>
<td>0.625</td>
</tr>
<tr>
<td>7.942</td>
<td>29</td>
<td>0.057</td>
<td>1.120</td>
<td>0.717</td>
</tr>
</tbody>
</table>

Table No (4) Results of the test a hypothesis based on the T sample (ideal situation)

But the Current situation results in Table 5 T a hypothesis based on the sample, While Test value = 2.5 is considered, Pearson hypothesis test, the first side (0/028) smaller than the table Pearson (1/96) is. (0/028 < 1/96). This hypothesis minor in the second and third and also the main hypotheses based on the data in Table 5 are true. Said the current situation there isn’t relation between knowledge management in crisis management in the headquarters city events of Tehran.

Test value = 2.5

<table>
<thead>
<tr>
<th>t</th>
<th>Df</th>
<th>Sig. (2-tailed)</th>
<th>Mean Difference</th>
<th>95% Confidence Interval of the Difference</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td>Lower</td>
</tr>
<tr>
<td>0.028</td>
<td>29</td>
<td>0.614</td>
<td>0.001</td>
<td>-0.433</td>
</tr>
<tr>
<td>0.593</td>
<td>29</td>
<td>0.498</td>
<td>0.126</td>
<td>-0.317</td>
</tr>
<tr>
<td>0.667</td>
<td>29</td>
<td>0.203</td>
<td>0.121</td>
<td>-0.323</td>
</tr>
<tr>
<td>0.495</td>
<td>29</td>
<td>0.422</td>
<td>0.099</td>
<td>0.345-</td>
</tr>
</tbody>
</table>

Table No (5) Results of the test a hypothesis based on the T sample (Current situation)

Using the binomial test, error level, \( \alpha = 0/05 \) hypothesis has also been confirmed.

\[
\begin{align*}
    H_0 &: p \leq 0/6 \\
    H_1 &: p > 0/6
\end{align*}
\]

The statistical assumptions and tables, Since the Pearson test (0/6), and results of the analysis through SPSS Statistic shows that count (0/95.2) of the Pearson test is larger (0/ 95.2 > 0/6)

Default is the first confirmation, that is, 95.2% of respondents believe that information between the organization before the crisis and crisis management is a significant relationship.
Table (6) Test results from the first sub-hypothesis test based on binomial

Results of the analysis through the SPSS Statistic shows that count \((0/957)\) of the Pearson test \((0/6)\) is larger \((0/957 > 0/6)\). Default is the second confirmation, That 95.7% of respondents believe that between the processing before the crisis and crisis management is a significant relationship.

And the Results of the analysis shows that count \((0/93.63)\) of the Pearson test \((0/6)\) is larger \((0/93.63 > 0/6)\). The third is also confirmed, i.e. 93.63% of respondents believe that information between the organization before the crisis and crisis management is a significant relationship. So that results can be obtained from the test T, is approved. Table and the results of the analysis through SPSS Pearson test shows that for all the main Default \(0/94.9\) are; Because Pearson had larger \((0/94.9 > 0/6)\), assume H1 is approved, 94.9% of respondents believe that knowledge management is effective in crisis management. Said the result can be obtained from T-test is confirmed.

**Conclusion of the hypothesis**

Conclusion of the main hypothesis, studies were the main hypothesis that if the information is based on knowledge management, knowledge management and crisis management between significant relationships exists.

To measure T test this hypothesis a sample binomial test was used and the results obtained from both methods suggest this hypothesis is confirmed. 95% chance that the original hypothesis that it significant relationship with knowledge management is crisis management, will be approved. So that individuals can agree that knowledge management is effective crisis management, Staff accidents but incidents and crisis management and long distances between Government Trading Corporation Of Iran situation and the situation is favorable. Therefore, implementation of knowledge management in crisis management situation must double efforts to occur.

