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Chapter 1

DEBT BEHAVIOURS IN TURKISH TEXTILE SECTOR



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Introduction

One of the important issue in finance is the decision of firms to borrow. Financing of firms using debt may have both positive and negative effects on the value of the firm. While the debt is a factor that increases the value due to the tax saving effect, increasing debt ratios may simultaneously increase the risk of bankruptcy. For this reason, it is important to determine whether there is an optimal debt ratio in the firms and to know the factors that affect this ratio if there is an optimal ratio. In the absence of an optimal debt ratio, the factors determining the borrowing and debt rates of firms should be put forward. The aim of this study was to reveal substantial borrowing (debt raised) behavior of the value-added textile sector firms in Turkey. The study consists of five chapters. In the first chapter, the subject is introduced. In the second part, theoretical approaches and applied studies are examined. In the third chapter, the data and variables to be used in the study are introduced. In the fourth chapter, the selection of the model to be applied is explained and the obtained estimation results are explained. The study was concluded with the fifth section, which is the final section.

1. Theoretical Framework

In the literature, debates on capital structure are gathered around two main theories. These are static trade offs that claim that the company has a target debt ratio and pecking order theories that claim that the firm meets its resource needs primarily from internal sources.

1.1. Static Trade Off Theory

According to this theory, the firm's choice between debt – capital stock should be in a balance between the advantage and the disadvantage caused by borrowing. Thanks to borrowing, the firm acquires advantages such as tax saving (De Angelo ve Masulis, 1980; Graham, 1996, 2000; Modigliani ve Miller, 1963), reducing the free cash flow issue (Stulz, 1990; Jensen, 1986) and introducing managers into a financial discipline (Damodaran, 2001). In addition, the firm has to bear the financial difficulties that may arise due to excessive borrowing (Kim, 1978; Kraus and Litzenberger, 1973) and the costs of representation (Myers, 1977; Jensen and Meckling, 1976) between partners and lenders. Thus, companies have to ascertain a static trade off between the costs of borrowing and the advantages they will provide. This view raises the idea that there is an optimal debt ratio that may maximize market value of the firm.

Static trade off theory recognizes that target debt ratios may vary from one firms to another firms. Businesses with secure, tangible assets and sufficient taxable profits to save should have high target rates. Unprofitable firms with intangible, risky assets should rely on equity financing. Contrary

to the Modigliani - Miller proposition, which proposes that corporations paying corporate tax should borrow as much as possible, the static trade off theory proposes a moderate and predetermined debt ratio (Brealey and Myers, 1999: 425).

In order to determine the existence of an optimal debt ratio, it is necessary to know which factors determine the debt level. Gaud et al. (2005) revealed five main factors that determine the debt. These factors include growth opportunities, size, profitability, fixed asset ratio and risk. In this study, it has been suggested that the relationship between each of these factors and the borrowing rate will help to determine which of the capital structure theories is valid.

Hovakimian et al. (2001) suggested that firms have a target debt ratio but this rate may change over time depending on the profitability of the firm and the value of the stock certificate. In the same way, Fama and French (2002) stated that the debt ratio in firms has an average and that even if there are deviations, it moves towards this average in the long term. Flannery and Rangan (2006) suggest that there is a target debt ratio in firms and that the majority of firms close more than half of the difference between the existing debt ratios and target debt ratios in less than two years. They also stated that this “debt targeting” behavior that supports the static trade off theory explains the majority of the changes in the capital structures of firms.

Clark et al. (2009) found out that 26,395 firms operating in 40 developed and developing countries supported the view that firms have a certain debt target. According to the results of the study, both the debt target ratio and the speed of reaching the debt target vary depending on legal, institutional and country-specific factors. As a consequence of the study, it is supported that the theory of static trade off is valid in both developed and developing countries but operates differently in all countries.

Güloğlu and Bekçioğlu (2002) in their studies dealing with 42 manufacturing industry firms listed on the Istanbul Stock Exchange (ISE) have tried to reveal to what extent the developments in the ISE affect the capital structures of the firms. They emphasized that the level of development of the stock market does not discourage the borrowing of firms, that is, the firms do not replace the debt with capital equity.

Huang and Ritter (2009), Byoun (2008), Flannery and Hankins (2007), Faulkender et al. (2007), Leary and Roberts (2005) and are some of the studies supporting the view that firms have a debt target and that they are moving towards the target. These studies argue that the static trade off theory is more successful in explaining the capital structures of firms. Okuyan and Taşçı (2010-a) emphasized that short-term debts in

manufacturing firms act according to pecking order and long-term debts act according to static trade off theory in line with their research conducted on public limited firms.

1.2. Pecking Order Theory

According to Myers and Majluf (1984), in case investors do not have the same knowledge as company managers, stock certificates of the firm may be priced lower than the value of the company's shares. Myers (1984) stated that investors who are not as knowledgeable as managers about the business will assume that the managers will issue shares or try to adjust the share issuance time in such a way when stocks are overvalued. Therefore, investors will quote a lower price for the new stock exchange. Therefore, firms try to create ready-made cash reserves in order to evaluate good investment projects and to realize new investment opportunities with internal funds without the need for external funds. Investors will not buy shares without consuming their operating debt capacity, since the managers assume that they will issue shares as long as the stock is high priced and borrow as long as the price is low. Thus, investors will force the business to follow a pecking order. Accordingly, in cases where it is necessary to use external funds, firms prefer to borrow in the first place. They then issue securities that express borrowing and finally export issue shares. The reason why the debt is preferred to issue shares in the selection of external funds is that borrowing has a lower cost than share issuance in an environment with information asymmetry.

The theory of pecking order explains the negative relationship between profitability and borrowing in firms, which has been put forward in studies such as Rajan and Zingales (1995), Ghosh, Nag and Sirmans (1999), Fama and French (2002), Frank and Goyal (2003), Gaud and others (2005). In their study, Hennessy and Whited (2005) argued that firms do not have a target debt ratio and that they prefer borrowing when they do not have internal resources. In his study, Qureshi (2009) found a negative relationship between debt ratio and current and past profitability in businesses and a positive relationship with past profit shares. This result was interpreted as supporting for pecking order theory. In their study, Ni and Yu (2008) argue that large companies in China behave in accordance with the pecking order theory, but that small and medium-sized firms do not follow a pecking order.

Myers (1984) stated that information asymmetry will be especially valid for small firms in meeting the need for funds. In fact, investors have no information about small businesses, rather than information asymmetry. In this case, small firms are obliged to borrow from banks which establish and exert information monopoly on themselves under heavy conditions.

Therefore, the safest way for small businesses will be to take advantage and make use of their internal funds as much as possible. In support of this view, Mayer and Sussman (2005) argue that large investment projects are financed by using high levels of debt, so that large and profitable firms that engage in such investments will use higher rates of debt but that small firms will use internal funds as much as possible.

Ismail and Eldomiaty (2004), in their studies on 100 companies listed on the Cairo Stock Exchange, tried to find the most appropriate variables affecting the financial structure of the companies by combining all the ratios used in the previous studies. As a result, it has been shown that pecking order theory is relatively valid in Egyptian firms.

Different results were obtained in the empirical studies. In their studies in developing countries, Huang and Song (2006), Booth et al. (2001), Al - Sarkan (2001), Pandey (2001), Wiwattanakantang (1999) found a positive relationship between leverage ratio and asset size. Rajan and Zingales (1995) stated that the same relationship exists in G - 7 countries. Titman and Wessels (1988) stated that there is a positive relationship between the ratio of total and long-term debt to resources and the asset size. On the other hand, Bevan and Danbolt (2002) suggested that there is a negative relationship between the the short-term borrowing rate and size of the firm also a positive relationship between the long-term borrowing rate.

De Medeiros and Daher (2005) tested the validity of the pecking order theory in their study of 132 firms listed on the Stock Exchange in Brazil. They compared their results with those of Frank and Goyal (2003). As a result, they showed that the pecking order theory is valid in Brazilian firms.

Durukan (1997) suggested that non-debt tax shield and profitability are the most important factors affecting the capital structures of firms in a study conducted on 68 firms traded on the Istanbul Stock Exchange. Existence of a negative correlation between profitability and debt ratio support pecking order perspective. Kara and Acar Erdur (2015) obtained findings supporting both pecking order theory and static trade off theory in textile and leather sector derived from their sectoral study. Kakıllı Acaravcı (2015) emphasized that some findings support the pecking order and some findings support the static trade off theory depending on their study focused on public limited firms. Okuyan and Tasci (2010-b) have acquired findings about borrowing behavior to be appropriate to the pecking order theory based on their study of industrial firms in Turkey. Atiyet (2012) has obtained evidence that pecking order theory is valid during the 6-year period in publicly held firms in France. Demirhan (2009), Hamid et al. (2015), Chen et al. (2019) found a negative relationship between debt ratio and profitability which supports of pecking order theory. Gonzales and

Gonzales (2012) examined the debt behaviors of firms of different sizes in Spain and showed that small firms behave more appropriately to the pecking order theory.

2. Data Set and Variables

The study’s data set is comprised of Turkey’s 500 Largest Industrial Firms in the list announced by the form of business by the Istanbul Chamber of Industry (ISO) located in the textile sector. Textile industry firms are determined in accordance with NACE Rev. 2 (13-14-15). Business firms whose names are not listed are excluded from the data set. The number of textile sector firms listed in the ISO 500 list of the study is shown in the table below.

TABLE 1. Number of Textile Firms in ISO 500 List

Years	1998	1999	2000	2001	2002	2003	2004	2005	2006	2007	2008	TOTAL
Number of Firms	108	97	97	111	107	96	82	72	66	59	46	
Years	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	1.487
Number of Firms	48	51	47	51	46	46	51	50	50	54	52	

Source: Composed by the authors

Data for 500 major industrial firms include annual data from 1998 to 2019. 212 textile companies entered the list 1.481 times in 22 years. An unbalanced panel of 9,791 observations of these companies was created. Data were obtained from the website of Istanbul Chamber of Industry.

The model used in the study is shown below.

$$D_{it} = \alpha + \beta_1SZ_{it} + \beta_2PRF + \beta_3VA + \beta_4EXP_{it} + \beta_5PRV_{it} + \beta_6FOR_{it} + \varepsilon_{it}$$

i=1,.....,N t=1,.....,T (1)

D in the model represents the borrowing ratio and is calculated as the ratio of total debts to assets. In the model, i represents business and t represents periods. N represents the total number of firms and T represents the total number of periods.

The first argument used is the size of the firm. Rajan and Zingales (1995) and Chen and Hammes (2005) used the natural logarithm of total assets to represent size. Titman and Wessels (1988), Lopez-Gracia and Sogorb-Mira (2008) stated that small business firms will borrow at lower rates due to higher risk. Because as the firm becomes smaller, the optimal borrowing point of the firm will be low due to the increased risk of bankruptcy. This view is consistent with the static trade off theory.

According to the pecking order theory, a negative relationship between the size of the firm and the level of borrowing can be expected. Because, assuming that the internal funds of large firms are higher than small ones, it can be thought that the firms will consume these funds first. Therefore, a positive relationship between the size variable and the debt level can be interpreted as a static trade off theory and a negative relationship can be interpreted as validity for pecking order theory. Dinçergök (2017) found that borrowing behavior varies according to company size. The size is expressed in the model as (SZ).

According to the theory of pecking order, firms prefer domestic funds primarily in their investments. Therefore, this theory predicts that businesses with high profitability will borrow less. In contrast, the static trade off theory suggests that there is a positive relationship between borrowing and profitability. Datta and Agarwal (2009) stated that as the profitability of the firm increases, the capacity to bear interest cost will increase. In other words, the effect of the disadvantages of the debt to the firm will be reduced and therefore the optimal borrowing point of the firm will increase. Therefore, a positive relationship between profitability and borrowing can be interpreted as static trade off theory and a negative relationship can be interpreted as financial hierarchy theory. In this study, profit before assets ratio (PRF), which is an indicator of profitability, is used.

The effect of increasing debt ratios on value added created by the firm will be determined by determining the relationship between value added and borrowing. The ratio of gross value added to assets (VA) variable is added to the model as an indicator of added value created by the firm. Gross value added is a variable calculated by adding depreciation and net indirect taxes to the net value added. Net added value consists of salaries and wages paid, interests paid and main operating profit.

In order to determine whether there is a relationship between the export rate of the firm and the degree of debt, a variable which is calculated as the logarithm of the export amount of the firm is added to the study. This variable is shown as (EXP) in the model.

Correa, Basso and Nakamura (2007) suggested that the management style of the firm will affect the capital structure and therefore foreign partners will have an impact on the borrowing level. It may be considered that the accessibility of the loans to foreign-owned firms and the credit conditions they can provide may be more favorable than the domestic firms. However, contrary to this view, it can be argued that the borrowing degree of these firms will be lower compared to domestic firms which operate with relatively scarce resources as the equity structures of these

firms will probably be much more robust compared to domestic firms. Kumar (2004), in his study of firms in India, suggested that the debt ratios in firms with high foreign resources were low. This difference, which is expected to be between domestic and foreign firms, may also be between the private and public sectors. Therefore, variables showing the percentage share of private sector (PRV) and foreigners (FOR) within the partnership structure of firms were added to the study.

3. Model Selection and Estimation Results

Two models are generally used in applied studies using panel data. These are fixed effects and random effects, respectively. In fixed effect models, all the characteristics of the person or firm are assumed to be constant throughout the time covered by the analysis, although these characteristics vary from firm to firm or from individual to individual (Wooldridge, 2006: 695). The limited effect of the fixed effect model is a pooled regression model where firm or individual specific constants are equal to zero. F-test is used to choose between these two models, namely constant effect and common regression (Baltagi, 2008: 298). Here, the effective estimator under the null hypothesis is the pooled OLS whereas the alternative predictor under the hypothesis is the fixed effect model. According to the results of the F-test in the first column of Table 1, where the findings of the study are presented, the test statistic value (7,324) was found to be statistically significant at the 1 percent significance level. Thus, the null hypothesis is rejected and a fixed effect model is preferred between the two respective models.

In case of panel data, a fixed effect model can be used as well as a random effect model. In the random effect model, it is assumed that the individual or firm specific constants are distributed randomly between the units (Greene, 1993: 469). The random effect model is tested by Breusch - Pagan (1980) test to see if the random effect is zero. The rejection of the null hypothesis implies that the random effect model should be preferred over the pooled regression model. According to the results of the Breusch-Pagan test in the second column of Table 2, the results of the study (5784.76) were found to be statistically significant. Thus, the null random effect null hypothesis is rejected.

TABLE 2. Determinants of Debt Raised

	<u>Dep. Var: Debt / Assets</u> Fixed Effects	<u>Dep. Var: Debt / Assets</u> Random Effects
Size	-0.049*** [0.001]	-0.051*** [0.001]
Profitability	-1.214*** [0.016]	-1.158*** [0.014]
Value Added	0.347*** [0.013]	0.493*** [0.018]
Export	0.014** [0.001]	0.025*** [0.001]
Foreing Own.	-0.0693 [.00352]	0.000632 [.00634]
Private Sector	0.000351 [.0063]	0.00532 [.00063]
Constant	1.428*** [0.053]	1.135*** [0.085]
F-Test Pool	7.324***	
Hausman Test		31,42***
Breusch – Pagan		5784.76***
R^2	0.621	0.603
Wald Chi Square		8945.65***
F Value	1178.54***	
No of Obsv.	9791	9791
No of Firms	1487	1487

* % 10; ** % 5; *** % 1 Values in parentheses are standard errors.

Source: Authors' computation

Finally, although our estimation results in Table 2 do not vary greatly, the models are in a non-nested format to determine which of the fixed or random (or random) effect models is more likely. or “Hausman” specification test is used because one of the models is not limited to the other. In this test, the null hypothesis states that the difference between the parameters of the fixed effect model and the random effect model is not systematic. The rejection of the null hypothesis shows that the fixed effect model should be preferred to the random effect model. (Berke, 2009; 41). According to the findings, Hausman specification test statistic value is 31.42. Therefore, the fixed effect model was preferred to the random effect model and the findings will be evaluated according to the selected model in the next part of the study.

4. Findings

When the results obtained are examined, it is seen that there is a significant negative relationship between the asset size of the firm and the degree of borrowing. In other words, as the company grows, it uses less debt. This result may be due to the fact that, as the financial hierarchy theory predicts, large firms have higher rates of internal funds and prefer to use these internal funds primarily in investments. The relationship between the profitability of the firm and the borrowing level also supports this

result. In the model, there is a negative relationship between profitability and borrowing. In other words, as the profitability levels of firms increase, they tend to borrow less. This is in line with the prediction of the financial hierarchy theory. Accordingly, the profitable firms that have funds in their hands will not go to the borrowing path, they will prefer to continue their investments primarily from domestic funds. In this case, both variables point to the validity of the pecking order theory.

Another result of the study is that the debtors create higher added value. This may be due to the positive use of the lever. However, it should not be considered that this relationship will continue linearly at all debt levels. A survey of firms with very low or very high levels of debt may not produce a similar result. But here, it may be asserted that businesses across the textile sector in Turkey are effected in a positive way as they benefit from the leverage although not optimal even if they work with a level of debt that creates benefit at least. In addition, it is seen that the exporting firms also use a higher rate of debt. Export companies that work in a more competitive environment than non-exporters may be considered to be more indebted as they tend to make new investments in order to increase their competitiveness.

Within the scope of the study, a relationship could not be established between the partnership structures of companies and their borrowing levels. Foreign ownership of business owners and / or shareholders does not affect their borrowing levels. Similarly, there is no relationship between the degree of borrowing and the fact that an firm is a private or public sector firm.

Conclusions

This study aims to reveal the determinants of borrowing behavior of the businesses in the textile industry in Turkey. For this purpose, prepared by ISO every year, “Turkey’s Top 500 Industrial Firms” list of textile companies in 1998 - 2019 were examined.

The results show that textile companies generally benefit positively from the leverage, resulting in a positive relationship between the use of debt and the gross value added created by firms. In addition, it can be said that the size and profitability of the firm is one of the factors affecting the degree of debt use of the firm. In this study, it is revealed that both size and profitability direct firms to use less debt. The main reason for this can be said that firms tend to use their internal funds primarily. In this case, it can be asserted that financial hierarchy theory is valid in explaining borrowing behaviors of textile companies. According to the results of the study, there is no significant relationship between ownership structure and degree of borrowing. The way in which the use of different levels of debt affects the added value created can be the subject of further studies.

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Chapter 2

THE SOCIAL HEGEMONY OF PARTY- STATE UNITY IN THE PERIOD OF NATIONAL CHIEF



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INTRODUCTION

İsmet İnönü who was the leader of the Republican People's Party and the President of Turkey has been named as "the National Chief" during the period of 1938-1945, which started with the death of Atatürk on 10 November 1938 and ended with the inception of the multi-party system. This period was also called as the "Era of Ismet" designated the first years of İnönü's Presidency and the end period of single-party rule in the Republic of Turkey. Bureaucracy gained a much more privileged position than its heritage overtaken from the Ottoman times.

The concept of modern bureaucracy found its place in our state tradition with the modernization movements starting in the 18th century and accelerating during the 19th. Due to the modernization movements, the foundation of the modern civil bureaucratic structure started during the rule of Mahmud II and gained impetus with the *Tanzimat* Period when bureaucracy took over the administrative competence of the sultan to its hands to a large extent. The new Republic inherited the centralist bureaucratic way of rule which had been very active in the late period of the empire. During the early years of the republican era, the bureaucracy was missioned with the spread of the republican reforms to society. In order to fulfill this task, the bureaucracy was authorized with judicial, financial and social concessions which empowered the bureaucracy significantly so that it became the dominant power in social, economic and political spheres gradually.

This study explores firstly how İnönü assumed the title of "National Chief" and analyzes the bureaucratic structure of the period after discussing shortly the temporary policies and implementations. The first striking prominence of the era's bureaucracy is the integration of the party and state and the asymmetrical power that bureaucracy gained due to this integration. Then, the reflection of the close relationship between bureaucracy and policy into the incumbency policies is analyzed on the basis of the number of public servants, their personal rights and their privileges. Lastly, the relationship of the bureaucratic class, which became a separate class, and people is evaluated.

THE ELECTION OF İSMET İNÖNÜ AS PRESIDENT AND HIS ASSUMPTION OF THE TITLE "NATIONAL CHIEF"

The concept of "chief" has been existing and used in our political life from the first years of the republic up to the transition to the multi-party system (even after that). Up to December 1938, the title "chief" was assumed primarily to Atatürk, Marshal Fevzi Çakmak and İsmet İnönü. The secretary general of the Republican People's Party (CHP) has been also called sometimes as chief, and the phrase "our chiefs" have been

used either in the press or within speeches referring to the members of government or politicians.

The chieftdom can easily be understood as a respectful phrase referring to the statesmen instead of being a concept of a political system. Nadir Nadi remarks this aspect of the chieftdom by stating that “the chieftdom ceases to be a system and loses its meaning when there are chiefs more than one” (Nadi, 1965, pp.14-16; Akandere, p.31). It is a continuation within a stricter profile than concepts of “*Hakan*” (Khan) and “Sultan” (Akandere, 1998, p.30) that are familiar to us and which signifies a person having a different and more influential control over the political system than others, representing the common will of a nation with guidance, the best judgment, faultlessness, and embodying the nation in his presence.

According to Falih Rifkî Atay, when Atatürk was terminally ill, even though İnönü was dismissed and suspended politically, the dominant view at the parliament was that İnönü was the one person who could protect the acquirements of the single-party rule. Consequently, the election of İnönü as the president unanimously by the parliament was not a surprise in Metin Heper’s view (Atay, 1969, p.399; Heper, 1999, p.20). Aydemir (1968, p.24) suggests that the rationale of all parliament members was the inevitable and necessary election of İnönü to the presidency, despite the controversial, uncommitted majority to the general acceptance in the parliament.

On the other hand, İltar Turan (Turan, 2000) argues that the leadership, the chairmanship and the presidency of Atatürk were affirmed naturally as a result of his strong and charismatic personality; however İsmet İnönü did not have the charisma of Atatürk, and his leadership was not generally accepted despite his being an important administrator. In Turan’s view, there were other candidates who could take over the responsibilities assumed by Atatürk.

However, the day he was elected as the president, İnönü wrote in his journal: (Birand, 1991, p.21; Heper, 1999, p.21) “the parliament exerted frantically for 24 hours. All the country waited before radios. They elected me as the president unanimously. It will go down in history as a true election with free votes and consent to a man who is not in government, of whom they do not love opinions and they are afraid”.

Bernard Lewis defends (1998, p.293) that the election of İsmet İnönü, which was a crucial decision according to Lewis, was the result of the efforts of three men: İsmet İnönü himself, the Commander of Turkish Armed Forces Marshall Fevzi Çakmak, and Celal Bayar who became the prime minister in 1937 replacing İnönü. Lewis suggests the three men cooperated for the transition period following the death of Atatürk to be

calm, stable and enduring. The first president of the Republic of Turkey passed away, yet the republic was living, and the second president was elected and took office without interruption.

At the CHP congress gathered in an emergency upon the election of İnönü, Atatürk was declared as “the constructor and eternal head of the party” (article 2), which started to process for referring to Atatürk as “the Eternal Chief” and İnönü as “the National Chief” (Çavdar, 1995). These concepts became officially in use.

At the first emergency congress of CHP, İnönü who was declared as “Unchanging Chairman” and “National Chief” obtained a title, warrant, and authority, which even Atatürk did not have, with these identifications (Akandere, 1998, p.42). According to Metin Toker, İnönü needed absolute power when transforming the country into an independent administration. National chiefdom was a consequence of this evaluation (Toker, 1974; Akandere, 1998, p. 43). He believes that it was necessary in order to prevent any vacuum of authority upon the death of Atatürk (Heper, 1999, p. 163). Cemil Koçak (1996, p.170) also indicates that İnönü naturally needed power and authority in order to maintain the endurance of the system against the domestic opposition and to implement his own thoughts, and hence he accepted national chiefdom.

When İsmet İnönü started to be referred to as national chief, Atatürk started to be referred to as eternal chief. The two concepts were first raised by a young journalist Mümtaz Faik Fenik (Derin & Koçak, 1995, p. 148) according to a rumor, or by the Minister of National Education Hasan Ali Yücel (Koçak, 1996, p.170) according to another. According to Akandere (1998, p.31), Recep Peker – who was a longtime public clerk of CHP – was the first to offer them.

As is known, İnönü was the administrator of the country for a long time as the unchanging head of the single-party rule. He was also the decision-maker along with Atatürk in the settlement of the single-party conception in our democratic experience, and in the social, cultural and economic transformation and development of the country. There are discussions that the national chiefdom was a consequence of İnönü’s aspiration to become “the Only Man” rather than “the Second Man” and he changed the party bylaw to declare himself as the national chief.

From the early years of the republic, the concept “chief” was elaborated in the political environment, press and public opinion, and efforts were made to develop it. The national chiefdom became a period of commending İnönü. The praises are remarked in the press especially during the anniversaries of the first and second Battle of İnönü, and the Treaty of Lausanne (Uyar, 1999, p.341). In the articles of *Ülkü*, such

expressions took place: “National chief is the father of the nation.”, “He is a tutor, and all his efforts are to raise the nation.”, “Turkish nation handed its fate confidently in his hands.”, “National Chief represents the will of the nation.”, “One must be at service to National Chief; because being at his service means being at the service of the Turkish nation.” (Heper, 1999, p. 164).

In his article published in *Cumhuriyet*, Yunus Nadi expressed the viewpoint of the press of the period towards the new president with these words: (Akandere, 1998, p.37) “We do not hesitate to refer İsmet İnönü as the second Atatürk; because İsmet İnönü, who knows the principles of Atatürk the best, is our most distinguished statesman who will be able to maintain the achievement of the Big Chief as is”.

Yakup Kadri Karaosmanoğlu (1984) relates Çankaya to an inaccessible steep mountain, to Himalaya, and İsmet İnönü, who embraced unavailable, haughty manners upon his election to national chiefdom and steered the foreign and domestic policy of the country between 1938 and 1945, to Dalai Lama who lives on top of Himalaya.

POLICIES OF THE NATIONAL CHIEF PERIOD

Eliminations from the Party and Cooperation with the Opposition

İnönü consolidated his authority and increased his influence over the administration through certain changes he made in government. He dismissed two people from the newly formed government under Celal Bayar; the Minister of the Interior Şükrü Kaya and the Minister of Foreign Affairs T. Rüştü Aras. İnönü appointed Refik Saydam – who left the government together with İnönü when he resigned – in replacement of Kaya, and Şükrü Saraçoğlu – who was a close associate to İnönü and would become the prime minister of World War II years – in replacement of Aras. The dismissed former ministers Kaya and Aras were eliminated in the election of 1939 (Uyar, 1999, p.338) when they were not also nominated for the membership of parliament.

İnönü conducted a cooperation policy with many people who were excluded from political life in the period of Atatürk. He wanted to reconnect and negotiate with the prominent politicians who were obliged to leave politics as a consequence of the conflicts with the present administration for various reasons at different times, or with Atatürk in person (Koçak, 1996, p.171-175). The press covered the news of cooperation with the former opponents for their nominations in the mid-term elections for 12 empty seats in the parliament, which would be held on 31 December 1938.

İnönü showed his political differentiation from Atatürk by eliminating close associates of Atatürk such as Şükrü Kaya, Tevfik Rüştü Aras, Kılıç

Ali, Fuat Bulca and Recep Zühtü Soyak, and cooperating with the former opponents such as Kazım Karabekir, Rauf Orbay, Faik Ahmet Barutçu. Yet, his nomination of Hasan Rıza Soyak, a close associate of Atatürk and his chief of staff (Uyar, 1999, p.341), in the mid-term elections is a proof of İnönü's cautious and gradual attempt to the process of dismissals.

Some of the senior government officials were dismissed from the significant positions of the party in the 1939 Party Congress where the state-party relations were discussed. An independent group was formed to warn the criticisms in the parliament (Karpat, 1996, p.80). Hikmet Özdemir interprets the independent status of the group consisting of 21 members elected by the Public Committee of the Congress as an interesting attempt. The members could observe the CHP caucuses, yet could not take the floor, deliver an opinion or participate in voting. In parliament, they could deliver opinions according to their group decisions, participate in voting, (Özdemir, 1995, p.18) however they respected the privacy of the caucuses. The members of the independent group were not to be members of the government. The deputy chairman of the group was to prevent personal attacks (Heper, 1999, p. 170) to administrators and defeatism.

In this period, individual freedom was severely restricted and the party became the absolute administrator of the country. The regime became stiff, and the government was pleased and confident with its politics. Kemal H. Karpat suggests that cultural, political, economic and social transformation was continuing in the meantime under the stiff and strictly controlled regime seemingly holding absolute power. The republican regime created economic and social forces for its endurance and (Karpat, 1996, p.80) legitimization as a new regime and stimulated these forces.

Government Policies during World War II

As is known, World War II – began shortly after İnönü's presidency and national chiefdom – continued between the years 1939-1945. Even though Turkey remained nonaligned and successfully preserved its neutrality, (Koçak, 1996, p.145) the war affected the country as severely as it affected the partaker, combatant countries. The economic difficulties that came out with the starting of the war led to an economic crisis in the country.

The failing fiscal policies of the government during the war and strict measures brought distress and reactions of a wider public against the administration. The reactions also raised against the single-party rule and the party, CHP, in the period when the wider public was also renounced from basic rights and freedom (Koçak, 1996, p.146). The major laws dominating the national chief period are the following: National Security Law, Law of Agricultural Product Taxation, Law of Wealth Taxation, Law of Village Institutes and Law of Land Provision to Farmer (Uyar, 1999,

p.345). These five laws are significant in elaborating the characteristics of the national chief period.

The policies of taxation in the period became a great burden on the general Turkish public. The role of “the policies of taxation” (Akandere, 1998, p.166) is significant in the reactions raised in public and distancing from the party and its single-party rule.

National Security Law

The government issued the National Security Law in 1940 in order to maintain its sovereignty in the atmosphere of the wartime. The law authorizes the government widely with such controls of paid labor obligation, longer working hours, wage limitations, temporary confiscation of private businesses, rationing of basic commodities (Boratav, 2012, p.83). The law granted the government the rights that require capital ownership such as to take part in commercial and industrial activities and building enterprises itself, to buy commodities, to employ private enterprises within the law, and to receive a loan.

The greatest burden of the National Security Law fell on the workers and villagers. Both groups suffered from the labor obligations that were drudgery in a sense. Wages, on the other hand, were very low (Çavdar, 1995, p. 376). The labor obligation also resulted in increasing occupational accidents.

Law of Village Institutes

The village institutes served to the educational and cultural development of villages as a priority, as well as aiming to form a basis for the economic transformation (the Land Reform) taking place in villages. Raison d’être of the establishment of village institutes was to close the gap between urban and rural. According to the law, teachers of the village institute had a mission beyond ordinary teachers; they were the advocates of the revolution who exemplified in every field (education, culture, health, agriculture, stockbreeding, economic development, modern lifestyle) (Katoğlu, 2002, p.435) for the rural population.

In Koçak’s view (1997), the reason behind the village institutes initiative was to solve the basic education problem in rural by raising many teachers at short notice. The schools in rural were projected to be built by the rural community itself, and the teachers that were to be raised here were projected to be from the rural in order to accomplish the project with the minimum cost to the state budget. By the same token, teachers with rural background were assumed to communicate easily with the rural communities. However, the project did not receive support from the rural. Also because of political reasons, it was terminated.

Law of Agricultural Product Taxation

The heaviest taxation on the Turkish rural and producers was the agricultural product taxation that went into effect during the war. The tax essentially aimed to target big farmers who manipulatively earned great revenues at the wartime. The government intended to transfer a share from the revenues, (Akandere, 1998, p.168) which the big farmers earned through agricultural products, to its budget.

However, the amount of the tax of agricultural product was determined through the farms before harvest depending on the guesses of government officials. The government officials were most of the time, not experts; they were randomly charged officials. As a consequence, their guesses contained big mistakes; some of them were quite random, and some of the officials were bribed to report guesses for lesser amounts (Giritlioğlu, 1974, p.36). Throughout the war, the issue became a question of rumors and frequent complaints among the rural community.

Law of Wealth Taxation

Another tax that is still a question of discussions was the wealth tax. It constituted another milestone in pursuance of creating a national bourgeoisie and swapping the capital accumulation from minorities to Turkish Muslim bourgeoisie since the Second Constitutional Era (Tezel, 1982, p.239). As well as leaving adverse marks in our political and social life, the wealth taxation resulted in a crisis of foreign affairs in the final years of war. It led to complications and difficulties in operation and created major unrest in public.

The tax gave the government an opportunity to seize the wealth and revenue obtained during the war. There was not a measure in calculating the tax. Local authorities determined the amounts of tax that the taxpayer would pay. The commissions that determined the taxation had vast authority and many members of the commissions misused their authority. Arbitrarily high determination of the taxation amounts by the commissioners was above the capability of the taxpayers.

Taxpayers did not have the right to object to the wealth tax. The taxpayer had to pay the tax in 15 days, and the taxpayers who did not pay it within the additional 2 weeks would have obliged working load and would be sent to labor camps (Buğra, 2008, p.169). European countries protested Turkey because of the Wealth Taxation throughout its operation, and Turkey faced criticisms regarding the operation during its application to join the United Nations.

Law of Land Provision to Farmer

The big landowners who were disturbed by the Law of Village Institutes and the Law of Agricultural Product Taxation and the commercial

bourgeoisie who were worried because of the Wealth Taxation also opposed the Law of Land Provision to Farmer. Adnan Menderes who took place in the joint commission in the parliament that prepared the law tried to make changes in the draft of the law.

The draft of land reform enacted by the government recognized “a high limit of property, 5000 acres”, (Uyar, 1999, p.347-348) yet when the land was not sufficient, up to 50 acres of land was projected to expropriate so as to distribute to landless villagers and small landowners. The expropriations in question were conducted not through the real price, but through the value estimated for land tax. Adnan Menderes and his associates worked for changing especially these two articles of the law. When their requests were turned down, Menderes resigned as the reporter of the commission. Just as they understood the law would pass without the changes they wanted, Bayar, Menderes, Köprülü, and Koraltan proposed “the Motion with four Signatures” to the Speakership of the CHP Parliamentary Group on 7 June 1945.

BUREAUCRACY OF THE NATIONAL CHIEF PERIOD

Turkish community has a traditional bureaucratic administration. The tradition developed during the era of the Ottoman Empire and the Republic of Turkey adopted the tradition at a large scale (Heper, 1974, p.77-100). The republic inherited the bureaucracy of the empire with its many features. Although the structure of administration transformed, the 600-year-old traditions of state administration can be traced in the present Turkish bureaucracy (Durgun, 2002, pp.83-102).

The republican administration inherited a strong bureaucratic structure and tradition from the Ottoman state, as well as the officials’ perception that leads to seeing the structure as a tool to increase their capability and sustain their power. Different from the administrative continuity, the structural and operational experience of the Ottoman state went under profound transformation primarily in its political regime and civilizational perception. The founding leaders of the republic considered the modernization program insufficient, which started in the period of Selim III and speeded up with the enunciation of *Tanzimat* (Dursun & Al, 1998, p.155). As a consequence, a more radical modernization program going further on the path of *Tanzimat* was put into practice in the republican period (Heper, 1973, p.89).

The practice was more intense in the early years of the republic. The period between the declaration of the republic and the takeover of the government by the Democratic Party was the heyday of the bureaucracy. The bureaucracy integrated with the politics in the national chief period had a hegemonic power over the society with the mission of carrying out

the reforms. However, the power was misused over time and deepened the distance between the state and society.

The Integration of Bureaucracy and Politics: Party-State Unity

As in the Ottoman period, the bureaucracy regarded the state necessary to hold the society together in the republican period. Therefore, the republican bureaucracy had two missions at the founding stage: first the progressive continuation of reforms and their implementation, and second the prioritization of the public bureaucracy in the economic development (Yalçındağ, 1970, p. 21). The fundamental mission for making the public embrace the reforms belonged to the public bureaucracy.

The public bureaucracy took both active and passive part in the modernization process. The employment of public officials, their training, the bureaucratic values and reliabilities of the officials fundamentally changed with the modernization. The bureaucratic structure of the state transformed as a consequence of these changes of the modernization of the public bureaucracy, which constitutes its passive role. The relatively modern public structure of bureaucracy, which came out as a result, became one of the most remarkable signifiers of the reforming process in Turkey. On the other hand, bureaucrats became the most active social group undertaking the modernization process. In the late Ottoman period, the public bureaucrats conducted the reforms which were formulated by the statesmen who were raised in the public bureaucracy (Chambers, 1964, p. 301). Even though Mustafa Kemal and İsmet İnönü did not have bureaucratic backgrounds, they entrusted the bureaucratic group with the reform program in the period of the single-party rule in the republican era.

CHP also became beneficial for the issue. The bureaucrats of the single-party period took part in politics as well as conducting administrative duties. This interest of the bureaucrats had its root in the Tanzimat period. The bureaucrats who shared the authority of the sultan and took over the government partially became influential in administration and started to control the politics through making the necessary legal and administrative regulations. The new regime receiving such an administrative tradition from Ottoman projected a Weberian bureaucratic model in which they would deliver orders of execution to the bureaucracy and hence they could exclude it from the political field. However, the influence of the bureaucracy over the political field peaked later on together with the party-state unity. The reason for the interest of the bureaucrats then to politics was not to reflect the social inclinations but to engage in the source of the power (Önder, 2013, p. 226). Since the bureaucracy was the most influential entity in the society in the national chief period, CHP included the bureaucratic group vastly (Şaylan, 1986, p. 76). Between the years 1939 and 1950, in all its

three terms the number of parliament members (MPs) with bureaucratic backgrounds was respectively 38, 38 and 22, which exceeded the number of MPs from other occupations.

Upon the Fourth Great Congress of CHP in 1935, the party-state unity was in place. CHP was then under the control of public and military bureaucrats. Therefore, the party was identified as the party of bureaucracy. In 1936, the Interior Minister became the secretary general of CHP, the governors were designated as provincial chairpersons of the party, and finally, the integration of the party and state was completed in the districts through district governors (Eryılmaz, 2002a, p.229). Meanwhile, even though the Article IX of the Law on Prosecution of Public Servants that strictly prohibits the public officials to become members of political parties was in effect, there was not even an attempt to change the article (Demirel, 2014, p.212). There was no duality between political and administrative bureaucracy. The final regulation provided the authority of supervision the activities and organization of the party to the bureaucrats alongside their administrative duties in their regions of duty. Hence, the division of administration and politics vanished in the country. The vanishing division led to the disappearance of the functional division between the bureaucracy and politics. Because the candidates who would be nominated to political offices had to be affirmed by the administrators and organization of the party, the civil administrators became even more influential in politics (Kabaklı, 2002, p. 66). Despite the efforts to loosen the integrity among the party and bureaucracy through separating the governorship and provincial chairpersonship in the party congress of 1939 (Tataroğlu, 1998, p.3593), the acceptance of party-state unity went on.

The bureaucrats were the most significant group that would introduce the reforms planned by the present government to the public and provide their embracement. As the priority of the bureaucracy was to lead the modernization, concerns such as effectiveness and efficiency in public administration were neglected. The bureaucrats of the Ministry of the Interior took the most active part in the introduction of the reforms and their protection amongst the whole bureaucratic cadre. Although the drafts of the reforms were produced in Ankara, the civil provincial and district administrators controlled their operation (Eryılmaz, 2002b, p.138-139). The civil administrators thus obtained significant devolution.

In this respect, as a consequence of the authoritarian, elitist and statist administrative system of the single-party government, the public administrators acquired significant ranks, status, and dignity, which cannot be observed in the Ottoman state. The public administrators in the Ottoman period were in charge of the typical state affairs such as preserving the public order and collecting tax; in addition to these tasks, the bureaucrats

of the republic participated directly in political processes through social and cultural services and operations of economic development and improvement.

The Public Office in the National Chief period

In the early republican years, while military bureaucracy was isolated from the public sphere, a bureaucratic group loyal to the new regime was formed through eliminating the people in the public bureaucracy who were not fit for the regime. For the elimination process, the Grand National Assembly enacted a law that left all the officers temporarily unemployed on 1 October 1922 (Heper, 2006, pp.101-102). The law gave the opportunity to organize a new bureaucratic cadre who were loyal to the values of the new regime.

Very few public officers stayed in offices as a consequence of the dismissals, who had been already few. One of the reasons for the fewness of public officers were the state affairs was limited with the typical state affairs. Since a comprehensive economic and social development had not yet taken place, ministries operating in fields such as commerce, urbanization, and health were small and insignificant organizations (Karpat, 2013, p.120). The cadre of the Ministry of National Education, which today is the largest in the state organization, was quite small in this period.

The private enterprise was extremely small and that left the responsibility of many services to the state's hands. Thus, the small number of public officials in the earlier years of the republic started to grow rapidly. The bureaucracy increased because the state was the sole employer of qualified people. The increase in the bureaucracy was also the result of the statist fiscal policies adopted worldwide following the Great Depression of 1929. A new bureaucratic group with technical expertise emerged alongside the classic public bureaucracy when the economic activities of the state increased (Şaylan, 1995, p.291). The number of public officials increased as the duties in the state enterprises increased. The number of officials and employees who received income from the budget of the state and local administrations – excluding the personnel of crucial public services such as electricity, water and gas, the military servants, orphans, and pensioners – increased from 127,000 in 1938 to 184,000 in 1945 (Karpat, 2013, p.120).

The study of Professor Fritz Neumark “Report on the Rational Working Principles of State Offices and Institutions” released in 1949 and another study by Max Weston Thornburg and his associates “How Turkey Rises” shed light on the issue regarding the employee problems. These studies focus on the reasons necessitating the improvement of the employee system and underline problems as the irregular distribution of the number of officials, the lack of organizing skills and excessive bureaucratic

procedures (Kayar, 2013, pp.10-11). In order to solve the problems, they suggest merging some of the public institutions, decreasing the number of officials, revision of the wages policy, and setting examination in employment and promotion.

The public bureaucracy gave the impression of a closed system resembling the “Caste” system with its seniority-based structure and attention to the educational background. The entry to the service depended on the educational status, and then seniority had a significant role. The appointments from outside the service held insignificant places in the middle and high bureaucratic levels (Heper, 1973, p.115). Some decisions of the objective stratification consolidated the political primacy of the public bureaucracy. The public bureaucracy turned into a career. Special laws and codes regulating the inner operations were enacted, and an arbitrary intervention of the political power was hence tried to prevent. The power of appointments and promotions belonged naturally to the government. Yet, an official who was not promoted or dismissed from a valuable office was considered to be removed from duty; against such actions, applying to the Council of State was possible. The Council of States consisted of bureaucrats and it could oppose the arbitrary political acts.

The administration of İnönü favored political reliability (loyalty) in employment rather than the criteria of merits. The examination in employment to public offices was to set according to the Law on Prosecution of Public Servants in case there was no willing application among the secondary school graduates. The situation changed with the enactment of Law on Unification and Balancing of the Salaries of the Public Servants, along with preserving a number of exceptions, in 1939. Examination system in public office employment started to be conducted, and every institution would set its own exam according to the law (Aslan, 2005:255). However, because of the full authorization of the management of institutions in determining the content and the method of exams, the results became inefficient. The authority increased the influence of the bureaucrats in the selection of public officials, and that led to an increase in the social power of the bureaucracy.

The laws enacted before the National Chief period regarding the payment of salaries of public officials proved insufficient under the effect of the Great Depression. As a consequence of the necessity for a new regulation, *Barem Yasası* (the Law on Unification and Balancing of the Salaries of the Public Servants) was enacted in 1939. The payment to public officials was made according to *Barem*; it divided all officials according to their seniority, and the principle was the equal payment to officials in the same *Barem* category (Karpat, 2013, p.120). The *Barem* Law decreased the degrees of officials from 20 to 15, and the promotions

were regulated as in every 3 years for university graduates and 4 years for others (Öztürk, 2001, p.7). Although a number of small regulations were offered to restore the situation of public employees during World War II, they could not provide a substantial solution. When the war ended, two regulations in 1945 and 1946 were made regarding the salaries of public officials. The regulations increased the salaries, and the 1946 regulation promoted the officials of the 14th degree to 13th.

In addition to the law, some measures were taken in order to restore the decreasing purchasing power of the officials against the rising inflation. One of the measures was the free of charge provision of bread and sugar, which were then scarce. When the attempt proved insufficient, the salaries were increased at a certain rate (Us, 1973, p.53). Besides these regulations, some consumption goods such as flour, olive oil, macaroni, and cotton fabric were provided at the price of their costs. At the wartime that left it in distress, the political government continued supporting the officials by sustaining the policies of the former period. The privileges of the officials during the war widened the gap between the public and the officials. The state formed two separate class among the public and the officials by taking measures in favor of the officials.

Despite all the measures, the real income of the officials as well as the others dropped dramatically. The main reason for the drop in real income was the high inflation rates. Because of the rising inflation at this term, the salary of first-degree officials depreciated 71%. Depreciation of the income of the lowest – 14th – degree officials was lower than the highest degree's and it was 57%. The reduction in the real income of the officials was much greater than the reduction in the national income (Aslan, 2005:265). Apart from the inflationary effect, new taxes, such as income tax and crisis tax, were introduced and cut from the salaries of the officials on the ground of the Great Depression. On the other hand, the difference between the salaries of the officials of different degrees diminished.

Despite the reductions, the income of the bureaucrats, in general, was still quite high in comparison to other groups in society. During the period, the salaries of the high-ranking bureaucrats were even higher than the salaries of the MPs, which is an impressive indicator of that they were favored. Many advantages alongside the privileges in payments were granted to the officials, which other social groups could not access (Önder, 2013, p.224). As an example, in order to meet the residence needs of the officials, the official's housing project was launched.

The Social Hegemony of the Bureaucrats

In the period of our political history called “the Era of İsmet”, the concept of official, which described the administrative and political cadre, i.e. the bureaucrats, signified a perception of not serving to the public but

commanding to the public. The officials were the executors of “police state”, “gendarmerie state” or “despotism”. As is known to all, the bureaucracy carried out the reform process oppressively (Dursun & Al, 1998, p.157). In this period, the official created the impression of a supercilious, patronizing person considering the public as a potential danger in a way, and not of a “public servant”.

One of the social legacies of the Ottoman state to the republic was the disconnection between the public and bureaucrats. The situation rooted back to the *Kapıkulu* system became severe in the late Ottoman period. It went on after the foundation of the republic, and the bureaucrats situated themselves above the rest of the society by identifying themselves with the state. The role of the implementer of reforms and introducer of them to the public, which was associated with the bureaucrats, contributed significantly to this situation. The prestigious status of the bureaucrats declined towards the end of the single-party rule and diminished at a large scale with the transition to the multi-party system (Tutum, 1972, p.79). During the single-party rule, the legal regulations regarding the public officials placed them at a superior status among the society in terms of both economic and employment conditions (Ergun & Polatoğlu, 1992, p.78). The bureaucracy became the most advantageous employment, and qualified people preferred primarily bureaucracy as their profession. Another reason for the people to prefer bureaucracy was that the private sector was not developed enough and big industrial enterprises were not yet established at the time.

The prestige of the bureaucracy also arose from the close relations with the political elite, and the bureaucrats were identified with the state in the public eye (Şaylan, 1995, p.300). Not only for the public, but also for the administrators appreciated the prestige of the bureaucracy. Praising of the bureaucrats by their administrators led them to be placed above the public and to increasingly widen the gap between the public and bureaucrats, which persisted since the Ottomans.

The bureaucracy was integrated with not only the politics but also with the economics, and it even became the leading agent of the economy. Many state enterprises were privatized to create a national group of businesspeople, and many companies operating in various sectors received credit facilities. However, these initiatives had also “unexpected” results. The prominent bureaucrats and politicians became the shareholders of the “privileged” companies receiving the support of the state. The primary reason for that was the companies wanted to take the bureaucrats and politicians in partnership in order to receive the privileges and facilities that the state provided (Akandere, 1998, p.30). The close relationship between the bureaucrats, the politicians, and the business environment led to increasing corruptions and irregularities through time.

In World War II years, Turkey witnessed the political manipulation of the economy by the administrative and political cadre and the dominance of the party and personal interests over the national interests. The bureaucracy intervened repeatedly in the economy in different ways. Other than becoming partners to companies and executors to State Economic Enterprises, and “making a fortune out of war”, some other bureaucrats participated in the economy through quitting bureaucracy and establishing businesses. Yakup Kadri Karaosmanoğlu (1984, p.82) boldly states that besides the ordinary officials and high-ranking administrators, the MPs and even the ministers of the government made fortune out of war by bribery, exploitation and unlawful gains.

CONCLUSION

In the earlier period of the republic, the responsibilities of the bureaucracy were restricted with executing the orders. Yet in the following years, the bureaucracy assigned with the mission of introducing the reforms to the public and preserving them, which situated it in a significant position for the new regime. In parallel to the assigned mission, the legal and socioeconomic conditions of the bureaucracy were improved. The laws that were enacted regarding the fiscal and legal status of the bureaucracy made the bureaucrats the most enviable group of the society. The bureaucratic administrative heritage of the Ottoman state also marked this period. Especially the party-state unification brought control of the political environment by the bureaucrats. The unification meant the public administrators to be the provincial and district chairpersons of the party, and that they became the most powerful administrative and political authority in rural.

The bureaucracy became immensely influential in the social and economic fields aside from the political. The bureaucrats who became shareholders to many private enterprises since the foundation of the republic took an active part in the economy in this period. In the 1930s, statist policies were adopted and consequently, the share of the state in business increased. Along the way, the bureaucrats transferred to executive management in the state businesses.

Another significant duty of the bureaucrats in the single-party rule was to provide the transformation of the public according to the ideology of the new regime. It is safe to argue that the period of the single-party rule is “the golden era” of the bureaucracy when considering the social status, effective role in the economy and strong representation in the politics of the bureaucrats.

The only party that may convey the policies adopted by the republic, CHP, could not connect to the people in the rural. The movement of “to

the public” was the most significant agenda of the government in Ankara in the early republican period, and it was univalent. However, it could not create an opportunity to build a connection between the government and the rural population (Mardin, 2000, p.94). The bureaucratic class could not effectively act for associating with the villagers.

The role of the arbitrary attitudes of the administrators and officials among the factors that put an end to the single-party rule in Turkey is undeniable. The wider public reacted quietly to the unlawful and arbitrary operations and responded with opposing CHP after the transition to the multi-party system.

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Chapter 3

CLUSTERING THE COUNTRIES ACCORDING TO MARITIME TRANSPORT AND TURKEY'S POSITION¹



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Introduction

The fact that approximately 75% of the world's population lives on the coasts or near the coasts, 85% of the trade is carried out by sea in recent years and maritime transport has become a giant sector with an income of almost 500 billion USD. It shows worldwide importance and potential of maritime transport. Only countries with a coastline can benefit from this potential as emphasized in the saying "Geography is destiny" (İbn Haldun, 1375)¹, who was one of the important intellectuals of his time Ibn Haldun (1332-1406). Because of Turkey's advantageous geographical position it is inevitable to receive the maximum share of this giant potential.

In this study, it has been tried to determine the use of geographical advantage of countries. While determining this situation, the maritime transport data of the countries and analyzes were made to determine the position in maritime transport. In this context, when the studies on maritime transport around the world are reviewed, it is seen that the data are generally listed without any analysis and the rank of the countries is listed or there are limited analysis studies on the sub-sectors of maritime transport. Since a holistic analysis study on world maritime transport data was not encountered, it was decided to conduct this study. Scope of work; countries are grouped according to similar features in the maritime transport, countries with similar characteristics in maritime transport were identified, Turkey's position is determined on maritime transport in general and Turkey were determined to do in order to come to a better position in this field. Also Turkey which has a long coast to the open seas associated with ocean and intersection point of continents has been proposed to be acted for a better position in maritime transport.

Clustering Analysis (CA), which was first developed by Tryon in 1939 and started to be widely used since the 1960s, was used in order to group countries according to their similar characteristics (Tryon, 1939). The groups obtained by this analysis method will be homogeneous in themselves and heterogeneous between groups. It is very important for the study to give accurate results that the data and variables are reliable and at the same standards for all countries. For this reason, the data regularly published by the United Nations Conference on Trade and Development (UNCTAD)², which is the main body of the United Nations (UN) has been used.

As a result of the literature review, a general analysis study was not conducted on the maritime transport sectors of the countries, nor was an analysis-based study to show the general situation of the Turkish maritime transport sector. When the studies in which CA is used in maritime transport

1 The book named "Mukaddime" is the most important work written in 1375 by Ibn Haldun, which includes many social sciences such as economics, sociology and politics.

2 <https://unctad.org>

are examined; the results of the survey conducted on the passengers of the cruise ships calling at two ports of Uruguay between 2008-2010 were analyzed with CA and the passengers were grouped according to market preferences by Brida, Scuder and Seijas (Brida, Scuder & Seijas, 2014), it is based on the performance of 17 container ports in Brazil, which is also a South American country by Rios and Sousa (Rios & Sousa, 2014), personal expenditures according to customer types have been tried to be determined on cruise ship tourism in the Panama Canal Region by Thureau, Seekamp, Carver, and Lee (Thureau et al., 2015), CA was used by Laxe, Bermúdez, Palmero, and Corti to group ports in Spain with certain characteristics (Laxe et al., 2016), having a direct impact on the economy of the region and found 20 container ports in Turkey CA was made based on 2015 data by Acer Timor (Acer & Timor, 2017). In order to complete this lack of general analysis study identified in the literature, it has been decided to conduct an analysis study that can be applied to researchers, maritime operators and maritime policy makers.

Methods

Within the scope of the study, a metaphor³ was created by accepting the maritime transport sector as a living entity. The stages of this life were determined from the data published by UNCTAD under the subheading of maritime. In this context, considering that the life process begins with birth and ends with death, the construction of ships, which is the main element of maritime transport, is considered the birth of this process. The postnatal life is represented by the vessels, which are the components of the transportation process and where the transportation is actually made, the ports where the cargo of these vessels are handled, and the seamen using these vessels. The death of the maritime transport process is simulated to the ships carrying out their commercial life, scrapped and recycled.

The basis of the study is to investigate the maritime data of the UN member countries with very different characteristics and to determine the variables and the data to be used in the analysis. After determining the variables with the correct data, Clustering Analysis (CA) was performed based on these data and variables, and the countries determined as variables were separated into homogeneous and heterogeneous clusters between groups.

After determining the countries to be included in the analysis, in order to determine the variables; Maritime data published by UNCTAD for all countries in 2017 were analyzed and it was decided to use the variables defined below.

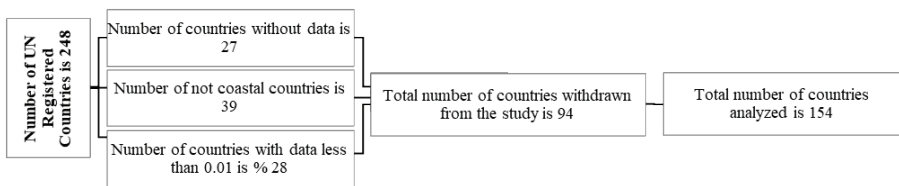
3 Metaphor is the analogy or other expression of a situation using simulation for a stronger expression, <https://www.metafor.com/metafor-nedir/>

Table-1: Variables in Cluster Analysis and Their Definitions

Variables and Definitions	Coast/Area Ratio	It is the length of the coast determined in meters per square kilometer of the surface area of the countries.(m/km ²)
	Liner shipping connectivity index (LSCI)	The amount of transported containers such as the number of regular transport lines, the number of enterprises, the loading amount of large container vessels and the number of countries to which regular maritime transport lines are connected.
	Capacity of Ship Building	It is the value in GT of the total size of commercial ships built in 100 Gross Tonnage (GT) and above of the countries.
	Capacity of Ship Recycling	100 Gross Tonnage (GT) and above of countries is the value in GT of the total size of commercial ships that are scrapped and recycled.
	Container port throughput	It is the value of the total container quantity capacity of all container ports of the countries in Twenty-foot Equivalent Unit (TEU).
	Number of Seafarers	It is the number of captains, engineers and the other professional crew working on merchant ships.
	Number of National Flag Ships	It is the total number of all types of vessels with national flags, 1000 GT and up.
	Number of Other Country Flag Ships	It is the total number of all types of vessels with the other country flags, 1000 GT and up.