**Conclusion of the subsidiary hypothesis**

To measure T test this hypothesis and test on two is used and the results of the test, suggests this hypothesis is confirmed. 95% chance that the first sub-hypothesis based organization that significant information related to crisis management, will be approved. Also, 95% chance of the second subsidiary hypothesis that it related to information processing has significant crisis management will be approved. The results with probability 95% based on the assumption that the third side using information during and after the crisis related to crisis management is significant, is confirmed. Therefore be concluded that collecting and organizing information before the crisis, processing information before a crisis, and use information during and after the crisis is effective crisis management. Results of this study indicate the importance of special collection and organization, process and use information before, during and after the crisis is those managers in the destructive impact of control help quickly when the crisis occurred. Run the model of such factors and that these parameters require the same factors in knowledge management systems that are directly or indirectly on the system might work.

- Director of Information Technology to create and maintain system operation is directly effective.
- Organization of cultural cooperation and coordination for people to provide information and knowledge system is indicative. Effect of this factor is indirectly.
- Commitment to sustainable management processes, and expectations of people will help.
Effect of this factor is indirectly:

- Human resources, directly with the system are affected.
- Instability approach and use of human resources with the system loss in quality system results are presented.
- Terms and Conditions of Use importance of these systems and how the human resource in this system is. Therefore, this factor also indirectly on the system is effective.
- working processes can be defined in the organization of using and improving the system goes, and thus indirectly it is effective.
- Director Education applying the way of exploitation of the system is useful. Therefore indirectly improve the system moves content.
- Quality control system directly affects the progress and improvement model. The working process of quality control, indirectly it has an impact.
- Work environment with stability or instability in the implementation of this system are indirect effects.
- Since the work of sharing knowledge is a team work, a team thought to indirectly affect the system.

References:

Anne Morris (2001); Knowledge management: opportunities for LIS graduates.

Baumard, Philippe (1999); Tacit Knowledge in Organization.

Brent, W. Ritchie; “Chaos; (2003), Crises and Disasters: a strategic Approach to crisis Management in th Tourism Industry”; Tourism Management Journal ; University of Canberra, Australia.


Choi, Byounggu (2002); Knowledge Management Enablers, Processes, and Organizational Performance:An Integration and Empirical Examination.


Davis Josepah G, Subrahmanian Eswaran , W.Westerberg Arthur (2005);The” Global ” and the ”local” Knowledge Management;Journal Of Knowledge Management.

Emanuele Lettieri, Francesca Borgia , Alberto Savoldelli (2004); Knowledge Management in Non-Profit Organizations future; University of New York at Buffalo,USA.

Giarratano Riley(1993);Expert Systems priniciples and programming;Second Edition;pws publishing company.

Gunasekaran Angappa , Omar Khalil;Rahman Syed Mahbubur(2004), university of Massachusetts, USA and Minnesota State University, Mankato, USA.

Holsapple C.W , . Joshib K.D (2002);Knowledge manipulation activities: results of a Delphi study; j.Mockler,Robert (2002);Knowledge based System for management Decisions ; prentice Hall.
Jenny Darroch (2005); Knowledge management, innovation and firm performance.


Kalling Thomas (2003); expert Systems as a Tool; Lund University; Sweden.

Kusiak Andrew (2005); Laboratory Systems ;University of Iowa.


Nam-Hong Yima, Soung-Hie Kima, Hee-Woong Kimb, Kee-Young Kwahkc (2004); Knowledge based decision making on higher level strategic concerns: system Dynamics approach.

Nonaka & Tockuchi (1995); Knowledge Creation organization.

Nudell, Mayer (1988); The hand Book for, Effective Emergency and Crisis Management, Lexington Books, USA.


Prusak Laurence (1997); Knowledge in Organizations.

Richard C. Hicks, Ronald Dattero and Stuart D. Galup (2006); The five-tier knowledge management hierarchy.

Bahra, Nicolas (2001); competitive Knowledge Management.

Romhardt,k (1998); Moeglichkeiten und Grenzen der intervention, Dissertation an der Universite de Geneve, Gabler, nb1245, Wiesbaden.


Wei, WU; Shiyan, DAI (2001), “A Comparative Study of Crisis Management Planning in Singapore and Hong Kong”; Faculty of Business Administration, National University of Singapore.

ISBN: 978-605-80676-6-0

Web:
www.rsepconferences.com

E-mail:
info@rsepconferences.com
rsepconferences@yahoo.com