In order to determine the countries to be used in the analysis, the data of 248 countries recorded in the UN records in 2017 were examined. As a result of the examination; total of 94 countries were excluded from the scope of the study due to the fact that there is no data belonging to 27 countries, 39 countries are not coastal and the data of 28 countries are less than 0.01% compared to the world and the data of 154 UN member countries were used in the study.

Table-2: Determining the Countries to Cluster Analysis



The 248 countries registered with the UN and the countries excluded from the study and their reasons are as in the table below.

Table-3: UN Countries Included in the Study

1	* Afghanistan	63	Dem. Rep. of the Congo	125	Latvia	187	*** St.Martin (French p.)
2	Albania	64	Denmark	126	Lebanon	188	** St.Pierre and Miq.
3	Algeria	65	Djibouti	127	* Lesotho	189	St.Vincent and the Gren.
4	** American Samoa	66	Dominica	128	Liberia	190	Samoa
5	** Andorra	67	Dominican Republic	129	Libya	191	** San Marino
6	Angola	68	Ecuador	130	Lithuania	192	Sao Tome and Principe
7	** Anguilla	69	Egypt	131	* Luxembourg	193	Saudi Arabia
8	Antigua and Barbuda	70	El Salvador	132	Madagascar	194	Senegal
9	Argentina	71	Equatorial Guinea	133	* Malawi	195	* Serbia
10	* Armenia	72	Eritrea	134	Malaysia	196	Seychelles
11	Aruba	73	Estonia	135	Maldives	197	Sierra Leone
12	Australia	74	* Eswatini	136	* Mali	198	Singapore
13	* Austria	75	* Ethiopia	137	Malta	199	** St.Maarten (Dutch p.)
14	Azerbaijan	76	*** Ethiopia (...1991)	138	Marshall Islands	200	* Slovakia
15	Bahamas	77	** Falkland Is. (Malv.)	139	Mauritania	201	Slovenia
16	Bahrain	78	Faroe Islands	140	Mauritius	202	*** Soc.Fed.Rep. of Yug.
17	Bangladesh	79	Fiji	141	Mexico	203	Solomon Islands
18	Barbados	80	Finland	142	Micronesia (Fed. Sta.)	204	Somalia
19	* Belarus	81	France	143	* Mongolia	205	South Africa
20	Belgium	82	** French Polynesia	144	** Montenegro	206	*** St.Geo.and S.S.Is.
21	Belize	83	*** French Southern Ter.	145	** Montserrat	207	** South Sudan
22	Benin	84	Gabon	146	Morocco	208	Spain
23	Bermuda	85	Gambia	147	Mozambique	209	Sri Lanka
24	** Bhutan	86	Georgia	148	Myanmar	210	* State of Palestine
25	* Bolivia (Plur. State of)	87	Germany	149	Namibia	211	* Sudan
26	* Bonaire, St.Eust. and Sa.	88	*** Ger. Dem. Rep.of	150	** Nauru	212	*** Sudan (...2011)
27	Bosnia and Herzegovina	89	*** Ger., Fed. Rep.of	151	* Nepal	213	Suriname
28	* Botswana	90	Ghana	152	Netherlands	214	Sweden
29	*** Bouvet Island	91	Gibraltar	153	*** Netherlands Ant.	215	* Swit., Liechtenstein
30	Brazil	92	Greece	154	New Caledonia	216	Syrian Arab Republic
31	***British Ind. Ocean Ter.	93	** Greenland	155	New Zealand	217	* Tajikistan
32	** British Virgin Islands	94	Grenada	156	Nicaragua	218	Thailand

33	Brunei Darussalam	95	* Guam	157	** Niger	219	* Timor-Leste
34	Bulgaria	96	Guatemala	158	Nigeria	220	Togo
35	* Burkina Faso	97	Guinea	159	** Niue	221	** Tokelau
36	** Burundi	98	Guinea-Bissau	160	*** Norfolk Island	222	Tonga
37	Cabo Verde	99	Guyana	161	*** North Macedonia	223	Trinidad and Tobago
38	Cambodia	100	Haiti	162	** Nort.Mariana Is.	224	Tunisia
39	Cameroon	101	*** Heard Is. and McD.Is.	163	Norway	225	Turkey
40	Canada	102	** Holy See	164	Oman	226	Turkmenistan
41	Cayman Islands	103	Honduras	165	*** Pac. Isl, Trust Ter.	227	** Turks and Caicos Is.
42	** Central African Rep.	104	* Hungary	166	Pakistan	228	* Tuvalu
43	* Chad	105	Iceland	167	* Palau	229	* Uganda
44	Chile	106	India	168	Panama	230	Ukraine
45	China	107	Indonesia	169	*** Panama, Canal Z.	231	*** Un.of Sov.Soc. Rep.
46	China, Hong Kong SAR	108	*** Indonesia (...2002)	170	*** Panama, exc. Can.Z	232	United Arab Emirates
47	** China, Macao SAR	109	Iran (Islamic Rep.)	171	Papua New Guinea	233	United Kingdom
48	China, Taiwan Pro.	110	Iraq	172	* Paraguay	234	Un.Rep.of Tanzania
49	*** Christmas Island	111	Ireland	173	Peru	235	*** US Minor Out. Is.
50	*** Cocos (Keeling) Is.	112	Israel	174	Philippines	236	Un.States of America
51	Colombia	113	Italy	175	*** Pitcairn	237	Uruguay
52	Comoros	114	Jamaica	176	Poland	238	* Uzbekistan
53	Congo	115	Japan	177	Portugal	239	Vanuatu
54	Cook Islands	116	Jordan	178	Qatar	240	Venezuela (Bol. Rep.)
55	Costa Rica	117	Kazakhstan	179	* Republic of Moldova	241	Viet Nam
56	Côte d'Ivoire	118	Kenya	180	Romania	242	** Wallis and Futuna Is.
57	Croatia	119	Kiribati	181	Russian Federation	243	** Western Sahara
58	Cuba	120	Korea, Dem. Peo. Rep.	182	* Rwanda	244	Yemen
59	Curaçao	121	Korea, Republic of	183	*** Saint Barthélemy	245	*** Yemen, Arab Rep.c
60	Cyprus	122	Kuwait	184	** Saint Helena	246	*** Yemen, Democratic
61	* Czechia	123	* Kyrgyzstan	185	* Saint Kitts and Nevis	247	* Zambia
62	*** Czechoslovakia	124	* Lao People's Dem.Rep.	186	** Saint Lucia	248	* Zimbabwe

* Landlocked countries.

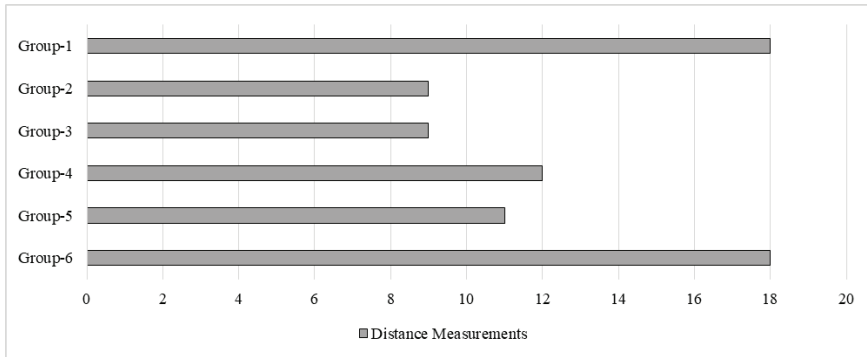
** Countries with maritime data less than 0.01% compared to the world.

*** Countries without data.

Ward Connection Clustering Method which is one of the hierarchical clustering methods was chosen to divide the variables into the most appropriate number of clusters according to similarity or differences, *Squared Euclidean Distance Measure* was used which gives the values of the variables to each other, *Maximum-Minimum (0-1) Standardization (Normalization)* was preferred to reduce the sensitivity of differences between units (Tatlıdıl, 1992). The 23rd version of *IBM SPSS Statistic* package program, which is widely used, was used in the analyses made within the scope of the study.

Analysis Results

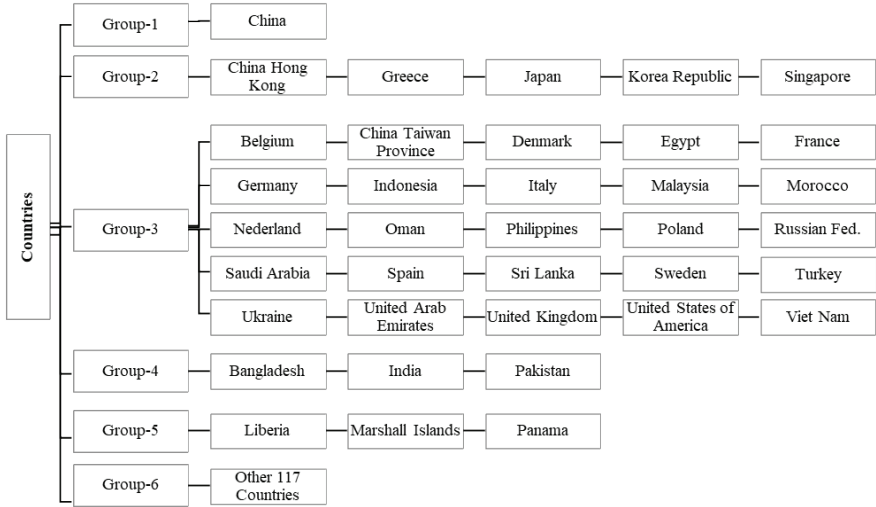
When the dendrogram was examined, it was seen that 6 groups were formed with the distance measurement between the clusters about 10 units or more. This situation shows that the groups are clearly separated from each other. The table showing the distance measurements between the groups is as follows.



Graph-1: Distance Measurement Between Country Groups

The dendrogram that illustrates the groups obtained as a result of the CA is shaped as follows. It is seen that most effective result is 6 groups.

Table-4: Country Groups obtained by Cluster Analysis



As a result of KA, it is seen that Turkey is located in the Group-3. In this group, there are 25 countries that have some different characteristics although they are similar according to the variables determined. Although not as much as the countries in the first two groups, these countries are ahead of many countries in the world in terms of maritime transport. Although the values of the variables belonging to the countries in this group are above the average, they are neither too high nor too low, like the countries in the 1st and 2nd groups. In addition, some single variable value of countries in this group does not have very high values like the countries in the 4th and 5th groups. So variables belonging to these countries to which Turkey is included, are not outliers. They values are close to the average or above the average. The cause and effect of this situation; it is because some of the characteristics of the countries in this group are similar and some of their features differ. In other words, some of the countries in this group are at the center of trade, some are transit countries in trade, some have maritime potential due to their history, and some make good use of the geography that has a coast to the sea. These countries can reach a better position in the world by taking the good practices of the countries in the first two groups or by implementing the practices that cause the outliers of the countries in the 4th and 5th groups or by using their potential. As a result, similar features and differences of the countries in this group were observed in Turkey. Therefore, Turkey's commercial potential, geographic location and the open-source development potential of the maritime history shows that take place in this group of coincidence.

When the other groups are examined in order; in the field of maritime transport, which is one of the cornerstones of China's growth in the world economy, it is seen that it has a distinct advantage over other countries and

as a result, it forms a group alone. When the data of this analysis and the values obtained as a result are examined, it is seen that the values of China are in extreme values in proportion to its population and economy. For this reason, it is evaluated that other countries are difficult to reach the Chinese values in the short term, and there may be many examples of applications that should be taken from China in maritime transport.

It can be said that China Hong Kong, Greece, Japan, Korea Republic and Singapore, which constitute the second group, are the countries that is dominant in the field of maritime transport after China. These countries had a distinct advantage over other countries in variables such as the number of ships, shipbuilding industry, high capacities of their ports and number of seafarer employment. These countries are the leading countries in maritime transport, which are exemplary applications worldwide, after China, based on the determined variables.

Although the maritime transport data of the countries in the Group-4 are generally not high, it is seen that some of their variables have significantly very high values. For example, Bangladesh, India and Pakistan, have 91% of the world's ship recycling industry together with China.

Countries in Group 5 also have markedly extreme values for a variable, like countries in Group 4. Liberia, Marshall Islands and Panama are far behind the world in terms of development and economy. But they have very high values in the number of national country flagged ships due to the very low tax regimes with the lack and uncontrolled bureaucratic procedures. The other variables of these countries in Group-4 and Group-5 are very low. Another contribution of these two groups to this study confirms that the grouping, which is the purpose of the study, is based on correct values of variables at the same time.

117 countries in the 6th group of other countries are determined as other countries that cannot have a say under the title of maritime transport due to very limited coasts, low economic development levels, or very low level of investments in maritime transport. Data for these countries were not used in the duration of the study.

Based on the variable values that show similarities with countries that Turkey is in Group-3 as in the following Table-5.

Table-5: Similar Countries in Group-3 with Turkey by the Variable Values

Similar Countries to Turkey by the Variables	Coast/Area Ratio	Chinav Taiwan Province, Denmark, Egypt, France, Indonesia, Germany, Italy, Malasia, Philippines, Russia, Saudi Arabia, Spain, Sri Lanka, Sweden, United Kingdom, USA, Viet Nam
	Liner shipping connectivity index (LSCI)	Chinav Taiwan Province, Egypt, France, Germany, Italy, Malaysia, Nederland, Russia, Spain, United Arab Emirates, United Kingdom, USA
	Capacity of Ship Building	Denmark, France, Germany, Italy, Malaysia, Nederland, Russia, Spain, Sweden, United Kingdom, USA
	Capaciy of Ship Recycling	Indonesia, Viet Nam
	Container port throughput	China Taiwan Province, Egypt, Germany, Italy, Malaysia, Nederland, Rusia, United Kingdom, USA
	Number of Seafarers	China Taiwan Province, Indonesia, Malaysia, Morocco, Philippines, Poland, Russia, Sri Lanka, Ukraine,
	Number of National Flag Ships	Indonesia, Morocco, Philippines, Sri Lanka,
	Number of Other Country Flag Ships	Denmark, Egypt, France, Germany, Italy, Saudi Arabia, Spain, Sweden, United Arab Emirates, United Kingdom, USA

When analysis results are investigated as a whole; since it is clearly seen that the countries in the obtained groups exhibit similar characteristics, it is evaluated that the results are consistent and reflect the real situation to a great extent. This situation confirms that the variables were chosen correctly. Thanks to the consistency of the results of the analysis, the lessons that should be learned from the common characteristics of the obtained groups and the suggestions made for the development of Turkish maritime transport have been rational and applicable.

Results and Suggestions

Since this study is the data - based analysis, suggestions made at the end of the study were determined concretely and based on the data. Recommendations in this context; it has been grouped under two main headings, comparisons with other transport types and examples that should be learned from other countries' good practices.

When the comparison of highway, airline and rail transport and maritime transport, which are other transport sectors, it can be said that maritime transport is the transport way that gives the best results in terms of transportation costs, carrying capacity, energy consumption and negative environmental effects. However, it is observed that although the risk of accidents and have a good performance in terms of the safety, maritime transport is at least benefiting from government support of maritime

transport in Turkey. As a result, it is seen that maritime transport is an economically cost-effective and sustainable transport type.

The analysis made in the context of good practices of other countries was made based on the variables used in the study. Turkey's Ship Building Industry' product range, customer satisfaction and delivery time are in good condition compared to developed countries. However, it is seen that there is a need for improvement such as cost, quality, external dependency, raw material and financial competition (TÜRKTERMAP⁴). In this context, although it is seen that the Turkish shipbuilding industry needs improvement in all aspects that affect it, the most basic need is seen as the necessity of opening new areas for the sector region in Istanbul and Yalova. The advantage of Turkey's geography and historical heritage reveals that the ship is open to hosting a great potential for the development of the construction industry.

Ship recycling sector is in the hands of Turkey, Bangladesh, Pakistan, India and China worldwide. Although Turkey has a better condition in environmental sensitivities, occupational health and safety and quality compared to the countries which has the biggest recycling industry worldwide, it is seen that it is open to improvement in terms of labor costs, dismantling costs, delivery time and financial competition (TÜRKTERMAP). In addition, the Turkish ship recycling sector, which is the only one in the Mediterranean basin, offers the closest and economical recycling opportunity for Europe, North Africa and Middle East countries. The weakest situation in this sector is that it is region in the Aliğa district coasts of Izmir. With this context in particular iron and steel raw materials and natural resources are limited identifying new recycling zones in Turkey and operate on occupational health measures with this region of the environmental effects can be achieved earnings very much in this area.

The increase in the supply of goods and services and the depletion of national markets and the world becoming the international market have caused the oceans to become highways with countless transcontinental lanes. In order to use these highways effectively and efficiently, the construction of ports built in the right places and at the appropriate capacity depends on the countries' own trade potential as well as being at the node of the international trade network geographically. In terms of the assessment of Turkey's container port capacity; although Turkey has great geographical advantage, It is seen that its ports are open to development in terms of capacity and port equipment. (Balık, 2014). In addition it is seen that the growth potential of the transfer ports is high due to the potential to become a central port thanks to its developing economy and to be one of

4 Shipyards Master Plan (TÜRKTERMAP) was prepared in 2006 by the Turkish Prime Ministry Undersecretariat of Maritime Affairs and Türk Loydu Foundation.

the nodes of the *Transport Corridor Europe-Caucasus-Asia- TRACECA*⁵, which is accepted as the modern Silk Road.

In terms of the maritime profession, as of the beginning of 2019, there are approximately 1,5 million seafarers, including 800 thousand officers and 900 thousand crew members worldwide. It is known that the number of Turkish seamen is approximately 120 thousand, of which 50 thousand are officers and 70 thousand are crew. In addition, approximately 200 thousand amateur sailors in Turkey, 500 pilot captains, there are 3000 professional diver. The number of licensed amateur sailors in Turkey seems to be too much. However, it is observed that seafarers with amateur sailor certificates can use marine vessels with very limited features after a short-term training and are not included in UNCTAD data. For this reason, there is a need for educational institutions that have a good level of foreign language education at the associate and undergraduate degree and have the ability to work in international conditions. Finding work in national and international ships who are likely to receive training from Turkey's maritime transport investments to be made in this area is evident, the share will increase.

The gains of the ships used in maritime trade and legislation of the countries in the world and Turkey regarding the determination of the flag state obtained after these applications with applications made on this issue have been examined. Between 2007 and 2017, there was an increase of approximately 10% in the number of Turkish flagged ships and approximately 8% in the number of ships with the Russian Federation flag. In the same period, however, there was a 300% increase in the number of Marshall Islands flagged ships and a 48% increase in the number of Panama flagged ships, without significant growth in their economies. These rates are a result of the concept of "Easy Flag Country". These easy flag countries manage to become the flag state of the maritime transport fleets of many countries, thanks to the simplicity of their legislation and the convenience they provide to shipowners with their cooperation. (Karataş and Şimdi, 2019: 72). By the Turkish Shipowners Association; it is stated that the ships with the flag of Panama, Liberia, Malta, Bahama and Marshall Islands, which are the leading countries of these countries and which are published as easy flag countries, constitute 76% of the world maritime trade fleet (Şişmanyazıcı, 2019). Considering that more than half of the ships belonging to Turkish shipowners carry the flags of these countries; application to the study of similar legislation in Turkey but also easy to flag country where it lags behind the general developments in the world can not be seen very efficiency. In this context; In this context; Turkey should take examples from Liberia, Marshall Islands, and Panama which are the easy

5 <https://traceca.uab.gov.tr>

flag countries. In addition, it is evaluated that it will increase the number of national flag ships thanks to the examples it will take from quality easy flag applications such as Singapore and Malta.

Considering the analysis results and the gains that can be obtained from other transportation types and good country practices, the things to be made for Turkish maritime transport to be better are listed as follows.

- Turkey's shipbuilding industry, ship recycling industry and large-scale ports must be made to make more efficient use of the appropriate coast.
- Turkish entrepreneurs should be encouraged with the use of low labor cost and increasing labor quality.
- The potential of being a transit country between Asia and Europe and the advantage of being close to the European, North Africa and Middle East markets should be evaluated.
- The capital insufficiency and financing support opportunities of the maritime transport sector, where costs are high, need to be diversified and developed.
- It is necessary to reduce bureaucratic and social barriers, especially in establishing large port and ship industry zones.
- In order for the ship recycling industry, which is seen as an environmental risk for the coasts, to be seen as a green industry, it is necessary to increase the effectiveness of the organization in the management of environmental impacts and to apply the standards meticulously.
- It is necessary to make bilateral and multiple cooperation with the leading countries in maritime transportation for increasing the number of national flag ships and the number of major ports worldwide in the medium and long term.
- In order to provide the need for qualified seafarers, the number of higher education institutions that train professional seafarers should be increased.

The ultimate aim of this study is as the world's largest trade route TRACECA geographical accepted in the key areas of Turkey, using the maritime heritage from history is to contribute to come to the position it deserves in marine transport. All of the suggestions made based on the analyses made and the findings obtained within the scope of the study were made to achieve this goal. In order to achieve this goal, it should not be forgotten that NGOs that carry out important activities in maritime transportation should also operate more effectively, and the state and these NGOs should work in coordination with each other.

As a result; since this study is the data-based analysis study, the original values and innovations that it will bring to the world maritime transport industry and the literature are as follows.

- It is the first and only study in which the numerical data related to the world maritime transport sector are used in an analysis of this scale.
- It is the first study conducted in the field of maritime transport worldwide in terms of the content of the study and the analysis.
- It will be ensured that other countries included in the analysis will see countries that are similar to them in the world maritime transport sector and countries that are better than them. Thus, the results will be able to be used in the studies to be carried out on the maritime transport sectors of each country and in the strategic decisions of the countries.
- As a result of the planned work, concrete results will be obtained and the work is open to improvement in all aspects. In this context, if data on the sub-sectors of maritime transport are obtained from reliable sources, it is evaluated that similarly, the efficiency of sub-sectors can be determined and these efficiency values will strengthen the overall results by deepening.
- The fact that this study will achieve practical results and its open nature of development means that it includes many political and social opportunities for maritime transport, especially economic.

The development of a country is directly related to economic growth. However, it is inevitable that economic development will bring social development along with it. However, countries that have developed economically and socially reach political power throughout the world. Economic development can be achieved by the increase in trade and social development can be achieved by the healthy regulation of basic elements such as employment, income distribution, security and education (Erdoğan, 2016: 195-197). It is inevitable for socially and economically developed countries to be politically strong, as in the whole world. Thanks to Turkey to reach the position it deserves in maritime transport, have a say in the world again will be given as examples in the history of a country contributing to arrive.

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Chapter 4

THE IMPACT OF THE SEPTEMBER 11 TERRORIST ATTACKS ON THE U.S. PUBLIC DIPLOMACY



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The period after 2000 has been the beginning of a new phase in terms of international relations. The attacks carried out in the United States of America on September 11, 2001 caused a cyclical breakdown around the world and global struggles started to increase. The September 11 attacks gave the United States the opportunity to lead the fight against terrorism, and the states and regimes that allowed the terrorist organization to attack were declared enemies by the United States (Dedeoğlu, 2008:895). In that period, a new parameter called as the Bush Doctrine was introduced. This doctrine, which is known as Bush's 3T, covers terrorism, technology and tyranny (Lynch and Singh, 2008:126). Bringing a different approach to threat perception, Bush focused on the use of preventive warfare for hostile regimes and terrorism in this doctrine (Lynch and Singh, 2008:133).

There is no doubt that one of the hottest topics in the foreign policy of the United States was public diplomacy, after the September 11 and the outbreak of the Iraq War. After the tragedy of September 11, 2001, the future of public diplomacy changed on the basis of the problematic relationship between the Islamic world and the West. Bush's "war on terror" discourse had an effect on the change of the fate of public diplomacy. The United States' policies towards the Middle East and its military presence in Iraq have weakened its reputation. Particularly, the fact that human rights violations in the Abu Ghraib prison caused debates in the press damaged the perception of the Islamic world towards the United States for years (Melissen, 2005:6-7).

The September 11 attacks caused the insufficiency of states to fight against terrorism and terrorist organizations that came to light with new tactics, and the security culture gained more importance. The September 11 attacks changed the expectations of citizens from the state regarding security and brought about the states' voluntary or conscious sharing of their power in the struggle (Kürkçü, 2020:205). Among these expectations, the magnitude of the simultaneous attacks on September 11 has brought a new dimension to terrorism. The scope of the September 11 attacks, their deadly dimensions, the existence of effective synchronization and the well-planned coordination caused the previously experienced terrorist attacks to be questioned, and the killing of more than 500 people at once in a single attack had devastating consequences. For this reason, the September 11 reminded the United States and the world that public diplomacy in the war against terrorism should be carried out with great knowledge and skill.

The September 11 set the stage for calls to promote dialogue between cultures and nations. American political thought put more emphasis on public diplomacy programs in the form of communication where both sides respect each other, are willing to listen to each other and have interaction-based relationships (Arsenault, 2009:147-148). The United States aimed

to have a positive impact on its target audience through various programs. For this purpose, a bilateral advisory group was established in 2003 for public diplomacy in the Arab and Islamic world, and 150 million dollars were spent, mostly in Muslim countries (Nye, 2005:120).

After September 11, public diplomacy has become a vital issue for countries struggling with terrorism and public diplomacy efforts have revealed great goals against terrorism (Mastors, 2014:28). In this context, there has been a change in the understanding of public diplomacy before and after September 11. In general, after the attacks on September 11, 2001, the United States' public diplomacy initiatives were more directed towards good faith (Seib, 2009:775). From this point of view, the communication between the United States and people in the Arab and Islamic world before September 11 was not effective enough; there was intense anti-Americanism in the Arab world, the culture war was lost in the face of radical Islamists, and this opposition spread to many parts of the world.

The United States has adopted the concept of strategic communication against terrorism after the September 11 terrorist attacks. Realizing the fact that communication is essential for international cooperation and that hard power alone is not enough to fight against terrorism, the United States has embarked on a communication method to find out terrorism as a global threat, organic and psychological relationships with terrorism, and social interactions with terrorism.

After September 11, a successful public diplomacy campaign targeting the Middle East in the face of terrorism has become a necessary element of the fight against terrorism carried out by the United States. In achieving this goal, international broadcasting has been seen as a vital weapon in the war of ideas. Therefore, the United States government has adopted a new plan to rebrand its international media in an effort to reach its target audience and increase its credibility (Izadi, 2009:134).

Public diplomacy and the national security strategy of the United States have been found to be of vital importance in the fight against terrorism and the key role of public diplomacy in policy-making processes is better understood. As a matter of fact, it has been necessary to listen and understand foreign public opinion as an important aspect of strategic communication in order to accurately determine the target audience in 21st century communication standards and to convey the ideas and policies of the United States to the foreign public in a clear and effective way.

The fact that public diplomacy has an important place in the international relations process has caused President Barack Obama to take steps to remedy this situation. Therefore, in his opening speech

in the Middle East, Obama stated that he came to the Muslim world to seek a new beginning based on common interests and respect between the United States and Muslims all over the world. During his speech in Cairo, Obama emphasized the necessity of mutual understanding between nations and peoples, expressed that they will seek common ground, respect each other, learn from each other and continue to listen to each other (Fitzpatrick, 2010:7). After September 11, cultural diplomacy has started to increase with the activities; there has been an increasing interest in cultural communication channels and Obama has made clear to the whole world how important dialogue is through his moderate speech.

After September 11, the United States gave more importance to the mass media to convey its messages. The United States has started various publications to present messages to the target audience using carefully prepared soft power instruments to change people's attitudes and behaviors through mass media. In this direction, Arabic *Al-Hurra* television started broadcasting in 2004 and aimed to convince the audience with mutual credibility (Zaharna, 2007:223-224).

One of the most visible examples of public diplomacy after the September 11 attacks was Vice President Powell's sincere contact with young people around the world about what America represented at MTV in February 2002. MTV has reached 375 million households in 63 countries around the world. The Arab and Muslim world have been seen as a separate target through the various activities of public diplomacy, and general considerations such as educational reforms, elections, the importance of an independent media, ethnic diversity and religious tolerance have been highlighted in particular (Epstein, 2005:7-8).

The United States also founded *Radio Farda* broadcasting in Persian and *Radio Sawa* broadcasting in Arabic in 2002. America's geopolitical fears arising from both Islamic militancy and Iranian power projection have made the radio targeting the Middle East seen in a significant position. For this reason, new radio stations such as *Radio Farda* and *Radio Sawa*, which attempt to impress Arabic and Persian speaking audiences in the Arab world and Iran, have started broadcasting for the effectiveness of cultural expressions (Khatib and Dodds, 2009:5). *Radio Farda*, as a twenty-four-hour radio station broadcasting in Persian, aims to attract people under the age of thirty with its music and news broadcasts. President George Bush highlighted the importance of *Radio Farda*, with his statement on helping to build an open, democratic and free society in Iran and that Iranians deserve a free press. As one might expect, *Radio Farda* is designed to support the democracy movements in Iran (Izadi, 2009:139-142) and to encourage young people to change the existing system in the country (Pinkerton and Dodds, 2009:12).

Radio Sawa, on the other hand, has been a successful activity, broadcasting in Arabic as a mixture of US-sponsored messages and American and Arab music and giving hope about the problems in conveying U.S. public diplomacy messages (Heiman and Ozer, 2009:8). Like *Al-Hurra*, a TV broadcaster in the Middle East, *Radio Sawa*'s aim was to clear the bad image of the United States in the region and help win the minds and hearts of Arabs (Sabry, 2005:45). *Al-Hurra* TV channel and *Radio Sawa* have common features in their broadcasts and have determined the young Arab generation, the decision makers of the future, as the target audience. Other purposes of these broadcasts are to help explain the various aspects of American foreign policy, and to ensure that the Muslim and Arab target audiences are informed about the main features of American society (el-Nawawy, 2006).

The suggestions to establish libraries and information centers after September 11, to translate more books from Western languages into Arabic and to train more Arabic-speaking people and public relations experts are among the activities carried out in this context (Nye, 2005:120). After these suggestions, a magazine named '*Hi*' was launched for public diplomacy in order to improve the prestige of the USA and the image of the world's greatest power, which continues to decline in the Arab public opinion. The monthly youth magazine *Hi* is an application that shows the seriousness of American public diplomacy to the region. As the name of the magazine suggests, *Hi* included an invitation to a sincere cultural exchange. The magazine aimed to establish a positive and constructive dialogue with Arab readers (Toensing and Colla, 2003:9) as well as to inform young people of the Middle East and the Muslim world about American culture. Publishing in Arabic throughout the Middle East and North Africa, the magazine had approximately 50,000 distributions in the Arab world, according to the estimations of the United States, and its publications were produced by a private sector company (Ezell, 2012:111-112). The magazine, which especially sees Arab youth under 30 as its target audience (Snow, 2010:22), is designed to emphasize American values and lifestyle as well as American culture (Baran and Tuohy, 2011:114). Launched in 2003 and suspended at the end of 2005, the magazine was tried to be sold but failed in Lebanon, Jordan, the West Bank, Gaza, Israel, Algeria, Egypt, Cyprus and several Gulf countries (Alsutany, 2012:151).

Another initiative of the United States Government has been to print 300,000 copies of a booklet called *Being Muslim in America* in 10 languages. This booklet has been criticized and advocated by some people among Muslims that Americans are trying to adopt their religion as a second religion. However, that was not the purpose of the booklet and the booklet was designed to show that Muslims are not persecuted in the United States (Seib, 2009:776).

The United States, which considered the Soviet Union as a regional priority during the Cold War, regarded the Middle East as a regional priority for post-September 11 public diplomacy, and post-September 11 publications were created to win the minds of young people. In its publications in the Middle East, the United States has transmitted its sources of attraction such as democracy, human rights, and popular culture, which are among the main soft power tools to promote peace, prosperity and cooperation, to change misconceptions about itself.

Apart from publications, education and cultural exchange issues also have an important place in relations with the Arab and Islamic world, and the young target group living in these regions has been seen as a strategic priority in foreign programs. Following September 11, 2001, learning partnerships were initiated and efforts were made to build long-term sustainable relationships with the Arab and Muslim world (Harrison, 2007:385).

Despite all these activities, the Bush doctrine became a problem and provided a national security strategy to America's foreign policy. This strategy prevented soft power from reaching diplomacy, public diplomacy and secondary positions (Snow and Taylor, 2006:400). America's failure to act in accordance with its own values in response to terrorism after September 11 has damaged its soft power. After this period, the tough stance taken against immigration, new visa procedures and the decrease in tolerance towards Muslims have damaged the image of the United States both in the Arab world and in Muslim countries such as Pakistan and Indonesia. In addition, the failure of the United States to balance between freedom and security and the contradictory assessment of its human rights policy statements and practices led to it being considered hypocritical (Nye, 2005:63-65). According to one another view, America did not change at all after the September 11 attacks and only shaped its policies in a tendency to rely on power (Kagan, 2004:85).

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Chapter 5

VIER DEUTSCHE REISENDEN IN SIVAS IM 19. JAHRHUNDERT



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Einleitung

Sivas ist heute die zweitgrößte Stadt in Anatolien, wenn es in Bezug auf die Landbreite betrachtet wird. Mit diesem Merkmal ist es ein wichtiger Ort in der Region Ober-Kızılırmak in der zentralanatolischen Region, mitten in Anatolien und an der Kreuzung der Wege, die Europa und Asien verbinden (Akbulut,2009:212). Während durch Sivas die berühmte „Königsstraße“ der Lydier führt, liegt Sivas auch an der Seidenstraße von China nach Anatolien. Die nördlichen Teile zeigen die Merkmale des Schwarzmeerklimas und der Flora, während im Süden das Gebiet die Grenze zum Mittelmeer bildet.

Der Name der Stadt Sivas stammt von dem Wort „Sebastos“, dem griechischen Gegenstück zum Titel „Augustus“ im Sinne von „angesehen, ehrenhaft, heilig“ des römischen Kaisers Oktavianus ab. Den Namen „Sebasteia“ im Sinne der „heiligen Stadt“ gab Pitodoris, die Frau von Pontos König Polemon, der Stadt. Als Rom das Pontische Königreich eroberte, wurde die Verwaltung dieser Stadt von den Römern dem Königreich Pontos überlassen. Als Antwort auf diese Geste Roms gab Pitodoris aus Dankbarkeit dem Kaiser Augustus den Namen „Sebasteia“, was „Stadt des Augustus“ bedeutet (Yund,1973:1-23).

Sebasteia wurde mit der Zeit zu „Sebast“ und wurde mit der Verschiebung der Buchstaben „b“ und „v“ zu „Sevast“ auf Türkisch und wurde schließlich als „Sivas“ ausgesprochen. Historisch wurde es auch mit verschiedenen Namen wie „Talaura, Megalapolis, Kabeira, Diaspolis (Cuinet, 1892: 669-670), Sipas, Danisment (Turan,1951:448) Eyalet-i Rum, Eyalet-i Sivas“ bezeichnet (Özey,2003:135).

Der neolithische Hafik-See Pıllır Höyüğü, der Tepecik-Tumulus am Ufer des Zara Tödürge-Sees und des Kangal-Kreises Çukur Feld und Kavak Bezirkskreis Höyük Değirmeni wurden mit den Siedlungen von Taşlıhüyük identifiziert (Ökse,1993:25), während die Vergangenheit aus der Zeit von Sivas bis in die Jungsteinzeit reicht (Akbulut, 2009: 212-215).

Die Information über die historischen Epochen von Sivas kommt bei den Hethitern auf. Neben den wichtigen Zentren wie Kayalpınar, den Hügeln im Dorf Tatlıcak, dem Dorf Uzuntepe, dem Dorf Divriği-Maltepe und den hittitischen Schriften auf den Felsen im Gürün-Şukul-Tal, neben wichtigen Zentren wie Başören / Sarissa (Çelik,2008:63; Müller-Karpe, 1999: 309-320). Es ist ein anderes wichtiges Zentrum, das die hethitische Besiedlung in Sivas beweist.

Man kann an Keramiken in den Siedlungen von Sivas, die durch die Phryger regiert wurden sehen, dass die diese sich an das Erbe der Hethiter gesetzt haben. Die berühmte *Königsstraße*, die sich von Lydia's Hauptstadt

Sardes bis hin zu Susa an den Ufern der Tigris führt und von dem talentierten König Gyges der Mermnad Dynastie erbaut wurde, um den Handel von Mesopotamien und Persien an die Ägäis zu verbinden, führt über die Städte Sivas – Tonus – Kangal – Malatya – Harput (Denizli, nicht datiert: 219). Es wurde festgestellt, dass es viele Karawansereien und Gasthäuser auf den Anatolischen Handelsrouten während der Seldschuken-Zeit gibt und ihre Lage und Überreste in großem Maßstab bestimmt wurden. Es gibt 24 große Gasthöfe zwischen Sivas und Kayseri, und die Karatay, Sultan und Lala Gasthöfe gehören zu den wichtigsten. Zwischen dem Fluss Murdar und der Ulu-Moschee gibt es kleinere Gasthöfe, die *Fonduk* genannt werden (Özbek, 2006: 410).

Nach den Lydern war Sivas im Herrschaftsbereich der Perser. Nach dem Sieg Alexander des Großen über Persien trat Sivas für eine Weile in das Territorium der Territorialkönigtümer ein und mit dem Einzug Roms in das Gebiet begann für Sivas das römische Zeitalter. Mit der Teilung Roms war Sivas ab 395 n.Chr. im Territorium des Oströmischen Reichs (Byzanthion).

Die Bereitstellung der türkischen Herrschaft in Sivas erfolgte nach dem Sieg von Malazgirt im Jahre 1071. Sivas trat in die Seldschukenherrschaft ein und unterstand ab 1075 der Verwaltung des Fürstentums Danischmend. Als das Fürstentum schwächelte, wurde Sivas von Mesud I., der die anatolischen Seldschuken vereinte, im Jahre 1152 erobert. Als Ergebnis der Kämpfe zwischen den anatolischen Seldschuken und Danischmenden wurde Sivas 1175 durch Kılıçarslan II. dauerhaft mit den Seldschuken verbunden, und Izzettin Keykavus machte Sivas zur Hauptstadt, wo er lange blieb und die Stadt aufbaute. Izzettin Keykavus, der 1217 die Şifaiye Medrese in Sivas baute, versammelte die Wissenschaftler in Sivas und machte die Stadt zu einem großen Zentrum. Izzettin Keykavus wurde durch den Tod von I. Alaaddin Keykubat ersetzt, und diese Periode ging als die glänzendste Periode der anatolischen Seldschuken in die Geschichte ein. Sultan Alaaddin Keykubat, der die Invasionen der Mongolen sorgfältig beobachtete und versuchte, Maßnahmen gegen sie zu ergreifen, schlug 1224 Mauern um die Stadt Sivas und brachte sie in eine geschützte Position gegen alle Arten von Angriffen. Gıyasettin Keyhüsrev II., der nach dem Tode Alaaddin Keykubat's an dessen Stelle trat, regierte so unkompetent, dass das Volk in Notlagen lebte, rebellierte und 1240 Sivas plünderte. Dieses Mal haben die Mongolen gehandelt, um Anatolien mit dem Vorteil dieser gemischten Situation zu ergreifen und Gıyasettin Keyhüsrev fiel 1243 in Sivas ein, indem sie ihn in der Schlacht vom Köse Dağı besiegten (Turan, 1951: 447-456).

So wurde Sivas von den Mongolen gegründeten Ilhanlı-Staat regiert. Die Provinz Sivas hat sich in diesen Zeiten sehr entwickelt und ist zu einer

wichtigen Handels- und Wissenschaftsstadt geworden. Der anatolische Statthalter Emir Çobanoğlu Demirtaş erklärte seine Unabhängigkeit in Anatolien und blieb dort ein halbes Jahrhundert lang in Anatolien: Alaeddin Eretna Bey, der während seiner Flucht nach Ägypten den Titel Nojan hatte, ernannte seinen Stellvertreter in Sivas. Eretna Bey, ein Nachkomme der uigurischen Türken, regierte ab 1335 von Sivas und Kayseri als Zentrum. Eretna Bey blieb treu zu den Mongolen. Eretna Bey, Herrscher der İlhanlı Ebu Said Bahadır Han, verstarb nach seinem Tod und schaffte es, den Gouverneur von Anatolien in einer Weise zu halten, indem er listig auf den Schlachtfeldern handelte und Scheich Hasan besiegte und schließlich seine Unabhängigkeit erklärte. Das Volk von Sivas war nach der Behandlung der Mongolen von Eretna Bey's Einstellung und Verhalten beeinflusst und wurden Befürworter für Eretna Bey, der sich für das Recht und die Gerechtigkeit einsetzte (Göde, 1995:295-296).

Nach dem Tod von Eretna Bey in 1352, traten sein Sohn und dann sein sieben jähriger Enkel an seine Stelle. Die Landverwaltung, die dem jungen Kind überlassen wurde, erreichte jedoch nicht das gewünschte Ergebnis und Kadi Burhaneddin, der Vormund dieses Kindes, übernahm die Verwaltung. Im Fürstentum Eretna ermordete die einflussreichste Person Hacı Sahgeldi und hob 1381 den Eretnischen Rektor aus dem Zentrum, verkündete seine Souveränität und etablierte Kadi Burhanettins Staat. In der Zwischenzeit hat Kadi Burhaneddin viele Anstrengungen für den Wiederaufbau von Sivas unternommen (Haykıran, 2009:161-178). Später spielte die Stadt, die mit der osmanischen Herrschaft verbunden war, auch eine wichtige Rolle bei der Gründung der Republik und Atatürk blieb hier 108 Tage lang und versammelte den Sivas-Kongress (Günaydın, 2010:1-362).

Die Tatsache, dass alle Reisen von Europa nach Anatolien durch den Iran und Indien einen Transitpunkt darstellen, hat auch die Bekanntheit von Sivas erheblich gefördert. Man sieht, dass Marco Polo, zum ersten Mal in seiner Arbeit Informationen über Sivas gab. Die Reisenden nach Sivas haben seit dem 18. Jahrhundert zugenommen und haben das Rekordniveau seit dem 19. Jahrhundert erreicht. Unter diesen Reisenden werden vor allem deutsche, britische und französische Reisende gesehen. Einige dieser Reisenden, Geologen, Geographen, Historiker und Archäologen, haben diese Reisen oft als offizielle Staatsbeamte unternommen. Es gibt verschiedene Zwecke bei der Ankunft der Reisenden nach Anatolien. Sowohl die, die zu militärischen Zwecken kamen, als auch die, die Kriegsgefangene wurden, diejenigen die das Mysterium des Ostens lösen wollten oder aber auch zu Zwecken wie zur Spionage, Missionarsaktivitäten und kulturelle und wissenschaftliche Reisen waren das Ziel vieler.

In dieser Arbeit wurden nur die deutschen Reisenden thematisiert, die zum genannten Jahrhundert nach Sivas kamen.

In dem Werk von Stephanos Yerasimos, das Schriften zu Besuchern des Osmanischen Reichs enthält (Yerasimos, 1991), lässt sich feststellen, dass zwischen dem XIV. und XVI. Jahrhundert 449 Reisen oder Eindrücke festgehalten wurden. 80 von diesen sind Deutschen (Arıkan, 1998: 81). Die Deutschen, besonders im 19. Jahrhundert, schlossen ihre politischen Vereinigungen ab und verstärkten ihr Interesse außerhalb des europäischen Kontinents als imperiale Macht. Besonders in der zweiten Hälfte des Jahrhunderts werden die Deutschen in diesem Zusammenhang gute Möglichkeiten bieten. Insbesondere die Annäherung des Osmanischen Reiches an die deutsche Politik aufgrund der Situation, in der die deutschen Reisenden das Interesse an der osmanischen Geographie vergrößern werden. Diese Reisen werden bis zum Ersten Weltkrieg fortgesetzt, in den die beiden Staaten zusammen eingetreten sind. Bei dieser Gelegenheit wird eine große Anzahl von deutschen Reisenden nach Anatolien und damit in die Region kommen. Prof. Dr. Adnan Mahiroğlu erwähnte diese Reisenden in seinem Buch mit dem Titel "Seyyahların Gözüyle Sivas" und dieses Buch war eine wichtige Quelle bei der Erstellung dieses Artikels.

Wir werden uns auf die Reisen konzentrieren, die diese Reisenden im 19. Jahrhundert unternahmen und besonders auf die Reisen der deutschen Reisenden nach Sivas. Die An- und Abreise dieser Reisenden nach Sivas ist ein eigenes Thema. Die Anzahl der Reisenden wird als ziemlich groß angesehen, aber das Thema dieser Studie ist das Thema von Reisenden aus Deutschland und denen, die nach Sivas kamen. In dieser Studie werden wir vier deutsche Reisende, die nach Anatolien reisten und nach Sivas kamen, Platz geben. Diese sind H. Von MOLTKE, A.D. MORDTMANN, Ferdinand BROCKES, Max Van BERCHEM.

I. H. Von Moltke

H. Von Moltke ist ein deutscher Offizier. Zwischen 1835 und 1839 diente er als Militärlehrer und Untersuchungsoffizier in der türkischen Armee. Er hat das Werk „Briefe aus der Türkei“ geschrieben und diese Arbeit wurde in die türkische Sprache von Hayrullah Örs übersetzt und im Verlag Remzi Kitabevi veröffentlicht. Moltke erwähnte Sivas auf den Seiten 147 bis 150 seines Buches. Er kam am 11. März 1838 nach Sivas. Moltke nahm an dem Nizip-Krieg mit İbrahim Paschas Armee teil und ging für diesen Zweck erst nach Samsun, danach nach Amasya, Tokat und über Sivas nach Nizip. Moltke ist kein Reisender, aber seine Notizen und Informationen sind wertvoll, weil sie einen Einblick in Anatolien und Sivas zu jener Zeit geben. Moltke, der an einem Wintertag von Tokat aus aufbrach, kam nach einer schwierigen Reise nach Yenihan und von dort aus setzte er seine Reise von Alacahan und Deliktaş nach Nizip fort.

Bemerkenswert an Moltke's Reise ist, dass, obwohl es Mitte März ist, der Winter immer noch andauert. Von der Ferne betrachtet mit ihren

prächtig aussehenden Kuppeln, Minaretten und Bastionen sind die Sivas-Häuser mit Lehmöchern bedeckt. Er bezieht sich auf die Ruinen, die er die Untere Festung (Aşağı Kale) nennt, mit Steinschnitzereien (Moltke, 2016: 190), die in gotischen Kirchen nicht einmal zu sehen sind. Diese sind wahrscheinlich die Tore der Medrese mit den zwei Minaretten, der Şifaiye und Buruciye Medresen. Moltke besucht auch noch ein Derwischkloster (Tekke). Dies sollte wahrscheinlich das Grab von Sheikh Hasan sein, welches jetzt Güdük Minarett genannt wird. Das zweite Grabmal, das genannt wird, in Form des heutigen Yukarı Tekke müsste heute das Grab von Abdulvahabi Gazi sein: „... Wir haben ein weiteres Derwischkloster vor der Stadt besucht, das offen für eine schöne Aussicht ist. Dieses Derwischkloster, aus Gipsstein oder Antimonfels, befindet sich etwa hundert Fuß hoch auf einem Hügel“ (Moltke, 2016: 190-192).

Moltke nach gibt es um Sivas keinen einzigen Baum mehr. Er erzählt nur von Pappel- und Kirschbäumen. Bis vor zwanzig Jahren gab es in Sivas jede Menge Pappeln. Man sieht aber, dass in letzter Zeit diese Bäume mit dem Grund, dass diese in der Bestäubungssaison wegen ihren Pollen und wegen der Ausrede, dass diese den Grund der Gebäude beeinflussen würden, gefällt wurden. Bei den Kirschbäumen, die von Moltke erwähnt werden, ist die Wahrscheinlichkeit hoch, dass damit die Sauerkirschbäume gemeint sind, da in Sivas gute Möglichkeiten zum Gedeihen der Sauerkirsche vorhanden sind. Moltke schreibt über den Weizen: „...es wird viel Weizen angebaut. Der Weizen wird im Mai gesät und wächst, wie in Nordrussland, schnell. Turkmenische Nomadenstämme kommen, um gegen ihre Produkte Weizen zu kaufen...“. Moltke trat am 15. März 1838 von Yenihan aus in Sivas ein. „... Von Sivas aus überquerten wir eine weite Ebene, wo wir über eine Steinbrücke den fast 250 Fuß breiten und sehr wulstigen Kızılırmak überquerten. Dann ging es drei Stunden bergauf und wir kamen an einer Alm an. Die historische Brücke, bekannt als *Eğri Köprü*, ist die historische Brücke über die Seidenstraße, die sich nach dem Berg, der als *Kardeşler Köprüsü* (Hügel der Brüder) bekannt ist, fortsetzt. Die alte Straße von Kayseri verläuft entlang dieser Route. Hier gab es viele Salzquellen...“ (Mahiroğulları, 2016: 72-74). Diese Salzquellen befinden sich in der Region wo auch heute noch die Salinen stehen. Der Salzbedarf von Sivas wird hier weitgehend gedeckt. Der Kızılırmak (*zu dt. Halys*) hat seinen Namen vom griechischen *halys* bekommen, was Salz bedeutet. Der Grund warum der Kızılırmak Salz enthält liegt darin, dass die Quelle des Flusses aus dem Kızıldağ (*roter Berg*) entspringt und auf seinem Weg durch salzhaltigen Grund fließt (Işık, 2001: 1-223). Moltke setzte seine Reise nach Sivas in Richtung Nizip fort.

II. A.D. Mordtmann

1851 erwähnt der Reisende aus Sivas in seiner Arbeit „Anatolien Skizzen und Reisebriefe aus Kleinasien“ die Sivas-Strecke seiner

Reisen. Diese Arbeit wurde 1925 in Hannover gedruckt. Mordtmann's Kennenlernen mit dem in Hamburg geborenen Karl Sieveking änderte sein Leben und mit dessen Förderungen stieg sein Interesse an östlichen Sprachen und mit seinem Erlernen der Arabischen Sprache übersetzte er El Istahri's *Das Buch der Länder* aus dem Arabischen und erhielt von der Universität Kiel den Dokortitel (Bütüner, 2018: 532).

A. D. Mordtmann kam als Vertreter der Hanse, die Vereinigung der Städte Norddeutschlands, nach Istanbul und blieb nach Ende seines Dienstes und war eine Zeit lang als Richter in den Handelsgerichten Istanbuls tätig. Als er von seinem Dienst durch Mahmut Nedim Pascha entlassen wurde, ging er nicht in seine Heimat zurück und blieb noch eine Weile bei der deutschparteiischen Zeitung „Phare du Bosphore“ als Direktor. Er unterrichtete Geographie und Statistik in Mekteb-i Mülkiye, das während des Bildungsministeriums von Munif Pascha gegründet wurde und starb am 31. Dezember 1879 in Istanbul durch einen Herzinfarkt. Er wurde am 2. Januar 1880 auf dem protestantischen Friedhof in Feriköy beerdigt (Bütüner, 2018: 532).

Mordtmann, auf dem Weg nach Kayseri durch Sarioğlan, bestimmte, dass er von Sivas 18 Stunden entfernt war und bei seiner Ankunft in Gemerek der Reisende auf seinen Boten, der auf der Suche nach einer Unterkunft war, außerhalb des Dorfes wartete. Dazwischen beschützten die Kinder des Dorfes die Reisenden vor bellenden Hunden, indem sie Steine auf diese warfen. Wegen dieser Ovation fühlten sie sich in Sicherheit. Zu der Zeit gab es in Gemerek 100 muslimische und 200 armenische Haushalte. Aus Notizen können wir feststellen, dass zu der Zeit, in der Mordtmann das Dorf besuchte, zwei albanische Steuerbeamte im Dorf waren. Außerdem lernen wir, dass kurdische und afscharische Banden in der Region die Bevölkerung quälten und deren bewegliche Güter entwendeten. Am 7. November 1851, bei kaltem Wetter gegen 23 Uhr kamen sie in Kayapınar mit 12 Haushalten an. Es wurden drei Muslime und neun armenische Häuser gefunden, die 2000 Kuruş Steuern abgeben. Von hier aus kamen sie über Çanakçı und Şarkışla nach Hüyük und über Maksutlu in das Dorf Hanlı. Von dort nach Sivas, wo er eine Weile blieb. In der Stadt leben rund 8000 Muslime, 1300 Katholiken und Protestanten sowie einige griechische Familien. Seine Bevölkerung ist 50.000. Die Armenier besitzen hier zwei Kirchen und eine Schule. Es wurde sogar für diese Schule ein Lehrer aus Istanbul bestellt, als dieser jedoch Französisch und Italienisch lehrte, wurde dieser mit der Ausrede, dass dieser Heide sei entlassen. Wir erfahren von Mordtmann, dass es zu dieser Zeit in Sivas zwei Festungen gab. Eine dieser Festungen hat einen Uhrturm. Diese Burg ist heute als die Festung bekannt, deren Uhr bei der Restaurierung entfernt wurde. Mordtmann, der den Sivas-Basar durchstöbert, betont, dass dieser

Basar sehenswert ist. Bekannt sind Mundstücke und Wollsocken, die heute noch den gleichen Ruf haben. Es wird auch betont, dass die Transporter, die Waren nach Istanbul bringen, diese Socken bevorzugen. Mehmet Münip Pascha, der zu dieser Zeit in Sivas diente, ist ein wichtiger Name, den der Reisende in seiner Arbeit erwähnt. Da der Pascha einen Haremswächter, der dem Harem des Sultans einen Beitrag leisten wollte, nicht persönlich empfing, erntete den Hass des Haremswächters und wurde wegen den Informationen des Haremswächters, der darauf schwor dafür zu sorgen, dass der Pascha entlassen wurde, aus seinem Dienst entlassen. Solange Mordmann in Sivas blieb, wurde er auf Befehl des Paschas im Haus eines Armeniers namens Hoca Hüseb bewirtet. Wie man jedoch aus seinem Reisebericht sehen kann, war dieser ein geiziger Mann und war kein guter Gastwirt. Der Reisende, der am 10. November 1851 Sivas verließ, begab sich nach Enderes (Suşehri) und kam über die Dörfer Akçağıl und Örksulu nach Koyulhisar. In Koyulhisar sah er die Festungsrüden aber sie stiegen, obwohl sie es wollten, nicht auf die Festung. Nachdem sie in dem Dorf Keçeyurdu, dessen 20 bis 30 Haushalte Christen sind, in dem Haus von Priester Markus übernachteten, durchquerten sie ein Tal, das zwischen großen Bergen lag und kamen im 350 Haushalt großen Zara an, das von Moslems und Christen bewohnt war und verbrachten die Nacht hier. Am nächsten Tag machte Mordtmann sich auf den Weg nach Yarithisar und besichtigte auch das Dorf Koçhisar, dessen Mehrheit aus Moslems bestand (Mahiroğulları, 2016: 93-96).

III. Ferdinand Brockes

1899 schrieb der Reisende aus Sivas ein Werk mit dem Titel „Quer durch Kleinasien“, das 1900 in Gütersloh erschien (Brockes, 1900). F. Brockes ist ein deutscher protestantischer Geistlicher. Er wurde vom deutschen evangelischen Missionarsdienst nach Anatolien abgesandt. F. Brockes ist an viele Orte in Anatolien gereist und kam nach Sivas. F. Brockes, der über Kangal nach Deliktaş kam, war Gast im Haus von Ali Efendi. Bis die ungünstigen Wetterbedingungen vorüber waren, musste der Reisende bleiben und kam mit einem Pferd, das er durch einen Tauschhandel erwarb nach Ulaş und ging in Richtung Sivas, indem er durch ein in den Felsen gehauenes Loch ging.

Der Reisende kommt in Sivas mit einer Bevölkerung von 48000 an; Diese Stadt, die mit ihren Stadtvierteln, schicken Häusern, breiten Alleen und schönen Gärten erbaut wurde, ist offen für die Entwicklung. Er bemerkt, dass es 8000 Armenier und 1500 Griechen gibt. Der Reisende, der eine kurze Geschichte der Stadt erwähnte, erwähnte die 1855 in Sivas gegründete Missionsorganisation. Es gibt ein Mädcheninternat im Missionszentrum, eine andere Schule für Jungen und 4 Grundschulen. Die Ereignisse aus dem Jahr 1895 sorgten für eine Krise. Der Priester der protestantischen Kirche wurde getötet, ein Pfarrhaus, 2 Kapellen und 4

Schulhäuser wurden niedergebrannt. Diese Gebäude wurden später mit Hilfe des Missionszentrums von neu aufgebaut (Mahiroğulları, 2016: 179-184).

Die wichtigsten Details von Ferdinand Brockes Arbeit sind die Dimensionen der Missionsarbeit in Anatolien. Damals stellte sich heraus, dass aus der Schweiz stammende Missionare in Anatolien christliche Waisen betreuten und ihre Ausbildung mit großer Bedeutung organisierten. Laut der Aussage wurden 37 Kinder im amerikanischen Waisenhaus in Maraş, 90 in Arapgir, 5 in Antep, 17 in Damaskus, 9 in Izmir und 12 in Merzifon in Missionswaisenhäusern erzogen (Mahiroğulları: 179-184).

IV. Max Van Berchem

Max van Berchem, der im Jahr 1906 nach Sivas kam, erwähnte Sivas im Kapitel „XXVI Sivas-Divriği Corpus“ im Werk „Corpus Inscriptionum Arabicarum“. Dieses Werk ist im eigentlichen Sinne kein Reisebericht. Max Van Berchem ist Kunsthistoriker. Halil Edhem, der ein Türke in der Vorbereitung dieser Arbeit war, half ihm. Halil Edhem ist der Bruder vom Museologen Osman Bey. Er studierte an den Universitäten von Zürich, Wien und Bern und wurde 1892 Direktionsassistent der Museen. Max Van Berchem und Edhem Halil Bey sind Experten in der Kunstgeschichte und gaben Inschriften aus den Werken von Sivas makellos wieder. Er nahm an der Studienreise von Max Van Berchem teil und arbeitete mit ihm an dem Werk „Materiaux Pour un Corpus Inscriptionum Arabicarum“. Nach der Erwähnung der Topographie und Geschichte von Sivas wurden die Inschriften auf den historischen Gebäuden in Sivas erwähnt. Diese sind: Ulu Moschee, Şifaiye Medrese, Festungsmauern und Festungen, das Grab von Hüseyin bin Cafer, Vezir Fahrettin Ali Medrese, Muzaffer Burucurdi Medrese, Vezir Şemsettin Muhammed Medrese, ein Grabdenkmal ohne Grab, Die Zaviye der Familie Rahati, Abdulvahap Rahati Grab, Şeyh Hasan Bey Grab (Güdük Minarett), Kadı Burhanettin Grab, Ahmet Pascha Moschee, Behrampaşa Hamam, Izzet Pascha Moschee sind wichtige Werke. Darüber hinaus sind die in Divriği die wichtigsten die Emir-Şahinşah-Moschee, das Emir-Kamareddin-Grab, das Emir Şehinşah-Grab, die Ahmet-Schah-Moschee, das Nurettin-Salih-Grab, die Festung, Nasir Al-Muhammads Grab, das undatierte Anonyme Grab, Tekke und das Scheich-Merzuban-Grab (Mahiroğulları, 2016: 199-250).

Einer der wichtigsten Punkte von Max Van Berchem ist der Ort der Stadt Sebaste. Er berichtet, dass der Ort der alten Stadt ein wenig weiter östlich in der Nähe des Dorfes Gavraz gesucht werden sollte (Mahiroğulları, 2016: 199). Das Fehlen von antiken Ruinen in der heutigen Stadt führte ihn zu dieser Idee, die wir für vernünftig halten. Obwohl die Ruinen anderer anatolischer Städte in der Nähe der Stadt liegen, was heute eine Fortsetzung ist, ist dies bei Sivas nicht der Fall. Aus diesem Grund glauben wir, dass es

nützlich ist, den Standort der Stadt Sebasteia mit etwas mehr Verstärkung zu bestimmen.

Aus der Untersuchung des Werkes geht hervor, dass die Studienzeit, insbesondere der Islam, und den Epigraphen der Bauwerke und anderer Werke, die zu diesen Zeiten gehörten, erwähnt wurden. Mit der Vorbereitung dieses Werkes werden die Inschriften dieser Werke, die ja schon fast ein Wert unseres Landes sind, vollständig wiedergegeben. Man kann sehen, dass auch wenn wir sie etwas kritisch betrachtet haben, diese Reisenden und Wissenschaftler in ihren Reisen unsere Geschichte ans Licht gebracht und geschützt, und eine wichtige Lücke geschlossen haben.

Zum Schluss

Die Deutschen vollendeten die deutsche Einheit mit Prinz Otto von Bismarck und wandten dann ihre Richtung nach Osten, besonders zu den osmanischen Ländern, um eine imperiale Macht zu werden und neue Kolonien in der Welt zu finden und neue Plätze zu finden, um zu regieren. Zusammen mit diesen Absichten organisierten die Deutschen viele Reisen, um Informationen zu erhalten und nach dem Zweck zu suchen, die Arbeiten in den riesigen osmanischen Ländern zu sehen und zu überprüfen. Von diesen waren zwischen dem 15. und 16. Jahrhundert 80 der Reisen Deutsch und die Anzahl und Qualität dieser Reisen nahm ab dem 19. Jahrhundert weiter zu.

Zweifelloos ist es schwer zu sagen, dass diese Reisen Sivas als Ziel hatten. Unter den Reisenden und Forschern besuchten jedoch auch 4 von ihnen Sivas und notierten ihre Eindrücke und veröffentlichten diese Notizen in ihren Ländern als ein Buch. Aus dieser Sicht ist die Tatsache, dass eine Stadt im Zentrum Anatoliens in einem Buch in der Mitte Europas erwähnt wird, von besonderer Bedeutung. Damit wurde ein wichtiger Schritt im Bewusstsein von Sivas gemacht. Die Informationen in diesen Werken über die sozioökonomische, politische, historische und ethnische Struktur von Sivas im 19. Jahrhundert machen es uns leicht, Sivas unter den Bedingungen der Zeit zu erkennen.

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Chapter 6

REVENUES AND EXPENSES OF THE CENTRAL TREASURY OF THE OTTOMAN EMPIRE FOR THE FISCAL YEAR OF 1602-1603¹



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1 This study is derived from the doctoral dissertation of the author titled “1589-90 ile 1602-3 Malî Yıllarına Ait Osmanlı Devleti’ne Ait Bütçelerin Oluşturulması ve İncelenmesi”, which was defended in 2012 at the Istanbul University, Institute of Social Sciences, Department of Economic History.

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Introduction

The beginning of the 17th century is the period when a great transformation was experienced in world history as well as political and economic problems were experienced in the Ottoman Empire. Prolonged wars without economic returns, the Celali Revolts within the Ottoman Empire, and the economic growth and expansion experienced outside of the Ottoman Empire due to geographic discoveries economically negatively affected the Ottoman Empire. It is important to reveal the financial situation of the Ottoman Empire in those years by addressing the revenues and expenses of the central treasury of the Ottoman Empire in this period of internal and external events.

This period between the establishment of the Ottoman Empire and the establishment of the *Îrâd-ı Cedîd* (New Revenue) Treasury in 1793 is called as the Classical Period of fiscal organization in the Ottoman Empire (Uzunçarşılı, 1948: 368; Cezar, 1986: 155). Multiple treasury system was introduced with the establishment of the *Îrâd-ı Cedîd*. However, the financial system with a single treasury started again with the establishment of the *Maliye Nezâreti* (the Ministry of Finance) in 1838, the financial system with a single treasury started again (Orhonlu, 1998: 132). The Classical Period fiscal organization consists of three main parts. These are the central treasury, the Timar System and the Foundation System. Central Treasury accounts for 51% of the total fiscal system while the Timar System and the Foundation System account for 37% and 12% of the total fiscal system, respectively (Barkan, 1970: 601).

The records of revenues and expenses of the central treasury were kept at *Hazine-i Âmire* (State Treasury). These revenues did not include revenues from The Timar and Foundation Systems. The revenues of the central treasury consist of the revenues of the Sultan's specials while the expenses of the central treasury include the expenditures of the palace and the central army (Sahillioğlu, 1985: 416). The income and expense records of the *Hazine-i Âmire* were carried out by the Ruznamçe Office where transactions were recorded in the Ruznamçe Books (Tabakoğlu, 2008: 201).

In the central treasury, daily income and expenses were recorded in the *Ruznamçe* Books. At the end of the fiscal year and in various periods, periodical financial statements were prepared from these books. These periodical financial statements display the actual situation that took place rather than forward looking manner like modern budgets. Although these periodical financial statements placed more emphasis on income than expenses, they are accepted as budgets in Turkish Economic History studies since they display the income and expenses of the state in a certain period (Özvar, 1999: 151).

In this study, it was aimed to reveal the fiscal structure of the Ottoman Empire by taking into consideration the records of the Ruznamçe Books in the years 1602-1603, which is a fiscal year between the 21st March 1602 and 21 March 1603 as such a fiscal year started on 21st March of every year in the Ottoman Empire. The investigated Ruznamçe Books are registered in the Presidential State Archives of the Turkish Republic Presidency with the inventory numbers 1883 and 1781 in the Kamil Kepeci classification. Among the aforementioned books, the Ruznamçe Book numbered 1883 includes the income records of the central treasury in the fiscal year 1602-1603 while Ruznamçe Book numbered 1781 displays the expenditure records for the fiscal year 1602-1603.

Revenues of the Central Treasury of the Ottoman Empire for the Fiscal Year 1602-1603

In the fiscal year 1602-1603, the central treasury of the Ottoman Empire generated the total revenue of 190,619,909 *akçe* (coins). As can be seen in Table 1 below, there are many revenue items. Among these revenue items, the revenues under the heading of *Mukataa*, *Cizye*, *Avarız*, *İrsaliye* and *Sair* constitute 87.75% of the total revenue.

With 33.78% and 64,389,767 *akçe*, *Mukataa* revenue has the highest share in total annual revenue in the fiscal year of 1602-1603. *Mukataa* is a part of *iltizam* auction system where the transfer of the right to collect revenue to private individuals with a three-year tender. 29,463,231 *akçe* were generated from *cizye* revenue, which is the per capita tax levied on non-Muslims for their protection, and its share in the total revenue is 15.46%. A total of 31,343,262 *akçe* entered the state's treasury from *avarız* taxes, which is a tax paid by households. *Avarız* used to be one of the extraordinary tax revenues of the state, however, it became a regular tax over time. *Avarız* revenue constituted 16.44% of the total revenue in the fiscal year of 1602-1603. *İrsaliye* revenue refers to the revenues sent from the provinces to the capital city. 20,693,848 *akçe* were sent from the provinces to the capital city, and the share of this amount in total revenues is 10.86%. *Sair* is the transfer of the income of the people in the upper ranks of the bureaucracy executed by the state. 21,415,328 *akçe* were entered into the treasury as *sair* revenue in the fiscal year of 1602-1603 and the ratio of this revenue in total revenue was 11.21%.

The rest of revenues in the Table 1 is 23,314,473 *akçe* and the share of these revenues in total revenues is 12.25%. Among these revenues, *Rusûm-ı Eflak* is the tax collected from each household from Wallachia region in the Ottoman Empire (İnalçık, 1996: 106). From this type of tax, 15,600 *akçe* were generated into the treasury of the state. *İспенçe* is a type of land-tax collected from non-Muslims. It is the counterpart of *Resm-i Çift*

taken from Muslims (Sertoğlu, 1986: 164). 399,798 *akçe* were entered into the state treasury as a *ispence* tax.

39,020 *akçe* were generated from *Yağci ve Küreci* taxes while 254,586 *akçe* were generated from *Rüsum-ı Bağat* taxes. 212,894 coins came from *Rav-ı Yahudi* taxes which are the taxes paid by the Jewish community in order to gain official status in the Ottoman administration (Aydın, 2002: 8). 2,008,699 *akçe* were collected from *Ağnam* tax which is the tax on sheep and goats and is collected from the Muslims (Tabakoğlu, 1985: 166). 2,320,377 *akçe* entered into the state treasury for *Berat, Şikayet ve Tezkire* taxes which is the tax paid by people for official correspondence. 395,260 *akçe* were received from *Pişkeş* taxes which were paid by people when they were appointed to a position or when they were allocated an income (İncalcık and Quataret, 2000: 114).

Total 600,000 *akçe* were entered into the treasury from money setting actions of *Rüsûm-ı Tashih-i Sikke* and *Tebdil-i Sikke*. *Rüsûm-ı Tashih-i Sikke* is the process of converting the old calibrated coins into new coins with changing their contents while *Tebdil-i Sikke* is the process of converting the old calibrated coins into new coins without changing their settings. Fiscal officers in the Ottoman Empire considered the value of the money in revenues two coins below the market values while they considered the value of expenses with current value. Due to the difference in this consideration, 1,784,185 *akçe* were entered into the state treasury under the name of *Tefavüt-i Hasene ve Gurus*.

1,477,407 *akçe* were entered into the treasury under the name of *Beytülmal* (Pakalın, 1983: 225) which the transfer of goods of people who do not have heirs to the treasury and the conservation tax for heritage until it is inherited by successors. 7,783,710 *akçe* of income were recorded to the Treasury under the name of *Baz be-Hazine-i Âmire ve Bakiye-i Muhasebe* as the remaining expenses from various expenditures.

3,623,415 *akçe* were entered into the treasury as *Muhallefat* revenue which is the rest of the inheritance of bureaucrats after deducting the amount allocated to their families (Özcan, 2005: 406). 1,255,331 *akçe* were generated from the lands under the ownership of the palace. 391,223 *akçe* were recorded as a revenue to the treasury through debts received from bureaucrats. 752,968 coins were received by the treasury as an excess of some foundation revenues.

Table 1: Revenues of the Central Treasury for the Fiscal Year 1602-1603

Revenue Item	Amount (Akçe)	%
Mukataa	64,389,767	33.78
Cizye	29,463,231	15.46
Rüsûm-ı Eflak	15,600	0.01
İspençe	399,798	0.21
Yağcı ve Küreci	39,020	0.02
Rüsûm-ı Bağat	254,586	0.13
Râv-ı Yâhûdi	212,894	0.11
Avarız	31,343,262	16.44
Ağnam	2,320,377	1.22
İrsaliye	20,693,848	10.86
Berat, Şikâyet, Tezkire	2,008,699	1.05
Pişkeş	395,260	0.21
Rüsûm-ı Tashîh-i Sikke	300,000	0.16
Tebdîl-i Sikke	300,000	0.16
Beytül-mâl	1,477,407	0.78
Bâz be-Hazine-i Âmire	645,687	0.34
Muhallefât	3,623,415	1.90
Mahsûl-i Bağçe	1,255,331	0.66
Karz	391,223	0.21
Bakiye-i Muhasebe	7,138,023	3.74
Evkaf	752,968	0.40
Tefâvüt-i Hasene ve Guruş	1,784,185	0.94
Sair	21,415,328	11.21
Total	190,619,909	100

Expenses of the Central Treasury of the Ottoman Empire for the Fiscal Year 1602-1603

The Ottoman State central treasury spent 234,608,150 *akçe* in the fiscal year of 1602-1603 in order to carry out the activities of the state institutions. These costs are grouped under nine headings. Among the expenses, *Mevacib* and *Teslim* expenses constitute 89% of the total expenses with 207,398,581 *akçe* while *Mübaya'at*, *Adet*, *Tasadduk*, *În'am*, *Be-cihet*, *Teşrif* ve *İrsaliye* have a share of 11% in the total annual expenditure with 27,209,569 *akçe*.

Mevacib with 130,893,084 *akçe* constitutes 56% of total annual expenses. *Mevacib* is the salary payments of soldiers outside the Timar system. These payments include payments of cavalry, infantry and Topkapı Palace officers and are made in four-month periods. *Teslim* expenses are the purchases made by the palace and various institutions of the state. *Teslim* expenses account for 33% of total expenses with 76,505,497 *akçe*.

Mübaya'at are fabric purchases made by the treasury. 6,361,039 *akçe* were spent for these expenses. *Adet* expenditures are a type of the expenditures made for the Ağa people in the palace, new Muslims, and the important days of the institutions in the palace. 2,386,260 *akçe* were spent as *Adet* expenditures. *Tasadduk* expenses are the expenditures made with the intention of charity. 14,848,961 *akçe* were spent as *Tasadduk* expenses.

34,640 *akçe* were spent from the Treasury as on *În'am* expenses which were payments to those who were newly appointed to important tasks and those who brought treasures from the provinces. Expenditures made for the needs of the palace and some institutions are called *Be-cihet*. 2,357,217 *akçe* were spent for these expenses. *Teşrif* is the protocol expenditures. Under this item, 17,000 *akçe* were spent. 1,204,452 *akçe* were spent on *İrsaliye* expenses. *İrsaliye* expenses consist of the sending of velvet to holy lands of Mecca and Medina and the sending of money to Tatar Khan for the protection of Budun province.

Table 2: Expenses of the Central Treasury for the Fiscal Year 1602-1603

Expense Item	Amount (Akçe)	%
Mevâcib	130,893,084	56
Teslîm	76,505,497	33
Mübaya'at	6,361,039	3
Âdet	2,386,260	1
Tasadduk	14,848,961	6
În'am	34,640	0
Be-cihet	2,357,217	1
Teşrif	17,000	0
İrsaliye	1,204,452	1
Total	234,608,150	100

Assessment of the Budget of the Ottoman Empire for the Fiscal Year 1602-1603

The fiscal year 1602-1603 discussed in this study coincides with the last years of the Ottoman-Habsburg war, which continued between 1593 and 1606. Before the war with the Habsburgs, the Ottoman Empire fought with Iran between 1578 and 1590. The Ottoman Empire was at war in the east and west borders within a quarter of a century and hence this process left the financial system of the Ottoman Empire in trouble.

In the fiscal year of 1602-1603, along with the ordinary Ruznamce Books, the Ruznamçe Books were also kept for the army on the military expedition. Some of the revenues were directed to the expenses of the army. Finkel (2006) examined the accounting summaries for the period between 1 July 1602 and 21 February 1603 which is within the fiscal year between 30 March 1602 and 10 March 1603 examined in the study. When

we analyze the Ruznamçe Books for the military expedition, it can be seen that the total of revenues was 103,619,021 *akçe* while the total of expenses was 160,246,948 *akçe* (Finkel, 2006: 240). When we sum up all the data in both Ruznamce books, aggregate income between the years 1602-1603 adds up to 294,238,930 *akçe* and expenditure adds up to 394,855,098 *akçe*. Thus, the budget deficit of the central treasury accounts to 100,616,168 *akçe* in this fiscal year.

Due to the prolonged wars that drove the state into a financial bottleneck, the state applied various monetary policies in order to close its fiscal deficits. It is seen that the Ottoman Empire resorted to short-term fiscal policies in order to eliminate the budget deficit in the fiscal year of 1602-1603. The increase in directing the treasury revenues directly to the center rather than the expense areas from the place where they were collected, the advance collection of the tax revenues for the following years and the collection of the extraordinary taxes such as *Avarız* more than the previous fiscal years are the examples of these short term policies.

In summary, the spending increases that emerged as a result of the long and costly wars that took place in the last quarter of the 16th century put a heavy burden on the fiscal structure of the Ottoman State. Short-term fiscal policies were used to alleviate this financial burden. Despite the short-term fiscal policies applied, it is seen that there is no alleviation in the financial bottleneck for the fiscal year of 1602-1603.

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Chapter 7

EU DEVELOPMENT POLICY AS A FOREIGN POLICY INSTRUMENT: EVOLUTION, LIMITS AND CHALLENGES



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1. Introduction

The European Union (EU) is among the world's largest donors to the multilateral development system, and currently makes nearly USD 13 million of core contributions to developing countries (OECD, 2019). Among other international organizations, the EU acts not only as a formidable aid provider, but is also a significant normative player in international support of the Millennium Development Goals (MDGs) and Sustainable Development Goals (SDGs), which form the most recent framework for a multilateral development cooperation system.

EU development policy has been evolving continuously over the last decade, in light of both the changing dynamics of the international development system and the EU's own political realities. In this same decade, the EU has faced many crises, from economic to political and social. The financial crisis has had an impact on European governance, the integration process, and the nature of inter-institutional relations. The political crisis—overcome by the Lisbon Treaty—changed the balance of power among EU member states and inter-institutional relations. Moreover, with recent developments, growing disparities in economic development have come about between the center and the periphery of the EU. Since 2015, the migration crisis has challenged solidarity and governance in the EU, and the rise of radical right populism and Euro-skepticism are also important issues. Finally, the ongoing COVID-19 crisis has revealed deficiencies in solidarity among EU member states. All these tensions have affected the EU's position in international development system, its relations with developing countries, as well as internal discussions on reevaluation of development policy frameworks and aid budgets.

Considering all these factors and challenges affecting the EU and the international development system, EU visibility within the latter raises questions about the evolution of EU development policy as a distinct instrument of its foreign policy supporting its global ambitions. This article explores how EU development policy has evolved as a distinct foreign policy instrument in terms of its origins, instruments, limits, and challenges in the policy area. The article argues that the EU policy area is greatly challenged by the changing dynamics of world politics and the shifting international development landscape, and is limited by the EU's capacity to implement development cooperation tools as a distinct foreign policy instrument.

2. EU Foreign Policy and Development Cooperation

The EU has been described as a 'normative power' (Manners, 2008). According to Manners, the EU has both supranational and intergovernmental aspects and its foreign policy may be associated with different models

of civil power, hard power, and normative power (Manners, 2002; 236). Manners (2008) states that EU foreign policy is based on this normative power, which in turn is based on the construction of norm-related concepts. In this respect, the EU supports principles such as democracy, human rights, good governance, social solidarity and sustainable development in its foreign policy, and promotes soft power as well (Manners, 2008; 69).

Diez underlines that normative power explains the nature of a relationship based and soft power tools, associates normative power with social constructivism, and believes that actor behavior affects the independent power of the norms (Diez, 2005; 615). The EU's spread of principles such as democracy, human rights, the rule of law, social solidarity, fundamental rights and freedoms, sustainable development in the current international order, and its persuading third world countries to act in line with these principles is evidence of its normative power (Yıldız, 2015; 209). Others' acceptance of these norms takes place through some tools and policies the EU has acquired. Cooperation with institutions is also important in the processing in the normative power of Europe. Although the concept of the normative power of Europe has been challenged by recent internal EU dynamics and the above-mentioned global challenges, this basic perspective of EU foreign policy is still viable in explaining important EU foreign policy areas and activities.

With the Lisbon Treaty, some novelties were introduced with respect to EU external action. In addition to the new position of High Representative of Foreign Affairs and Security Policy, and the creation of the European External Action Service (EEAS), EU external action has been ensured with consistency, and EU coverage has been enlarged through closer ties. Thus, different strands of EU external action such as diplomacy, security, and trade and development have been prioritized to contribute to the Union's becoming a more decisive actor in the international arena (Lisbon Treaty, 2007).

Considering the normative principles that EU foreign policy is based on, EU development policy has been at the center of EU foreign policy. Since the launch of the Common Foreign and Security Policy (CFSP), there have been incentives for closer cooperation on development policy. Since the 1990s, important steps have been taken especially in the formulation of policy guidelines addressed to both the Commission and the member states regarding the 'political conditionality' of EU development policy. The first instance of this was a resolution on the theme "Human Rights, Democracy and Development" adopted by the Council in November 1991. Thereafter, a whole range of texts on increasingly specific themes was issued, with the result that there is now a real joint 'body of doctrine' (Council of the European Union, 1991).

EU involvement in international development cooperation stems from the specific political and economic interests of its member states, as well as their colonial past in developing countries, and development cooperation and aid activities are designed to assert the identity of an integrated Europe as a global player in international relations (Furness et.al, 2020). In their relations with the EU, developing countries seek out a model of cooperation along the North-South axis that will help them to become more actively involved in the globalizing economy and world politics. This way of cooperation not only exemplifies the EU's external multilateralism but also its position as norm-promoter in international development.

As actors in international relations provide economic assistance via humanitarian and/or development aid, they are not driven by purely human motives, but also seek to achieve certain political and economic goals. In pursuing its active development policy, the EU aims to eradicate poverty, promote democracy and protect human rights, resolve regional conflicts and improve security in developing countries, enhance its own political stability—mainly with respect to migration—strengthen its political position in international relations, gain a distinguished role on the international arena and enhance prestige, and expand its economic influence in developing countries (Frisch, 2008; 66). These wide-ranging objectives reveal that the EU's approach to development cooperation does not only encompass economic assistance and/or development aid/cooperation, but also involves the organization's foreign policy area.

The aims of the EU in development policy have been put into practice through a wide range of development aid instruments, as well as via increased EU visibility in development cooperation at the international level. This reinforces the norm-promoter role of the EU at the UN level as a normative power. Examples are the EU's taking part in major UN conferences of the 1990s such as in Rio on the environment, in Beijing on the role of women, in Copenhagen on social development, in Rome on food and in Cairo on population. These meetings culminated in the UN Millennium Summit of September 2000 from which the "Millennium Development Goals" (MDGs) emerged. Thus, UN member states increasingly began to work together systematically so that, as far as possible, common positions could be taken. Major contributions made by the EU Commission helped to fuel this process. As the *EU Consensus on Development* suggests, a more strategic and targeted attitude is required from each partner country for better implementation, reinforcement, and complementarity of EU foreign policy goals and values (European Commission, 2006).

3. Evolution of EU Development Policy towards a Considerable Foreign Policy Instrument

The origins and evolution of EU development policy reveal how the EU has passed through various stages on the road towards more integrated and coordinated European development cooperation as a considerable foreign policy instrument with respect to its external relations, while also providing a broad framework of its externalized multilateralism. Although the initial steps in its development policy were taken with the signing of the Treaty of Rome, EU development policy had no specific legal basis until the Treaty of Maastricht. However, even prior to Maastricht, development policy had become a solid pillar of the EU's external relations (Frisch, 2008; 3). This study now discusses important turning points in the evolution of EU development policy in relation to the periods from Rome to Lomé, from Lomé to Maastricht, and from Maastricht to Lisbon and onwards. Following the Treaty of Rome, the most important steps were taken at the various conventions and treaties now known by their place of original agreement: Yaoundé, Lomé, Maastricht, Cotonou, and, most recently, Lisbon.

EU development policy dates back to the inception of the European Economic Community (EEC) with the signing of the Treaty of Rome in 1957. In the early days, its development policy was narrow in scope. Under Part IV of the Treaty of Rome, 'association status' was accorded to so-called Overseas Countries and Territories (OCTs), meaning those non-European countries and territories that had 'special relations with Belgium, France, Italy, and the Netherlands', as stated in Article 131 of the Treaty of Rome (Rome Treaty, 1957). The then EEC also provided development assistance to the OCTs (Articles 1-7, Rome Treaty). Thus, already from this early stage, EEC-OCT relations included market access as well as economic assistance. Today, these two components still constitute the main pillars of EU development policy. With this initial EEC step, the two principles of 'giving up the colonial pact' and 'burden-sharing' provided the basis for wording of Part IV of the EEC Treaty on the 'association of overseas countries and territories' (Frisch, 2008; 3). Thus, in the initial stages, the association encompassed mainly economic relations, and especially trade. In other words, trade policy was used as an instrument of development cooperation, with a specific focus on food aid irrespective of geographical links.

Initially, EEC development policy was intended merely to supplement the development policies of individual member states (Article 1, Treaty of Rome). However, contradictions appeared among its founding members with respect to financing development assistance, and there emerged a special financing mechanism, the European Development Fund (EDF). This was established in 1958 and provided for division of the member

states' financing obligations, differed from those of the general budget (Bartels, 2007; 718-19). The first EDF was established for a limited period, and its budget was kept separate from the EEC general budget. When this EDF expired, it was followed by a second, and this has continued so that, today, an eleventh EDF is in place, amounting to 30.5 million Euro for the period 2014-2020 (European Union, 2020).

De-colonization, which primarily took place in the EEC's early years, sparked demands for a redefinition of the relationship between it and its members' former colonies (Holland, 2002; 3). As a consequence, the First Yaoundé Convention of Association covering the period 1964–1969 was agreed to replace the provisions of the Treaty of Rome as the legal framework governing the relationship between the EEC and the so-called Associated African and Malgache Countries (EAMA). The main difference between the Treaty of Rome's provisions on OCTs and those of the Yaoundé Convention was that the former had been designed to govern the EEC's relationship with dependent or 'subordinate' territories whereas the latter was negotiated between equal and sovereign parties (Noor-Abdi, 1997; 41–42).

From 1975, the Yaoundé Convention framework was replaced by Lomé I Convention (OJEC, L25/1 (1976)). The Lomé African, Caribbean and Pacific (ACP)-EEC Convention was signed to cover a period of five years. Along with subsequent Lomé Conventions, which together covered the period to 2000, the First Lomé Convention marked both a geographical widening of the EEC's development policy and the inclusion of new areas of cooperation (Broberg, 2011; 542). As with their predecessors, the Lomé Conventions were centered on trade and aid. With respect to trade, the Lomé I Convention represented an important shift in the EEC's commercial policy by introducing non-reciprocal preferential schemes favoring a number of former colonies in Sub-Saharan Africa, the Caribbean, and the Pacific (ACP countries) (Bartels, 2007; 733). The funds channeled into the EDF, the Lomé Convention's financial instrument, rose to European Currency Unit (ECU) 3 billion over five years, supplemented by ECU 390 million from the European Investment Bank (EIB) (Frisch, 2008; 12). The fundamental idea of this partnership was that for the first time independent sub-Saharan Africa had entered jointly into negotiations and then into concrete cooperation with an external partner, in this case the EEC (Frisch, 2008; 12).

Although Lomé I Convention was a relatively technical agreement at the outset, subsequent Lomé Conventions gradually gained a more political dimension. Whereas there was nothing about human rights in Lomé I and II (OJEC L347/1 (1980), Lomé III (OJEC L86/1 (1986) included human rights with wording that reflected the very sensitive nature of the subject, and Lomé IV (OJEC L229/1 (1989) contained a considered and firm clause (Frisch, 2008; 16). Thus, Lomé III and IV further widened the

scope of what had by now become known as the European Community's (EC) cooperation with developing countries. In addition to trade and development aid, new policy fields were included in the framework of cooperation. Moreover, a new political dimension was introduced into the framework of EC development policy in that respect for democracy, human rights, and the rule of law was made an integral part of its relations with developing countries. This indicates the progressive nature of the Lomé process. In addition, political dialogue was the other important element of the Lomé III Convention, and thus there was a shift away from the financing of one-off projects towards institutional and financial support for sector-based policies, and macroeconomic reforms (Frisch, 2008; 18). This mutual commitment approach became the expression of a genuine partnership between the parties.

With accession to the EC of Spain and Portugal in 1986, Latin America and non-European states having borders with the Mediterranean received increased attention (Broberg, 2011; 543). Hence, the EC concluded broad development agreements with these countries, as well as with India, Pakistan, and the five states that then constituted ASEAN (the Association of Southeast Asian Nations), namely Indonesia, Malaysia, Philippines, Singapore, and Thailand. Moreover, with the political changes that swept through Central and Eastern Europe towards the end of the 1980s, the EC decided to direct considerable development funds to the countries in this region. The interim picture before Maastricht reveals that the EC had gradually devised a worldwide development policy and had in practice extended and diversified development instruments and forged a dense network of contractual cooperation networks (Frisch, 2008; 19).

The EC became the EU with the Maastricht Treaty, and this treaty may be considered a turning point in development cooperation policy in that it provided this policy with a specific legal basis (Title XVII). With respect to this most important regulatory change within the EU's development cooperation policy, the new provisions established that its objectives were 'the sustainable economic and social development of developing countries; their smooth and gradual integration into the world economy; the campaign against poverty; and the promotion of democracy, human rights, and the rule of law' (EC Treaty, Article 177(1) and (2)). In addition to this legal basis ensuring that this policy area became permanent, the policy area was placed under the second pillar of the Union, that is, the CFSP. This meant that development policy was to be consistent with and linked to this new component of external relations, but not covered by intergovernmental cooperation of the CFSP. This also demonstrates the legal basis for development policy to be developed as a foreign policy instrument.

The Maastricht Treaty brought the political dimension into practice by making relations with the developing world more political, with a focus on democracy, human rights and rule of law. With the Treaty provisions, all EU external action is required to be coherent in the framework of its external security, and economic and development policies (Frisch, 2008; 24). This development went some way towards making development policy more of a political priority among the various aspects of external relations.

Since the late 1990s, EU development policy has been strongly influenced by the EU's attempts to define and establish itself as a strong global actor. The EU's increased attention to security issues spilled over into its development agenda in that greater attention was given to conflict prevention and political emergencies taking place well beyond Europe's borders (Carbone, 2007; 33). This period is clearly marked by the Cotonou Partnership Agreement, which replaced Lomé IV in 2000 (Carbone, 2007; 33; Olsen, 2004; 81). Political dialogue was stepped up and extended. Respect for human rights, democracy and the rule of law were for the first time enshrined as an 'essential element' of the Cotonou Agreement (OJ L317, 2000). Promoting human rights, supporting greater democratization, consolidating the rule of law and supporting good governance were reiterated (OJ L317, 2000). These initiatives were all reaffirmed by the European security strategy that states, 'security is a precondition of development' (Council of the European Union, 2009). Thus, development has become a precondition for peace and stability.

With respect to trade, the Cotonou Agreement constituted a marked change from the unilateral trade preferences of the Lomé Conventions in that EU products must also benefit from preferential treatment in ACP countries. Hence, according to Bartels, this 'brings the EU's trade and development policy back full circle to its free trade ambitions in Part IV of the EEC Treaty' (Bartels, 2007; 751). The significance of the Cotonou Agreement can be explained in terms of the change it triggered with respect to continuity and ongoing improvement in the evolution of the development policy area. It enshrined a transition from cooperation based on the economic and social aspects of development to a more global partnership integrating all the many facets of the political dimension (Frisch, 2008; 28). The Cotonou Partnership Agreement was set to expire in December 2020, but has been extended to November 2021 (News Room, 2021).

EU activism in shaping international development started with the initiatives of the 2005 European Consensus on Development. This established a common framework for the provision of development assistance to developing countries by the EU or by its Member States (OJEU C46/1 (2006)). It clearly emphasized that the relationship between donor and recipient is one of partnership and equality, and it unequivocally established 'that development is a central goal by itself; and that sustainable

development includes good governance, human rights and political, economic, social and environmental aspects' (OJEU C46/1, 2006). In a joint statement on the adoption of this Consensus, Mogherini stated that "we will be guided by and promote our common principles, including democracy, rule of law, human rights, equality and solidarity, as well as our commitment to a rules-based global order, with multilateralism and the United Nations at its core" (European Commission, 2017). These all indicated that change was underway, with EU member states more committed to improving the effectiveness of EU aid and visibility of the EU in international development, including its ability to shape the global agenda (Beringer et al., 2019; 8).

EU development policy is currently guided by the principles of external action set out in Article 21 of the Treaty of Lisbon. The core principles state that any external action undertaken by the EU shall be guided by democracy, rule of law, universality, the indivisibility of human rights and fundamental freedoms, respect for human dignity, equality and solidarity, as well as respect for the principles of the UN Charter and international laws (EEAS, 2016). Moreover, the primary objective of the EU's development policy is defined as the reduction and complete eradication of poverty worldwide (Article 208, 210 TFEU). The Lisbon Treaty also calls for complementarity, coherence, and mutual reinforcement of development policies of both the EU itself and its member states. These all signify the importance of development policy in the EU's external relations, and promote EU visibility in the international development system. Thus, the Lisbon Treaty has considerable outcomes for the conduct of EU external action and affects the EU's relations with developing countries with respect to its contributions to international development and poverty eradication (Seters and Klavert, 2011).

The period from 2015 to 2020 is of special significance for global development efforts. In 2015, the United Nations formulated its ambitious 2030 Agenda for Sustainable Development, also known as the SDGs, and in line with the UN's efforts in multilateral development cooperation, crucial changes have taken place with the EU's Official Development Assistance (ODA) framework that reflects its political positioning and offers significant opportunities for asserting its visibility in international development. The EU is still viewed as a 'normative power' (Manners, 2002; Whitman, 2011) advocating value-based policies in a number of global policy areas, and emphasizing good governance and human rights in its external policies. Given its colonial history and the fact that it is collectively the world's largest donor of ODA, it considers geopolitical aspects as well. Thus, EU's development policy needs to be considered in the context of nations, regions, and international organizations around the globe.

While EU ODA operates globally, it does so in the context of targeted regional agreements and programs. The main regional tools are the

Cotonou Agreement, the Joint Africa-EU Strategy, the Joint EU-Caribbean Strategy, the EU Neighborhood Policy and the EU-Latin America and EU-Asia Partnerships. With this regional approach, the EU individualizes and contextualizes its development strategies. This is particularly necessary in terms of addressing the varying levels of development of receiving countries, which can be broadly defined by region. The table below shows how the allocation of EU aid changed between 1970 and 2015, and clearly indicates the decreasing importance of sub-Saharan Africa from the 1980s onwards, mainly to the benefit of European countries.

Table: Allocation of European Commission Aid among Regions, Percentages

	1970–75	1980–85	1990–95	2000–2005	2010–2015
Europe	1	2	7	16	28
North Africa	5	6	7	7	8
Middle East	4	1	4	6	6
Sub-Saharan Africa	61	53	43	31	29
North & Central America	3	3	5	4	4
South America	2	2	3	3	3
Asia and Oceania	19	18	11	12	12
Unspecified	5	15	20	21	10

Source: Edited by the author, based on OECD.stat 2017.

On the financing side, the EU has set up targeted funds and programs, which operate regionally and under a multi-annual framework that stretches from 2014 to 2020, with a development budget for 2021–2027. According to OECD data, the EU, including its institutions and its member states, has spent €97 billion on development aid, equivalent to more than two-thirds of global ODA expenses (OECD, 2018). This makes the EU the single largest player in international development assistance. Not surprisingly, it is also highly engaged in multilateral fora and efforts, actively supporting *inter alia* the fulfillment of the former UN MDGs and likewise the agenda-setting for the development of a follow-up framework adopted in the form of the SDGs in 2015 (European Commission, 2016).

This discussion on the evolution of EU development policy reveals that the policy area has evolved based on norms, with a focus on democracy, human rights and rule of law. This has shaped not only its relations with developing countries with respect to external relations, but also its position in the international development system as the main driver in the renewal of the multilateral development agenda, and a significant contributor to the development and implementation of the SDGs. Thus, the EU continuously modernizes its own ODA policy framework in response to the changing global context, which is characterized by the new geography of poverty, the emergence of donor countries from the Global South, additional financing options provided by private funds and philanthropies, as well as new global threats to development, such as climate change. The EU's Agenda

for Change, implemented in 2011, introduced yet another new framework that significantly changed its ODA policy development and disbursement (European Commission, 2016). Consolidating the policy priorities of human rights, democracy, and good governance, as well as inclusive and sustainable economic growth, the new guidelines stipulated a stronger differentiation of partner countries' actual needs, leading to a concentration of EU ODA efforts on supporting the most fragile of developing countries.

4. Limits and Challenges of EU Development Policy

EU development policy based on wide-ranging objectives and coverage is being challenged by the changing dynamics of world politics and the shifting international development landscape, and limited also by the EU's capacity to implement development cooperation tools as a distinct foreign policy instrument. With respect to the use of the tools in its development policy, Szent-Ivanyi (2019) discusses the strong tensions between the declared purposes of EU aid and how this aid, as a tool of foreign policy, is actually used. Aid can be used for a number of purposes other than poverty reduction. Szent-Ivanyi has discovered that the EU can divert parts of its aid budget away from poverty reduction for the purposes of securitization, climate change adaptation, and mitigation and managing migration (Szent-Ivanyi, 2019; 270). This is very much triggered by the international context. Security considerations in the EU have become increasingly prominent since the 9/11 attacks on the United States in 2001. The securitization of aid influences how, to whom, and for what purposes aid is given. Aid is thus diverted towards countries where security challenges for donors are most apparent. These may conflict directly with the goals of poverty reduction, or may simply leave fewer resources for this purpose. There are studies arguing that most research on this topic finds evidence that EU aid has been securitized (Keukeleire & Raube, 2013), and clearly some aid spent by the EU has security rather than development objectives (Furness & Gänzle, 2016).

In addition to the diversification of aid, mitigation efforts in climate change may be considered another important challenge facing EU development policy. Given the growing challenges of climate change, donors are under pressure to support adaptation and mitigation efforts. The UN Framework Convention on Climate Change, accepted at the Rio Convention in 1992, mandated rich countries to provide support for climate change to poor countries (UNFCCC, 1992). The EU sees itself a global leader in the fight against climate change and is an important contributor to the Green Climate Fund (GCF) and REDD+ (an initiative to combat deforestation), as well as a number of other international initiatives (Szent-Ivanyi, 2019; 271). Many would argue that greater coherence is needed between climate change funding and development aid. Thirdly, following

the 2015 migration crisis, managing migration has become a leading foreign policy priority of the EU. There is a common perception that foreign aid may be used to support improvement in living conditions in the sending countries, and thus reduce the push factors for migration (Szent-Ivanyi, 2019; 271). There is, however, little evidence that development aid can reduce migrant flows in the short run, and most studies state that aid can do little to alter the prevailing political and economic circumstances (Herrero Cangas & Knoll, 2016).

Since the 1992 Maastricht Treaty, the debate of ‘coherence for development’ has come to the fore in the context of so-called complementarity, coordination, and coherence, yet limited progress has been made (Carbone, 2008; 340). The ‘coherence gap’ in EU development policy has reflected negatively on EU credibility in the international arena and on its stated commitment to international development (Beringer et al., 2019; 6).

The effectiveness EU development aid is another important issue to be discussed. As its declared aim is poverty reduction, the ultimate question regarding EU development policy and its attendant aid is how effective it is in doing just this. However, determining the impact of aid provided by a single donor in specific recipient countries is notoriously difficult. Linking the amount of aid to actual development impacts is not easy because there are various factors—most of which are beyond the control of donors—that may influence aid outcomes. Also, with several donors active in most developing country contexts, isolating the impact of a single actor is difficult (Szent-Ivanyi, 2019; 273). Given these circumstances, many EU documents place a huge emphasis on increasing the effectiveness of aid, and the EU has been a key driver behind the development of the global aid effectiveness agenda.

The EU’s development policy faces external challenges that affect its standing in the international development system. With the implementation of a new Consensus on Development in 2017, the EU aligned its development policy with the SDGs and reaffirmed its commitment to a rules-based global order (OJEU C46/1, 2006). At the same time, the EU announced that it is seeking to replace traditional donor-recipient relationships with partnerships based on common interests and shared principles. However, since the 2000s, multilateral development cooperation has been challenged by South-south cooperation initiated by donors such as China, India, and Brazil, who are not members of the OECD’s Development Assistance Committee (DAC). EU development policy is also challenged by this geopolitical shift. Furthermore, the sheer number of simultaneous international crises as external factors challenges EU development policy: the war in Syria, the rise of extremism, migration crises, and large-scale environmental degradation are just a few of these.

5. Conclusion

This study highlights how EU development policy has evolved as a distinct foreign policy instrument, and discusses its internal and external limits and challenges. The discussion of EU development centers on the nexus of norms and geopolitical dynamics in its evolution, instruments, limits and challenges. Primarily, EU development policy has grown and expanded significantly since its initiation, as it grew from a small program focused on former colonies to a coherent global policy aligned with the external policy interests of integration. The policy not only expanded the number of countries it embraces and the amount of resources at its disposal, but also changed from a qualitative perspective, increasing the effectiveness of its aid resources. While elements of post-colonialism are still present, the policy appears to be an instrument of external policy supporting the EU's global ambitions.

Secondly, EU development policy evolution shows it to be an expression of the EU's 'actorness'. Even if the EU is not always able to act as a single unified actor in international development, the EC as well as all member states act as donors and this has made the EU act as an important core contributor to the international development system via a variety of instruments. The EU acts too as norm-promoter, and supporter of the UN SDGs, and its visibility in this area reflects both the shape of its relations with developing countries and its normative power at the international level. As an external factor, however, the emerging South-south cooperation mentioned above makes it harder for the EU to realize its development policy objectives at the international level.

On the other hand, with respect to implementation of EU development policy, there are clear contradictions between what aid is meant for and how it is actually used. The serious challenges posed by the diversion of aid from poverty reduction to other goals such as managing migration or increasing security need to be taken into account. The EU's ability to promote aid effectiveness on the ground has been hindered by 'cooperation fatigue' linked to the role of on-the-ground aid bureaucracies. Thus, work is needed on division of labor and complementarity in the EU in the context of international development. In addition, with respect to aid structure, further efforts are required to correct the mismatch between what the EU is committed to at the global level and what is implemented on the ground.

All in all, considering the wide-ranging objectives and coverage of EU development policy, the changing dynamics of world politics and the shifting international development landscape, the EU faces complex dynamics of the policy area. It has become difficult for the EU to address the massive challenges of poverty, inequality, climate change, insecurity, and migration

management with its limited capacity to fully implement its development cooperation tools as foreign policy instruments. These tensions in global solidarity and international cooperation have transformed EU development policy into a complex arena of competing norms, practices and institutions, all of which raise questions for future research.

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Chapter 8

EXAMINATION OF HOTEL EVALUATION CRITERIA IN ONLINE TRAVEL AGENCIES: ETSTUR EXAMPLE



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1. INTRODUCTION

The digitalization process, which has gained speed with the development of new technologies and the spread of internet usage around the world, affects the tourism sector with all its dynamics (Sharma, et al., 2020). During this century, considered the process of a digital revolution, individuals mostly plan their travel programs for vacation, health, culture, fashion, education and business with a focus on the internet (Ferrer-Rosell, et al., 2017; Alford and Jones, 2020). The tourism and hospitality industry, which has the most online sales volume following airlines in the process of digitalization, occupies a very important place in the global value chain (Pinto and Castro, 2019). In the tourism industry, which includes many ancillary services such as flights and car rental as well as hotel reservations the change of the way services are provided, distributed and sold through online travel agencies and with redesigning consumer behaviours, the digitalization process in the tourism sector is accelerating (Talwar, et al., 2020; Gao and Bi, 2021; Chen, et al., 2021). With the ever increasing widespread use of the internet and increase in the frequency of use of mobile applications in this process, consumer-oriented online travel agencies, provide their clients with the opportunity to do a detailed comparison of hotels and prices and determine the most suitable reservation options through digital platforms, thus playing a leading role in the tourism industry (Romero and Tejada, 2020; Shi and Hu, 2020; Wicaksono and Maharani, 2020).

Online travel agencies, which have made significant contributions to the development of the tourism and accommodation sector, offer great opportunities not only for customers, but also for hotels and other businesses involved in the industry (Romero, et al., 2020). Online travel agencies that have a large share in increasing the profitability of hotels by reaching high occupancy rates and managing the competitive environment, are an important dynamic in the tourism and accommodation sector, which are an important source of income for countries (Pinto and Castro, 2019; Lv, et al., 2020; Sharma, et al., 2020). The tourism and accommodation industry, an important source of income in Turkey, is home to more than 45 million tourists in 2019, accounting for 4.6 percent of gross domestic product (GDP) with revenues of around 34.5 billion dollars (Tursab, 2021). In recent years, Turkey has become a center of attraction for both domestic and foreign tourists as a result of the availability of the necessary infrastructure in the tourism and accommodation industry, the natural beauty, historical and cultural structure the wide range on offer in both summer and winter vacation options, the sophistication in the field of gastronomy, varied architectural structures and alternatives available in health tourism. In the light of this information, the aim of the study

is; is to examine the criteria on offer to clients for reviewing the hotels they stay at in the Cappadocia area by EtsTur which has been serving the Turkish market for many years, on their website and mobile applications. In addition, the study aims to determine the impact levels by analyzing the criteria for meals, rooms, services and recommendations in terms of price performance. As constraints of the study, only the use of criteria determined by EtsTur and the selection of a single region can be shown.

2.LITERATURE REVIEW

Tourism travel agencies are included in literature as organizations that allow hotels and customers to create optimal strategies and provide customer-oriented booking and payment services through online transactions (Gao and Bi, 2021). In parallel with the developments in information and communication technologies, the number of tourism travel agencies, the most of which operate online, is increasing day by day with prominent representatives such as EtsTur, JollyTur, TripAdvisor, Trivago, Odamax, Tatilsepeti, Tatilbudur (Chang, et al., 2019; Bakir and Çelik, 2020; Masiero, et al., 2020). Online travel agencies, in addition to offering customers the ability to carry out hotel and price comparisons, reservation options, various discounts and payment options, as well as providing information through guest reviews, also hold a significant position in the hospitality industry in terms of the double-sided service element by meeting various supply elements with a two sided service element (Romero, et al., 2020; Chen, et al., 2021). Online travel agencies, which mediate the integration of e-commerce with the tourism sector within the scope of digital marketing strategies, play a critical role in the hotel choices of customers, especially in recent years (Peng, et al., 2018; Talwar, et al., 2020). Online travel agencies, which are preferred by travel planners not only for hotel reservations, but also for holiday and honeymoon packages, seasonal housing rentals, cruises, cultural and nature tours, health tourism and flights, (Long and Shi, 2017; Picazo and Moreno-Gil, 2018), are also easily used in web-based mobile applications and smart phones in parallel with the conditions of the day (Dwikesumasari and Ervianty, 2017).

Online travel agencies that play a leading role in the tourism industry and the flow of mass tourism, are one of the most influential actors in the tourism industry thanks to their activities in marketing, their knowledge of the target market, their control over distribution channels, their contribution in establishing the value chain and their correct direction of demand flow (Alegre and Sard, 2017; Romero, et al., 2020). In addition to the advantages offered to customers, online travel agencies also provide hotels and small or medium-sized businesses in the industry with the opportunity to achieve satisfactory occupancy rates and open up new markets by supporting their growth (Picazo and Moreno-Gil, 2018; Calveras and Orfila-Sintes,

2019). The tourism industry, which has turned into a global structure with the developments occurring in digital technologies, keeps up with these changes with digital marketing strategies and forces its business partners in the industry to radical changes (Sharma, et al., 2020). In this context, online travel agencies are working hard to encourage hotels to invest in information and communication technologies, to accelerate the improvement processes of current situations, to attract new consumers by using digital tools such as mobile applications and social media, to increase their market shares by taking advantage of all the benefits of digitalization, and to increase their profitability by expanding their operational efficiency (Romero and Tejada, 2020; Talwar, et al., 2020; Chen, et al., 2021).

When literature regarding online travel agencies, whose popularity and usage rates are increasing day by day in the intensifying competitive environment, is examined; it is observed that users prefer online travel agencies in their purchasing behavior for reasons such as price advantages, efficiency, system quality, speed and ease of use (Dwikesumasari and Ervianty, 2017; Lee, et al., 2017). In addition to influencing users due to easy accessibility, affordable pricing, accountability and customer service, online travel agencies, which have also become quite a popular way to book hotels and follow the campaigns offered (Guillet, et al., 2020); are also observed to increase customer loyalty and brand loyalty with the service delivery quality and technological infrastructure of websites and mobile applications (Chang, et al., 2019; Pinto and Castro, 2019; Talwar, et al., 2020). Regarding online travel agencies, which are considered as a major distribution channel in the tourism and hospitality industry (Zeng, et al., 2020; Gao and Bi, 2021); there are studies available related to offering customers various options (Scholl-Grissemann and Schnurr, 2016), sanctions to prevent price fluctuations (Webb, 2016), extending the duration of the customers' stay at the hotels with the campaigns made, thus having a positive effect on the hotel occupancy rate and accordingly, hotel profitability (Saito, et al., 2019), controlling hotel accommodation times during peak demand periods and maximizing hotel profits by applying dynamic pricing policies in these periods (Riasi, et al., 2017), determining the refund rates of customers in cases of cancellation and providing various advantages for customers with different lengths of stay (Song, et al., 2019), the testing of different alternatives for low cost airlines to become widespread (Picazo and Moreno-Gil, 2018), adoption of active communication as required by marketing strategies and the use of social media tools effectively to ensure continuous interaction with customers (Long and Shi, 2017). as well as those revealing the positive aspects of cooperation and partnership between hotels (Chang, et al., 2019; Pinto and Castro, 2019). In studies with negative findings; the results show that, in

order to guarantee high occupancy rates, especially in low seasons, Hotels become dependent on online travel agencies, and again, that online travel agencies put pressure on hotels to reduce their profit margins, thus leading to hotels compromising their quality by reducing their costs to make a profit (Lv, et al., 2020; Romero, et al., 2020; Chen, et al., 2021; Gao and Bi, 2021; Huang, 2021).

Looking at recent literature studies on hotel evaluation criteria, which are considered as one of the important elements of digitalization and which customers often use when choosing hotels, and which is the focus of the study; it has been observed that customers make use of multiple criteria for hotel preferences, particularly regarding recommendations, including rating scores, text comments and comprehensive hotel reviews in online travel agencies (Molinillo, et al., 2016; Chan, et al., 2017; Phillips, et al., 2017; Ruiz-Mafe, et al., 2018; Tsao, et al., 2018; Zhang, et al., 2018; Nilashi, et al., 2019; Zhao, et al., 2019; Yilmaz, 2020; Chen, et al., 2021). In addition to these criteria, other criteria that play an important role in customers' hotel selection and stand out are; the location criteria of hotels in terms of accessibility to points of interest such as transportation centers, points of activity, food and shopping centres, historical and cultural areas, security, environment, convenience, traffic, noise and comfort factors (Gémar, et al., 2016; Xiang and Krawczyk, 2016; Liu, et al., 2017; Yang, et al., 2018; Masiero, et al., 2019; Yilmaz, 2020), the price paid for accommodation and various uses and the service performance criterion for this price, which are easier to compare as a result of various online platforms (Shi and Long, 2018; Pinto and Castro, 2019; Arora and Mathur, 2020; Beerli-Palacio, et al., 2020; Huang, 2021), the room criteria including variables such as comfort, innovation, design, width, colour scheme, lighting, cleaning, heating and cooling systems (Siamionava, et al., 2018; Pratt and Kirillova, 2019; Wicaksono and Maharani, 2020). Service criteria in terms of wifi, gyms, swimming pools and personnel approaches (Mellinas and Nicolau, 2020; Nunkoo, et al., 2020; Shi and Hu, 2020; Chen, et al., 2021). All-inclusive and meal criteria that vary by expectations in city hotels (Pirani and Arafat, 2016; Yilmaz and Aytakin, 2018; Filimonau and Coteau, 2019; Okumus, et al., 2020; Yilmaz, 2020).

3.METHOD

3.1. Sampling

Within the scope of the study, hotels with different architectural styles in Cappadocia region, which are of great interest to tourists, were examined in terms of food criteria, room criteria, service criteria, recommendation criteria and price/performance evaluation. The determined criteria were extracted from the evaluation criteria presented to customers by EtsTur.

To determine the hotels, 286 hotels were reached through EtsTur's website and mobile application. 150 hotels that fully met the criteria determined among the hotels reached were included in the study.

3.2. Data Collection and Research Model

As a result of the research, the food criteria, room criteria, service criteria, recommendation criteria and price/performance evaluation data of 150 hotels included in the review were examined within the scope of the scoring specified out of 10. The data used in the study was obtained from scoring hotel evaluation criteria on EtsTur's website and mobile app and the model of the study was established as follows:

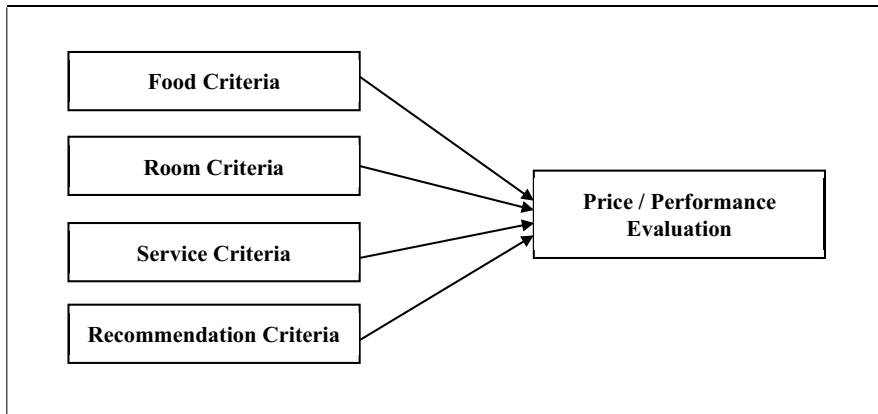


Figure 1: *Research Model*

3.3. Research Hypotheses

Thanks to technology, consumers can easily access information about the products or services they want to buy and compare alternatives. Consumers who wish to purchase accommodation services in particular can reach comments and evaluations about many criteria and have an idea about the quality of the service they wish to purchase. In theoretical and empirical studies on hotel selection, the quality of the physical environment, service and food are recognized as the main components of quality (Chua et al., 2015; Banerjee and Chua, 2016; Berezina, et al., 2016; Xie, et al., 2016). Offered by customers through online travel agents, comprehensive hotel assessments of criteria such as quality, location, service, room and food of the physical environment can guide purchasing decisions (Siamionava, et al., 2018; Yang, et al., 2018; Zhang, et al., 2018; Filimonau and Coteau, 2019; Masiero, et al., 2019; Nilashi, et al., 2019; Pratt and Kirillova, 2019; Zhao, et al., 2019; Mellinas and Nicolau, 2020; Nunkoo, et al., 2020; Shi and Hu, 2020; Okumus, et al., 2020; Wicaksono and Maharani, 2020; Yilmaz, 2020; Chen, et al., 2021). The hypotheses

showing the relationships between the variables in the research model are as follows:

- H_1 : The food criterion has a positive effect on price / performance evaluation.
- H_2 : The room criterion has a positive effect on price / performance evaluation.
- H_3 : The service criterion has a positive effect on price / performance evaluation.
- H_4 : The recommendation criterion has a positive effect on price / performance evaluation.

SPSS 20 program was used to analyze the obtained data. The data collected was first evaluated by frequency analysis. Later, correlation analysis was performed to examine the relationships between the variables in the model. Finally, the effect of the independent variables food, room, service and recommendation on the dependent variable of price / performance evaluation was tested with multiple regression analysis.

4. ANALYSIS AND FINDINGS

A total of 150 different hotels were examined in the study. These hotels offer services in eight different regions, namely: Göreme, Ürgüp, Uçhisar, Ortahisar, Avanos, Nevşehir Merkez, Çavuşin and Kozaklı. Considering at the regions where the hotels studied are located, most of the hotels (83.3%) are located in the regions of Göreme, Ürgüp and Uçhisar, respectively. Looking at Cappadocia hotels, it is seen that boutique hotels as a type of Hotel are widespread. 140 boutique hotels, 8 hotels and 2 thermal hotels operating in the regions examined were included in the study. The regions and types of hotels examined in the study are shown in Table 1.

Table 1: *Hotel Regions and Hotel Types*

Region	Frequency	%	Hotel Type	Frequency	%
GÖREME	54	36,0	BUTİK	140	93,3
ÜRGÜP	45	30,0	OTEL	8	5,3
UÇHISAR	26	17,3	TERMAL	2	1,3
ORTAHISAR	8	5,3			
AVANOS	8	5,3			
NEVŞEHİR	4	2,7			
ÇAVUŞIN	3	2,0			
KOZAKLI	2	1,3			
Total	150	100,0	Total	150	100,0

Pearson Correlation analysis was used to examine the relationships between variables. Looking at Table 2, it is seen that there is a statistically significant correlation coefficient between the “price/performance assessment” variable and the room criterion, service criterion and recommendation criterion variables.

Table 2: Correlation Table

	Price/ Performance	Food	Room	Service	Recommendation
Price/Performance	1				
Food	,126	1			
Room	,627**	,185*	1		
Service	,771**	,221**	,596**	1	
Recommendation	,797**	,187*	,559**	,743**	1

**: $p < 0.01$; *: $p < 0.05$

Multiple regression analysis was applied to test the research model and hypotheses of the model. Multiple regression analysis creates a mathematical relationship between the dependent variable (Y) and two or more independent variables (Xs). In order to avoid multiple linear connection problems, it is expected that the tolerance value is greater than 0.2, the VIF value is less than 10, and the average VIF values for all variables are greater than 1. On the other hand, the Durbin-watson (DW) statistic value shows whether there is a high correlation (autocorrelation) between error terms, and this value is expected to be close to 2. Looking at Table 3, it is seen that the Durbin-watson (DW) statistic is 1,838, the tolerance values are greater than 0.2 and the VIF value is greater than 10. In addition, since the average VIF values are greater than 1 (1,889), it was concluded that there is no problem with multiple linear connections. The effect of the food criteria, room criteria, service criteria and recommendation criteria on the price/performance evaluation dependent variable is shown in Table 3.

Table 3: *Multiple Regression Analysis Results*

	Beta	Beta (Std)	t	p	Tolerance	VIF	DW
Constant	-,615		-1,081	,282			
Food	-,011	-,068	-1,542	,125	,946	1,057	
Room	,167	,182	3,305	,001	,612	1,634	1,838
Service	,472	,339	4,945	,000	,396	2,524	
Recommendation	,360	,457	6,923	,000	,427	2,341	

R=,855; Adjusted R²=,723; F=98,330; *:p<0.05

The R² value obtained as a result of regression analysis applied to the research model shows that the percentage of the dependent variable is explained by the independent variables. As a result of the analysis, 72.3% of the change in the dependent variable is explained by the independent variables.

Looking at the levels of significance shown in Table 3, the H₁ hypothesis was rejected because the level of significance (,125) of the evaluation variable associated with the food criterion is greater than 0.05. The level of significance of the evaluation related to the room criterion was found to be 0.01, and since this value is less than 0.05, the H₂ hypothesis was accepted. The Beta value of this variable is 0.167 and positive. A one-unit increase in the evaluation variable related to the room criterion leads to a 0.167-unit increase in the price/performance evaluation variable. On the other hand, the significance level of the evaluation variable related to the service criterion is 0.00 and the Beta value is 0.472. A one-unit increase results in a 0.472-unit increase in the price/performance evaluation variable. The H₃ hypothesis was also accepted, considering the Beta value and significance level, which was found to be positive. Finally, the H₄ hypothesis has been accepted, since it was found that the significance level of the recommended criterion variable is 0.00 and the Beta value is 0.360, and that an increase of one unit that will occur leads to an increase of 0.360 units on the price/performance assessment variable.

5.CONCLUSION

Online travel agencies, which constitute one of the most important dynamics of the tourism and accommodation sector, provide great advantages for both customers and hotels today, when digitalization processes are experienced intensively. These advantages create an element of profitability for hotels and ancillary service companies in the industry, while they also provide many details that facilitate and guide travel plans for customers. The quality of the physical environment, service and food quality, which are considered as the main quality components considered

by consumers when choosing the hotels where they will stay (Chua et al., 2015; Banerjee and Chua, 2016; Berezina, et al., 2016; Xie, et al., 2016) and the reviews regarding these and similar criteria are known to guide purchasing decisions (Siamionava, et al., 2018; Yang, et al., 2018; Zhang, et al., 2018; Filimonau and Coteau, 2019; Masiero, et al., 2019; Nilashi, et al., 2019; Pratt and Kirillova, 2019; Zhao, et al., 2019; Mellinas and Nicolau, 2020; Nunkoo, et al., 2020; Shi and Hu, 2020; Okumus, et al., 2020; Wicaksono and Maharani, 2020; Yilmaz, 2020; Chen, et al., 2021). Based on this point, the study aims to reveal the impact of hotel evaluation criteria on price/performance evaluation on the website and mobile application of EtsTur, which has been serving as an online travel agency in the Turkish market for many years.

As part of the purpose of the study, a study was conducted on hotels located in the Cappadocia region to test relationships, and from 286 hotels identified through the EtsTur website and mobile app, 150 hotels covering all the criteria were included in the study. The evaluation ratings awarded by the customers for the room criteria, service criteria, food criteria and recommendation criteria were analyzed using the SPSS program. The research findings show that room, service and recommendation criteria have a significant impact on price/performance assessment, while the food criteria does not have a significant impact on price/performance assessment. Accordingly, the H_2 , H_3 and H_4 hypotheses were accepted in the study, while the H_1 hypothesis was rejected.

When the criteria discussed in the study were examined in detail, it was concluded that the food criteria did not have a significant effect on the price/performance assessment. This indicates that, unlike four-or five-star all-inclusive hotels, customers do not prioritize the food criteria when evaluating, due to the fact that city or regional hotels have a more “bed and breakfast” system. In addition, it can be interpreted that customers want to visit the city or region they are going to and experience their unique flavours on offer during their travel (Pirani and Arafat, 2016; Yilmaz and Aytekin, 2018; Filimonau and Coteau, 2019; Okumus, et al., 2020; Yilmaz, 2020). The fact that the room criterion has a significant effect on the price/performance evaluation indicates that the customers wish to meet their expectations of comfort, innovation, design, width, colour scheme, lighting, cleaning, heating and cooling systems in their hotel rooms and that they keep their evaluation high in line with meeting these expectations (Siamionava, et al., 2018; Pratt and Kirillova, 2019; Wicaksono and Maharani, 2020). In addition, it is interpreted that the hotel rooms in this region consist of architectural structures specific to the Cappadocia region, affecting the room criteria and, accordingly, the price/performance assessment. Service quality is interpreted as having a significant effect on

the satisfaction level of customers in terms of wifi, gym facilities, swimming pools and personnel approaches, and in this respect, on price / performance evaluation (Mellinas and Nicolau, 2020; Nunkoo, et al., 2020; Shi and Hu, 2020; Chen, et al., 2021). It shows that the recommendation criterion, which is often studied in literature and is the last criterion in this study, is very important to measure the overall satisfaction levels of customers and has a significant impact on price/performance evaluation (Molinillo, et al., 2016; Chan, et al., 2017; Phillips, et al., 2017; Ruiz-Mafe, et al., 2018; Tsao, et al., 2018; Zhang, et al., 2018; Nilashi, et al., 2019; Zhao, et al., 2019; Yilmaz, 2020; Chen, et al., 2021).

The limitations of the study can be shown as the examination of a single region and the use of only the data of EtsTur online travel agency. In addition, the lack of criteria offered by EtsTur for customers to evaluate hotels may also stand out as another limitation on the study. When considering the developments in technology and digitalization processes, the recommendations of the study are for online travel agencies to be involved in these processes in a more dynamic and integrated manner, to develop modern marketing strategies by keeping customer satisfaction as a focus of all activities, and to offer customers more evaluation criteria options so that they can make more comprehensive evaluations of hotels and ancillary services.

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Chapter 9

THE EFFECTS OF E-SERVICE QUALITY OF ONLINE SHOPPING SITES ON CONSUMERS' POST- PURCHASE BEHAVIOR¹



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1. Introduction

Internet, which is one of the most important innovations that has entered our lives with the developments in information and communication technologies, was first discovered in 1969 as a result of military research. In 1991, the “World Wide Web (www - World Wide Web)” with the invention of Berners Lee, the internet infrastructure we use today was created (Kutup, 2010: 13). Since this date, internet has been opened to individual and corporate usage, than the number of users of the internet has increased significantly. The world population reached 7.75 billion people in 2020, and 59% of the population (4.54 billion people) are known as internet users. While the number of Internet users was 2.83 billion in 2015, it is noteworthy that this number has doubled in a short period of five years. The internet users of population of Turkey have reached 62.1 million people (74%) in 83.8 million people in 2020 (<https://wearesocial.com/digital-2020> [29/09/2020]).

Both in the world and Turkey prevalence of Internet use is about services and conveniences offered by the Internet. The increase in the number of users, the opportunities it offers, the cost advantages and the removal of market borders, businesses in existing physical markets and new entrepreneurs turn to electronic commerce (e-commerce) in order to carry out their commercial activities on the online platform. B2B (business to business) and B2C (Business to Consumer) electronic commerce types have the highest transaction volume in electronic commerce. The share of B2C e-commerce volume in the total retail sector in the world is 16% and its total value is equal to 3.43 trillion USD (<https://wearesocial.com/digital-2020>, [29.09.2020]). In Turkey, the total volume of B2C e-commerce, at the end of first six months of 2020 was realized as 91.7 billion Turkish Lira (<https://www.eticaret.gov.tr/istatistikler>, [20.06.2020]). The increasing volume of e-commerce has caused businesses to carry out more intensive marketing activities on the internet and to adjust their services according to consumers. Because consumers perceive the marketing efforts and services offered by the businesses they encounter on the internet through their own psychological filters.

In this study it will be referred e-customer satisfaction, e-re-purchase intention and e-customer loyalty issues in order to examine the effect of e-service qualities of online shopping websites in Turkey on consumer post-purchase behaviors.

2. Literature Review

2.1. Electronic Service Quality (E-Service Quality)

Quality has been defined differently according to many people and sectors. According to American Association for Quality Control (ASQC) quality can have two meaning, “*the characteristics of a product or service*

that bear on its ability to satisfy stated or implied needs; a product or service free of deficiencies” (ASQC, 2020). There are many studies in the literature about the web site quality of the online shopping sites selected as the subject of this study. In this study, the service quality is chosen to measure the website quality. Website quality plays an important role in differentiation in the mind of consumers for companies selling online. When it compared to the lows, high quality websites are a key role for sustainability of internet shopping sites, because they are more attractive to customers who shop online (Yoo and Donthu, 2001: 2). Website quality is the total quality of a website perceived from the customer’s point of view (Poddar et al., 2009: 444); in addition it is the overall decision of customers regarding the excellence and superiority of a website (Park et al., 2007: 17).

Since the 2000s, many scales have been developed to measure the website quality of websites serving online. Some of these scales are WebQual™ (Loiacono et al., 2000), E-SQ (Zeithaml et al., 2001), SITEQUAL (Yoo & Donthu, 2001), WebQual (Barnes & Vidgen, 2002), PIRQUAL (Francis & White, 2002) , E-TailQ (Wolfenbarger & Gilly, 2003), Online SERVQUAL (Yang et al., 2004), E-TransQual (Bauer et al., 2006), PeSQ (Cristobal et al., 2007), EGOSQ (Agrawal et al., 2007) , E-SelfQual (Ding et al., 2010), and it is the E-S-Qual (Zeithaml et al., 2005) scale that we will use in our study. These scales are shown in Table 1 below, with their sub-dimensions that make up the scales.

Table 1: Developed Scales for to Measure Website Quality

Loiacono et al., (2000) “WebQual™”	Zeithaml et al., (2001) “E-SQ”	Yoo and Donthu (2001) “SITEQUAL”	Barnes and Vidgen (2002) “WebQual”
Information Fit-to-Task, Interaction, Trust, Response Time, Design, Intuitiveness, Visual Appeal, Innovativeness, Emotional Appeal, Integrated Communication, Business process, Substitutability	Reliability, Responsibility, Access, Flexibility, Ease of Site Navigation, Efficiency, Assurance, Security, Price knowledge, Site Aesthetics, Customization/ Personalization	Ease of Use, Processing Speed, Aesthetic Design, Security	Usability, Information Quality, Service Interaction Quality
Francis and White (2002) “PIRQUAL”	Wolfenbarger and Gilly (2003) “E-TailQ”	Yang et al., (2004) “Online SERVQUAL”	Bauer et al., (2006) “E-TransQual”
Web Store Functionality, Product Attribute Description, Ownership Conditions, Delivered Products, Customer Service, Security	Web Site Design, Fulfillment / Reliability, Privacy / Security, Customer Service	Reliability, Responsiveness, Competence, Ease of Use, Product Portfolio, Security	Functionality and Design, Enjoyment, Process, Reliability, Responsiveness

Cristobal et al., (2007) “PeSQ”	Agrawal et al., (2007) “EGOSQ”	Ding et al., (2010) “E-SelfQual”	Zeithaml et al., (2005) “E-S-Qual”
Web Site Design, Customer Service, Order Management, Assurance	Information, Interaction, Integration, Access, Corporate Image, Emotional Engagement, Active Service Recovery, Assurance	Perceived Control, Service Convenience, Customer Service, Service Fulfillment	Efficiency, System Availability, Fulfillment, Privacy

2.2. Electronic Customer Satisfaction (E-Customer Satisfaction)

Customer satisfaction is the emotional consumer situation that occurs with every factor that makes up the consumer relationship (Casalo et al., 2007: 327). According to Eroglu (2005: 10), customer satisfaction is “understanding, managing and affecting the needs of customers in order to fulfill their expectations”. E-customer satisfaction would be express the type of satisfaction that will occur as a result of shopping in electronic media, compared to previous experiences. E-Customer satisfaction also can be expressed as the satisfaction of a customer with the purchasing experience from a particular e-commerce company. Customer satisfaction is extremely important for electronic commerce companies. Because if the customer is not satisfied, it is more likely to consider the offers by searching for information about alternatives. Also, a customer dissatisfied with the electronic shopping experience will resist the efforts of their current retailer to develop a closer customer-firm relationship with them and are more likely to seek different ways to reduce that retailer’s dependency (Anderson and Srinivasan, 2003: 125). In the studies conducted in the literature, it has been observed that the perceived electronic service quality of web sites is related to e-customer satisfaction, and the importance of the e-customer satisfaction level to be formed in the relationship between customers and e-commerce companies has been emphasized.

2.3. Electronic Customer Loyalty (E-Customer Loyalty)

Customer loyalty is the re-purchase of a specific good or service by customers and the voluntary and willing repetition of certain behaviors (Tanyeri ve Barutcu, 2005: 185); in addition, it is expressed as a situation where the positive attitude of the customers towards the business causes re-purchasing behavior (Bozbay et al., 2017: 276). Customer loyalty is a desirable situation in terms of the sustainability of the business and the realization of long-term activities, that is, more income with loyal customers in the customer portfolio. Yurdakul (2007: 272) emphasizes that long-term relationships with businesses have benefits for customers, such as making the customer feel comfortable and contributing to the quality of life. Electronic customer loyalty (e-customer loyalty) is expressed as re-

purchasing behavior as a result of the positive attitude of customers towards businesses in electronic commerce (Anderson and Srinivasan, 2003: 125). Cyr (2008: 48) defines e-customer loyalty as a situation where a customer shopping from a website does not change this website and prefers it to other websites. Although e-customer loyalty is similar to the classical definition of customer loyalty, it differs because the shopping takes place online and the attitudes are formed according to the electronic activities according to the experience gained from this shopping. In the studies conducted in the literature, e-customer satisfaction and e-customer loyalty were generally examined together and it was stated that the satisfaction obtained as a result of electronic commerce also affects loyalty.

2.4. E-Re-purchase Intention

Re-purchase intention is expressed as the individual's decision to re-purchase a specified service from the same company, taking into account the current situation and possible conditions (Hellier et al., 2003: 1764). E-re-purchasing intention can be expressed as the re-purchase of the existing product as a result of the experience gained by the customers in online shopping or the situation of repurchasing from the online shopping site. There are many factors that affect the re-purchase intention of consumers, such as price, time, satisfaction, and trust. Indicating that the most important of these factors is trust, Wu et al. (2014: 2769) say that ensuring customer loyalty is more decisive in the case of customer trust. In addition, another important factor that affects re-purchase intention in online shopping is the level of the perceived value of the website by customers.

3. Methodology

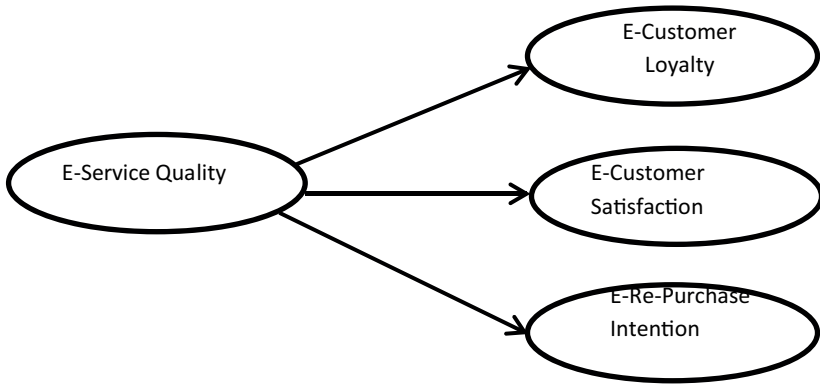
The primary objective of the study is to determine the electronic service quality perception of the customers who shop from online shopping sites and to reveal the effect of this perception on their satisfaction, loyalty and re-purchase intention. Our research contains some limitations. The first is limited to individuals over the age of 18 who have experience purchasing food / fast food products online. Another limitation of our research is that the participants have answered the online questionnaire only once, so the consumer perception that has changed over time cannot be fully achieved.

Target population of this study is individuals who have shopping online in Turkey. However, since there is no information about the number of individuals who have shopping online, as of 2020, 63 million 942 thousand people aged 15 and over (Population by Years, Age Group and Gender, 1935-2019, <http://www.tuik.gov.tr> [30.09.2020]) were taken as the target population of this study. Since the number in the universe is known, the minimum sample size with a sample error of 0.05 was calculated as 384.

3.1. Research Scales and Hypotheses

Our research includes four scales in total. These are e-service quality, e-satisfaction, e-loyalty and e-re-purchase intention. A 22-item scale developed by Parasurman, Zeithaml, and Malhotra (2005) was used for the e-service quality scale, which consists of Efficiency, System Availability, Fulfillment, Privacy sub-dimensions. For the e-repurchase intention scale, a five-item scale developed by Parasurman, Zeithaml, and Malhotra (2005) was used. For the e-customer satisfaction scale, Casalo et al. the four-item scale developed by (2008) was used. And the last, a seven-item scale developed by Anderson and Srinivasan (2003) was used for the e-customer loyalty scale. The research model established with these four scales is given in Figure 1 below.

Figure 1: Research Model



The questionnaire consisting of the scales’ items and demographic questions planned to be used in this study was translated into Turkish and transferred to the online form for the pilot study, and then it was sent to the participants via e-mail and WhatsApp, and 75 people reached. Based on the obtained surveys, confirmatory factor analysis was applied for the e-service quality scale. Table 2 below contains the confirmatory factor analysis values of the e-service quality scale.

Table 2: Confirmatory Factor Analysis (CFA) of Electronic Service Quality Scale

	Fit Measure		Good Fit	Acceptable Fit
Chi Square	X ² “p”	987,914	p>0.05	-
Chi Square / Degree of Freedom (df)	X ² /df	4,867	<2	<5
Goodness-of-Fit Index	GFI	0,808	>0.95	>0.90
Adjusted Goodness-of-Fit-Index	AGFI	0,760	>0.95	>0.90
Comparative Fit Index	CFI	0,907	>0.95	>0.90
Root Mean Square Error of Approximation	RMSEA	0,099	<0.05	<0.08

According to Table 2, exploratory factor analysis was performed because the CFA values of the e-service quality scale remained below the Acceptable Fit values.

Table 3: The Results of the KMO and Bartlett's Test

KMO and Bartlett's Test		
Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.959
Bartlett's Test of Sphericity	Approx. Chi-Square	8503.183
	df	231
	Sig.	.000

According to the KMO and Bartlett test results, it was understood that the e-service quality scale was suitable for factor analysis, as the KMO value was .887 and the significance value of the Bartlett test was .000 < .05.

Table 5: Results of the Rotated Factor Matrix

Items		Factor	
		1 "Functionality"	2 "Security"
Efficiency	1	,848	
	2	,848	
	3	,823	
	4	,815	
	5	,813	
	6	,790	
	7	,786	
	8	,771	
System Availability	1	,771	
	2	,751	
	3	,628	
	4	,595	
Fulfillment	1		,749
	2		,743
	3		,705
	4		,693
	5		,682
	6		,676
	7		,665
Privacy	1		,662
	2		,659
	3		,617

A two-step path was followed in exploratory factor analysis. First, the expressions with item factor loads below 0.5 and below another factor were determined, then the analysis was repeated using the Varimax rotation process. As a result of the exploratory factor analysis, the items that were originally gathered under four factors were grouped under two factors, as seen in Table 4. The items gathered under the first factor are the items under the "efficiency" and "system availability" factors in the original scale, and the first factor was named "functionality" because these expressions are related to the functionality of the websites. The expressions gathered

under the second factor are the items under the “fulfillment” and “privacy” factors in the original scale, and the second factor is called the “security” factor because these items are related to the security of the websites. In the rest of the study, analyzes were made according to these two factors, which are the result of exploratory factor analysis. After the factor analysis based on the pilot study data, the reliability of the scales was calculated.

Table 5: Reliability Analysis of the Pilot Study Results

Scales	Cronbach's Alpha	N
E-Service Quality	.910	22
E-Customer Satisfaction	.930	4
E-Re-Purchase Intention	.881	5
E-Customer Loyalty	.897	7

When the reliability analysis of the scales was examined, it was seen that the Cronbach's Alpha values of the scales were above the expected value of at least 0.7 for the researches in social sciences and it was understood that the scales were reliable. After factor analysis of the scales and calculating their reliability, three hypotheses were determined with these four scales used:

H_{1a} : Website functionality has an impact on e-customer satisfaction.

H_{1b} : Web site security has an impact on e-customer satisfaction.

H_{2a} : The functionality of the websites has an impact on the e-re-purchase intention.

H_{2b} : The security of websites has an impact on e-re-purchase intention.

H_{3a} : The functionality of websites has an impact on e-customer loyalty.

H_{3b} : The security of websites has an impact on e-customer loyalty.

4. Results

The research questionnaire was applied between 01.08.2020 - 31.08.2020 and 395 usable data were reached in total. The demographic frequencies and the analysis performed for the testing of the hypotheses are shown in this section.

Table 6: Demographic Variables of Respondents

Gender	178 Male 45.1%; 217 Female 54.9%
Marital Status	214 Married 54.2%; 184 Single 45.8%
Age	(66) 18-23 16.7%; (110) 24-29 27.8%; (118) 30-35 29.9%; (58) 36-41 14,7%; (43) 42 and above 10.9%
Education	5 Elemantary School 1.3%; 59 High School 14.9%; 46 Pre-Graduate 11.6%; 208 Graduate 52.7%; 77 Post Graduate 19.5%
Household Income (Turkish Lira)	(42) Below 2500 10.6%; (89) 2501 – 3500 22.5%; (34) 3501 – 4500 8.6%; (66) 4501 – 5500 16.7%; (164) 5501 and Above 41.5%
Average Internet Usage	(23) 0 -1 Hour 5.8%; (161) 1 – 3 Hours 40.8%; (134) 3 – 5 Hours 33.9%; (77) 5 Hours and Above 19.5%

Demographic profiles of the respondents are shown in Table 6. According to the table 54.9% of the participants are women, 54.2% are married, 29.9% are between the ages of 30-35, 52.7% are at the graduate level, 41.5% are 5501 TL and above households income and 40.8% spend 1-3 hours on the internet.

The reliability analysis of the four scales used in the study was repeated according to the 395 data obtained. According to the reliability analysis, the e-service quality scale has 0.965, e-customer satisfaction scale 0.921, e-re-purchase intention scale 0.921 and e-customer loyalty scale 0.914 Cronbach's Alpha values.

Table 7: Reliability Analysis

Scales	Cronbach's Alpha	N
E-Service Quality	.965	22
E-Customer Satisfaction	.900	4
E-Re-Purchase Intention	.921	5
E-Customer Loyalty	.914	7

Correlation refers to the relationship between two or more variables. The existence of this relationship does not mean a cause-effect relationship between variables. In correlation analysis, the correlation coefficient indicates the volume of the relationship and is expressed with the letter "r" and takes a value between -1 and +1. The closer this value is to +1, the stronger the positive relationship is; the closer it is to the -1 value, the stronger the negative relationship is (Gurbuz ve Sahin, 2014: 256).

Table 8: Correlation Analysis

		E-Service Quality (Security)	E-Customer Satisfaction	E-Re-Purchase Intention	E-Customer Loyalty
E-Service Quality (functionality)	Pearson Correlation	.772**	.438**	.386**	.316**
	Sig. (2-tailed)	.000	.000	.000	.000
E-Service Quality (Security)	Pearson Correlation		.399**	.385**	.393**
	Sig. (2-tailed)		.000	.000	.000
**. Correlation is significant at the 0.01 level (2-tailed).					

In Table 8, correlation analyses among dimensions of e-service quality and e-customer satisfaction, e-re-purchase intention, e-customer loyalty. According to the results, there are statistically significant relationships among the factors.

Regression analysis is to explain the relationship between the dependent variable and the independent variable(s) that are thought to have an effect on the dependent variable with a model. Multiple regression analysis was applied to examine the effect of e-service quality on e-customer satisfaction, e-re-purchase intention and e-customer loyalty. In the multiple regression analysis with more than one independent variable, the significance level is expected to be less than .05 in order to establish the regression model properly in statistical terms (Gurbuz and Sahin, 2014: 271). VIF (variance inflation factor) values which shows whether there is a multicollnarity should also be checked in regression analysis. If there is a correlation between independent variables, multicollinearity exists. In other words, if the VIF value is above 10, it indicates multicollinearity (Tascioglu and Yener, 2019: 364). According to the ANOVA test results, it is seen that the significance levels are less than 5% (sig. = .000 <.05) and according to the regression analysis results, VIF values are not above 10. Therefore, it is understood that statistically there is no problem to apply regression analysis’.

Table 7: ANOVA Test (E-Customer Satisfaction)

	Sum of Squares	df	Mean Square	F	Sig.
Regression	55,317	2	27,658	99,970	,000 ^b
Residual	108,453	392	,277		
Total	163,770	394			

Table 8: Regression Analysis (E-Customer Satisfaction)

Dependent Variable	E-Customer Satisfaction			
Independent Variables	Beta	t	Sig.	VIF
E-Service Quality (Functionality)	,310	7,157	,000	1,111
R=,581 - R ² =,338				

According to the regression analysis results for e-customer satisfaction, R^2 value that expresses as explanatory power of the model is .338, so independent variables in the model explain 33.8% of the variance of the dependent variable. In regression analysis, Beta values show the contribution of independent variables to explain the dependent variable. Functionality dimension has positive contribution to e-customer satisfaction; contribution of functionality dimension to e-customer satisfaction is 31.0%. Therefore if functionality dimension value increases, then e-customer satisfaction will increase as well. However, in the regression analysis performed with the stepwise method, it was understood that the security sub-dimension was automatically excluded from the analysis because the dimensions of e-service quality have high correlation values among themselves. So, H_{1a} (Website functionality has an impact on e-customer satisfaction) hypothesis cannot be rejected, but H_{1b} (Web site security has an impact on e-customer satisfaction) rejected.

Table 9: ANOVA Test (E-Re-Purchase Intention)

	Sum of Squares	df	Mean Square	F	Sig.
Regression	37.28	2	18.64		
Residual	185.13	392	.47	39.47	.000^b
Total	222.41	394			

Table 10: Regression Analysis (E-Re-Purchase Intention)

Dependent Variable	E-Re-Purchase Intention			
	Beta	t	Sig.	VIF
E-Service Quality (Functionality)	,22	3,03	,000	1,111
E-Service Quality (Security)	,21	2,97	,000	1,190
R=,41 - R²=,17				

According to the regression analysis results for e-re-purchase intention, R^2 value that expresses as explanatory power of the model is .17, so independent variables in the model explain 17.0% of the variance of the dependent variable. In regression analysis, Beta values show the contribution of independent variables to explain the dependent variable. Functionality and security dimensions have positive contribution to e-re-purchase intention; contribution of functionality dimension to e-re-purchase intention is 22.0%, and contribution of security dimension to e-re-purchase intention is 21.0%. Therefore if functionality and security dimension values increase, then e-re-purchase intention will increase as well. So, H_{2a} (The functionality of the websites has an impact on the e-re-purchase intention) and H_{2b} (The security of websites has an impact on e-re-purchase intention) hypotheses cannot be rejected.

Table 11: ANOVA Test (E-Customer Loyalty)

	Sum of Squares	df	Mean Square	F	Sig.
Regression	76,672	2	38,336 ,467	82,178	,000 ^b
Residual	182,869	392			
Total	259,541	394			

Table 12: Regression Analysis (E-Customer Loyalty)

Dependent Variable	E-Customer Loyalty			
Independent Variables	Beta	t	Sig.	VIF
E-Service Quality (Security)	,23	8,86	,000	1,190
R=,544 - R ² =,295				

According to the regression analysis results for e-customer loyalty, R² value that expresses as explanatory power of the model is .295, so independent variables in the model explain 29.5% of the variance of the dependent variable. In regression analysis, Beta values show the contribution of independent variables to explain the dependent variable. Security dimension has positive contribution to e-customer loyalty; contribution of security dimension to e-customer loyalty is 23.0%. Therefore if security dimension value increases, then e-customer loyalty will increase as well. However, in the regression analysis performed with the stepwise method, it was understood that the functionality sub-dimension was automatically excluded from the analysis because the dimensions of e-service quality have high correlation values among themselves. So, H_{3a} (the functionality of websites has an impact on e-customer loyalty) hypothesis rejected, but H_{3b} (the security of websites has an impact on e-customer loyalty) hypothesis cannot be rejected.

Conclusion and Discussion

Commercial activities on the online environment, the proportion of e-commerce in general trade has increased both in the world and in Turkey year by year. This increase caused businesses to move their current activities to the electronic environment. In our research on online shopping sites, according to the results of the analysis, it has been revealed that online shopping sites have a positive relationship with the site quality dimensions of the electronic service offered in the formation of customer satisfaction, loyalty and re-purchase intention.

In this study, regression analysis was applied to the tests of the hypotheses about the effects of e-service quality dimensions on post-purchase behavior variables. According to the results of the regression analysis, it has been observed that the increase in the perception of e-service quality of shopping sites has a significant and positive effect on customer satisfaction, loyalty and re-purchase intention. It has been understood that this result is similar to the results of previous studies in the literature where e-service quality and other variables were studied together. In

this context, since customer satisfaction, loyal customer creation and re-purchase intention of customers are of very importance for businesses, it is understood that online shopping sites selling food / fast food products should prioritize functionality and security in providing e-service quality.

Businesses providing food / fast food services on online shopping sites can take into account the e-service quality dimensions we have conveyed in our study in order to increase the satisfaction of their customers and their re-purchase intention, as well as to gain loyal customers. Thus, by paying attention to the functionality and security dimensions of e-service quality, they can attract the attention of customers and increase their sustainability compared to businesses serving in the same sector.

This research contains some limitations. First of all, the survey of the study was applied within a period of 30 days. For this reason, wider the time interval of the research in future studies will provide a more comprehensive result. Second, the questionnaire was applied online only. It is recommended that the survey to be applied in future studies be applied not only online but also face to face. And last, while replying the e-service quality scale's items about online shopping sites, the participants were asked to be answered according to the experience they gained from the site them last shopping. A long time may have passed between the last time participants purchased and when they answered the survey. In case the perception of customers has changed during this period, it is recommended to apply a survey in the last month and site-specific in future studies.

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Chapter 10

LOGICAL PRINCIPLES IN THE ONTOLOGICAL AND EPISTEMOLOGICAL CONTEXT



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Introduction

In the history of thought, many philosophers have resorted to the principles of logic, identity, inconsistency, and the impossibility of the third estate to support their understanding of existence. These principles, which have an important structure especially for situations such as the uniqueness of existence, its invariance, have been a great reference for thinkers. Logic has been a tool in this direction. At the same time, the logic and the principles of existence were considered to be identical in this sense. This thought prevented the development of the field of ontology rather than logic. Because if ontology is a science in itself, it has been considered a field of application of logic for years. Of course, we can say that logic is related to being. But logic must not completely encompass the sphere of being. In this study, in the context of the ontological and epistemological relationship; Referring to the relationship between logical principles and existence, it will be argued that no necessary relationship between logic and existence can be mentioned. Indeed, when there is a necessary relation between existence and logic, it leads us to rigid metaphysical obsessions. In this sense, we will try to touch on the relationship between logical principles and existence, from an epistemological perspective and from the distinctions between the old and the new ontology.

Many studies have been carried out on logic, which is of great importance in terms of facilitating and rationalizing our lives. Of course, although the focal points of these studies are different, there is basically a similarity in terms of source. Before every discipline was systematized, it was used by people consciously. As a matter of fact, scientists do not infer anything from nothing to existence. They reveal what is hidden in nature or what we use. These discoveries begin with a curiosity, with questions that start in our minds such as how, why, why. As a matter of fact, before Newton found gravity, we had a gravitational world. These thinkers try to know the laws and limits of the existing based on the existing.

Of course, the idea of an existence has an important place in both science and philosophy, the thought that the universe and thought created systematically rather than by accident. The idea that the system creates science and chance creates chaos has always existed. For this reason, human beings have always searched nature and tried to find its laws. It also revealed the laws of this thought, trying to find the laws of nature. Here, human beings do science by acting within these limits. The discovery of the being occurs sometimes with an explosive light in our minds (Archimedes, Newton) and sometimes with our focus on it. The principles of existence can arise in a systematic or unsystematic way. However, we have to wait many years for it to emerge without a system. The hasty man introduced the logic that systematized the principles of being to do this in a very short time

rather than prolonging it. Because logic provides us with results in a short time. That is, a person does not wait for him to die in order to know that he is mortal. All humans are mortal. Socrates is a human being. Then Socrates is also mortal. With such and many other propositions, human beings try to shape life with more accurate information by going beyond the time limit. This shaping has gradually covered every area. For example, in the field of law, the principles of logic have been used extensively in terms of giving the right result and ensuring fairness. In this context, logic was of great importance. In addition to all these, the relationship of logic with being is remarkable. As a matter of fact, although logic's first purpose is different, Aristotle associates logic with being. Because, as we mentioned above, logic is actually identical with the laws that existence puts on thought. Thus the laws of existence are also the laws of reason. This thought is a radical discourse on logic. Indeed, identifying something that is nothing with the laws of logic is a radical discourse. First of all, we can express this idea more clearly by revealing the adventure and principles of logic. Logic is the name given to the type and style of thinking, such as correct thinking, consistency and expressiveness between thoughts. In this sense, we can say that logical thought has existed since the existence of thought. Although the science of logic coexists with thought, for the first time its laws and principles were systematized by Aristotle. In Aristotle, logic was also associated with being. While there are many types of reasoning such as deduction, induction, and analogy, we will generally talk about three main principles of logic here. These; are the principles of identity, inconsistency and impossibility of the third state. Leibniz adds the principle of sufficient reason. But the principle of sufficient reason is not accepted as a principle of logic by some logicians.

According to the principle of identity, being is the same as itself. It is expressed as A is A . According to this principle, the propositions are tautological and analytical in nature. According to the principle of contradiction, existence cannot be both good and bad. It is expressed as A non- A is not. In the impossibility of the third state, existence is true or false, it cannot take a third state. There is no third possibility between A and non- A . Leibniz explains the principle of sufficient reason as follows; In accordance with this principle, we take into account that no fact is true or real, and that no verdict expressed will be true unless there is sufficient reason, and why it is so and not otherwise. The principles of logic have received names such as "principles of reason, principles of mind, principles of existence, laws of thought, normative laws of knowledge" throughout the history of logic (Leibniz, 1935, p.28).

Different perspectives on the origin of these principles are presented. For example, Aristotle claims that the principles of reason are innate in

the human mind and accepts these principles as principles of existence at the same time. Otherwise, the human mind could not know these principles. But empiricist thinkers do not see the principles of logic as principles of existence. According to them, these principles were obtained later by experience. By separating logic and ontology, they freed them from metaphysical swamps. The value and truth of logical principles have always been emphasized. We have always wondered if these principles are universal, their compatibility with reality, their origin, their innate nature, whether or not they are laws of thought.

1. **Ontological and Epistemological Approaches**

Two approaches have been developed on the principles of logic in the history of philosophy, namely the ontological and epistemological approach. Ontology deals with the resource with which all human knowledge deals, that is to say, the existing. Since Aristotle, ontology has been accepted as the science of existence. In fact, Aristotle defined ontology as ten he ten, that is to say what exists. Aristotle saw ontology as a metaphysics. Indeed, the principles of the logic of the old thinker exist a priori in the human mind. In this sense, an identity between logic and existence was accepted.

Ontology, authenticated by Nicolai Hartmann, completely separates metaphysics and ontology. The New Ontology, with Hartmann, sees existence, being itself as the last thing, because the phenomena of existence do not inform us of any metaphysical basis that is hidden behind being, the existent, which does not enter into the field of appearance. For today's ontology, appearance and being alone constitute a unity. Today's ontology has ceased to define the existent, the being. Because the definition of existence can only be done through knowledge that has completed its research and has come to an end; however, there is no such information. Therefore, no information can be defined in terms of logic. The new ontology is moving away from phenomena. They are phenomena of existence. But for ontology, there is nothing substantial behind these phenomena, and the term phenomenon of ontology is; a phenomenon means that something reveals itself, does not remain closed, shows itself. Being manifests itself through phenomena (Hartmann, 2010). But the old metaphysics created irrational problems in philosophy by arguing that there is something substantial behind being. In other words, it has made way for unknown problems that cannot be solved until the end in philosophy. However, throughout the history of philosophy, discussions of ontology have been considered metaphysical for many reasons and for many reasons, and some philosophers have carefully avoided discussions of ontology (Mengüşoğlu, 1983, pp. 116-119).

When we consider the relation of the new ontology with logic, we see that today's ontology, which does not want to be taken in any prejudice,

aims to exist by itself while being indifferent to all *isms*. The new ontology is directly directed towards what exists. This orientation is called *intentio recta*. The attitude against this orientation is called *intentio obliqua*. In the first attitude, the subject turns directly to “the existing”, while in the second attitude, the subject turns into a reflection (Hartmann, 2010). All the theories of knowledge which are not founded on ontological foundations act from such an attitude. Logic always remains in such an attitude. Logic deals with thoughts. Thoughts are the product of thought and other actions. In this regard, these are the things that exist in them. Logic studies examine both these thoughts and the connection between a second stream of thought and those thoughts. In other words, the subject turns in on himself. Therefore, the most important function of the new ontology prevents logic from shifting from a natural “naive” attitude to a reflective one (Mengüşoğlu, 1983, pp. 122-123).

Hartmann, who treats existences from an ontological point of view, speaks of two modes of being, the real being and the ideal being, as well as their knowledge. Real being is a type of being found in space-time. Therefore, in the realm of real being, there is being and change. Real being is not limited to interference. It also includes spiritual and spiritual existence. The ideal being is the exact opposite of the real being. The ideal being does not occupy a place in space-time. Therefore, it neither changes nor exists in becoming. For this reason, the existence of the ideal being has long been a type of being opposed and has been the scene of the most controversy. Many philosophical theories regard this entity as the product of any capacity of the subject and say that the subject creates this being, and they even avoid using the entity name for this field. Ontology does not mean, by being ideal, a world of ideas which transcends the world of real being, which has nothing to do with it, is not connected to it, a world of independent being. and floating, that is, a world of ideas outside of a real world. Ontology sees the ideal being in the same world of real being and in this regard, ontology moves away from very concrete phenomena. Ontology, by the term ideal entity, refers to the field of mathematics, values and thoughts. Ontology searches for this field of existence in phenomena just like the real entity field (Mengüşoğlu, 1983, p. 131).

Unlike the new ontology, the old ontology had a deductive, speculative, rationalist, axiomatic structure. The old ontology had no phenomena. Instead of looking at the existent as it is given to us, there was a theory of existence, and with the help of that theory he was trying to prove what exists. What makes the old ontology deductive, rationalist, axiomist, is its relation to logic. Therefore, for the old ontology, the main aspect of the problem of existence was the problem of form. This is the logic that gives us precise information about the form. According to this ontology, the laws

of logic are the laws of existence. The concepts of logic are the essence of being, that is to say the forms sought. Therefore, the old ontology tries to derive the existence of essence. The principles of logic have also been accepted as principles of ontology and deduced from certain principles - contradiction, identity, etc. Another important objective of the old ontology was to obtain clear and a priori knowledge. This information could only exist in the realm of logic. Because the field of logic was a field of essences. The old ontology was seen as a field of application of logic. However, it is not possible to know the world of existence as a priori in this sense (Mengüşoğlu, 1983, p.148).

2. The Relation of The Principles of Logic to Being

When we consider the relation of the principle of identity, which is the principle of logic, to existence: an identity between logical forms and real spheres of existence has been accepted. According to this identity thesis, essences, that is to say logical forms, directly determine real existence. In other words, the field of essences, in other words, the field of logical forms are also the principles of the entity field which is real. There is therefore a big mistake in accepting the real field as an element of the essences. What exists as real are forms, copies of what is ideally present (Heimsoeth, 2007, p. 154). For Parmenides, being identified with thought. According to him, there are three types of possibilities; 1. There is an existing one. 2. There is none. 3. It exists and does not exist. The second and third options are contradictory. There remains only the proposition “there is”. Thought grasps existence here. Consequently, the principles of identity and contradiction gain ontological certainty (Özlem, 2007, p.179).

The idea that the principle of identity is a principle not only of the mind but also of that which exists is seen in Leibniz and Wolff in the philosophy of the modern era after Parmenides. Leibniz says in a text: everything is what it is. Following Leibniz, Christian Wolff is also all that exists is the same (Heimsoeth, 1952, p.44). Whether the principle of identity will be a principle of what exists is a matter of debate. Because what exists is in continuous existence. A constantly evolving entity cannot be consistent with the principle of identity of logic. The principle of identity is a principle that is valid only for those areas of existence that are not subject to change, that is, time and space. Indeed, Heraclitus’ assertion that everything is changing invalidates the principles of identity and contradiction.

Each being is identical to itself, it expresses the principle that in all change and development, there is always an identical core in each being, that it is unchanged and in this sense it is substance. For example, Leibniz says that no two things are the same in the universe. Therefore, the elements of logic give us the appropriate intellectual representation of being. The

elements of logic are concepts. Thus, ontological identity also becomes a logical identity. The principle of contradiction is the law of determination which applies to everything that exists with Aristotle. Something cannot be both itself and something else at the same time. This principle was regarded as the basic formula for the substantial understanding of reality in the ancient ontology. However, the new ontology brought a phenomenal conception of reality instead of a substantial conception of reality, and in accordance with this conception, the meaning of the principle of non-contradiction is also limited by a logical correlation. In other words, while the principle was once a principle of existence, it is now understood as a logical principle which guarantees the freedom of contradiction in a system. In short, with the new ontology, the principle of non-contradiction was considered only as a logical principle and lost its ontological character. For example; According to Kant, there are many situations in which the “both and and” mold holds for something in reality. The correlation between positive and negative electrical poles cannot be demonstrated by a diagram of logical inconsistency. The principle of the non-third state, whether it exists or not, there is no third case. Theoretically, this principle is that a judgment is either true or false and cannot be a third. The following objection has been consistently formulated against this principle; the principle only applies to things separable from one another in space. However, in mathematics, for example, this is not possible in the domain of infinity. When we consider these three principles as a whole, we see that they are in fact different formulations of identity. Therefore, when we interpret identity ontologically, these three principles can be seen as different formulations of the determinations of what exists (Özlem, 2007, pp. 104-108).

In addition to these three principles, when we consider the principle of sufficient reason; No phenomenon existed or existed spontaneously. The principle of ontological sufficient reason is formulated as follows; everything that exists has a reason to exist. Nothing is without reason. The principle is expressed in the theory of knowledge as follows; If truth is a congruence of thought and object, any affirmation must be true, that is, find its reason in reality (Özlem, 2007, p. 110).

Throughout the history of philosophy, some thinkers have constantly attempted to show that these principles were created in isolation and isolated from reality, closed to change and abstract. Reality, on the other hand, was seen as a field of constant change by these thinkers, and therefore, they argued that legality and the determination of reality could be determined not on the basis of these principles, but again from reality. For this reason, the “ontological law” based on these three principles was considered to be the laws of stillness, not of life, of stagnation, not of movement (Özlem, 2007, p. 108).

According to Hartmann, being is made up of several layers, these are: the layer of inorganic being, the layer of organic being, the layer of psychic being and the layer of historical-social being (language, culture, law etc.). These layers rise on top of each other and each layer has a set of principles and categories specific to that layer. Since these distinctions have not been taken into account throughout the history of ontology, many sophisticated illusions have been created. For example, applying validity to certain principles and categories that are valid in a certain feature layer and in another feature layer. However, principles and categories that transcend their boundaries lose their validity and the task of ontology is to study the specific principles and categories of each entity layer (Hartmann, 2010).

According to the ontological approach, the principles of logic are based on the necessary relationships between thoughts, and these relationships are based on the necessary relationships between those that exist. The principles of logic are both the principles of thought and of being, and they form the foundation of being. If it is necessary to test the relationship established by the ontological approach between logical principles and reality; In this approach, the principles of logic lead to the denial of change and movement. Indeed, to say that something can only be identical to itself and that this thing can be nothing other than itself creates the hypothesis that this thing will always continue to exist as this thing. Those who advocate this approach will also find that they are trying to overcome this problem by making a distinction between the real being and the intellectual being. Indeed, according to Hartmann, there is only one object field in which one can speak of the identity of the categories of being and of knowing. The precision inherent in mathematical knowledge proves it. This clarification only applies to pure mathematics. Pure mathematics, too, is directly related only to the ideal existence of numbers, figures, relations of multiplicity and size. Since the figures of the mathematical field can be moved to the real field, it is suitable for this (Hartmann, 2010, p.26).

Principles of logic are not for real entities; We can explain that it is valid for intellectual entities with the following example: For example, the proposition “5 is 5” for the number 5 is not a proposition which confirms the principles of logic, when it comes to of a particular flower, the statement “This is the flower, this is the flower” distorts these principles. In fact, after you make this offer, it won’t be the flower until you make this offer. For example, by continuing to photosynthesize, it will become another flower, say, with some increase in mass. But the quality of this flower will not change, the principles of logic regarding this attribute will be confirmed. However, quantitative changes in the subatomic plane also produce qualitative changes, and in this plane the principles of logic are falsified for real beings and intellectual entities. For example, when an electron

is removed from the last orbit of an atom of an element, the qualitative structure of that element will also change.

In modern day philosophy, ontology has been replaced by epistemology as the main discipline; the view of the principles of logic has completely changed. The principles are assessed in terms of obtaining and substantiating knowledge. The new age philosophers - Locke, Hume, Kant - see experience and reason only as the possibilities of the subject, and in this case they reject the idea of a conformity between existences and the mind and the mind. In this case, the mind was no longer a mirror reflecting existence, but a faculty of knowledge that only regulated our impressions from existing ones. Therefore, it became impossible to see the principles of logic as the principles of existence. The principles of logic have become subjective principles which are applied to them only by knowing the outside world. He saw the logical principles of modern philosophy as principles which establish the relations of coherence and validity between concepts and propositions and regulate our thinking. At this age, the principles of logic were not considered as the principles of existence, and the conditions of a priori knowledge which would lead us to a knowledge of the phenomena and once again only the possessed subject (Köz, 2003, p. 43-44).

Logic does not directly deal with the content of propositions when it poses and expresses various rules for thinking correctly. It deals with the fact that propositions are true and false, and their formality. It is not a question of describing them nor of describing them. Logic is in the effort and purpose of finding the principles governing the order and connection of thoughts and using them correctly. At this point, the relationship of logic to information theory begins. Because it is information theory that deals with the content of knowledge. Information theory, regarding the content of information, "Is it possible to know things as they are?" It tries to achieve logical consistency by asking questions such as So the theory of knowledge is concerned with the content of knowledge, while logic is more concerned with its formality. Because logic is the knowledge of the rules of good thinking (Bolay, 2004, p. 64).

Information theory examines the link established between subject and object (Mengüşoğlu, 1983, p.51). The theory of knowledge concerns knowledge, it is the science of knowledge. In contrast, logic is the science of thought. But thinking is a certain way of knowing, a certain type. Logic is therefore part of the theory of knowledge. The goal of knowledge and logic is to get correct information. The theory of knowledge and logic therefore concern only knowledge and thought oriented towards the truth, with the aim of being right. For example, the laws of logic are not laws that show how to think in reality, describe the course of thought events, but are

laws that show how our mind must work if it is to be true or to reach the right conclusions. Thus, information theory and logic is a science on the way and method of true knowledge (Aster, 1994, p.11).

The theory of knowledge and logic is related to objects, as well as the knowledge and correct thinking of objects. In other words, logic is the science of things or the science of the objects of thought. Each science deals with a particular segment of objects; zoology studies animals, arithmetic numbers, historical events. But it is a science which takes as its duty to think objects, to divide them, to determine their relations with each other, to investigate the laws that apply to all objects, that is to say a general doctrine of objects or a science of existence. in general (Aster, 1994, p.13).

Information theory and logic are not only sciences related to objects of knowledge and thought, they are also the science of knowledge formulated with language. The theory of knowledge, as an object-oriented science of thought and knowledge, is in tune with psychology. As a science of knowledge whose results are formulated with language, the theory of knowledge is limited to linguistics. It is necessary to determine to what extent the forms of the language of the theory of knowledge are appropriate to the forms and structures of objects. Here, epistemology, the entity opens up to us through language, and the problem of the structure of language and of the structure of being has come to the fore (Aster, 1994, p.14). Information theory considers correct information when it comes to knowledge. So how do you get the right information? Here begins the relation of the principles of logic with the existent. Logic is the science of knowing and thinking of objects, logic is the science of objects - in terms of the concept of an object expressing all thought. Logic is the science of knowledge which has acquired linguistic form. The search for the great laws of thought or the great principles of logic since Aristotle is part of the duties of logic. The principle of inconsistency between these principles is a law which places our reflection under an imperative, a standard. So think about it so that there are no contradictions in your thinking. The principle of contradiction can also be formulated as a law of objects. An object cannot exist and disappear, an object cannot have contradictory properties. Thus, in terms of the theory of knowledge, the relation of logic to being, that is to say to what exists, begins by putting forward its criteria of accuracy. The purpose of logic is to analyze concepts such as truth, causation, necessity, and truth. Thus, in the context of the epistemological relation, logic undertakes, in general, the rooting of general methods of correct knowledge and investigations in terms of the meaning and accuracy of events in the outside world - cause effect, necessity - that our senses inform. us from (Aster, 1994, p. 16-17).

Thoughts have between them laws and primitives. Logic finds the principles which govern this link and this order between thoughts. Logic

does not dictate any law or principle to our thoughts. It only reveals existing principles and laws. Logic is therefore a knowledge that governs thoughts, their connections and order, and examines laws and principles. Here the realms of thought and thought are very different from each other in terms of the characters of existence. Thought enters the domain of real being. It has a psychic event, a character-function on the one hand, and an act character on the other. However, thoughts that fall within the realm of ideal existence have no event, function, or act character. This difference also allows thoughts to dissolve from and separate from the subject's sphere, that is, to have an objective quality. Therefore, it can be said that thoughts can be transported from one subject to another; they can again be the object of another thought; For example, thoughts can be discussed, denied, refuted, adopted and accepted. Thoughts become independent of the subject and become immortal with the ideal mode of being, logic. Thoughts preserve their existence with the principles of logic. Therefore, in the context of the theory of knowledge, logic provides the precondition for thoughts belonging to existence (Mengüşoğlu, 1983, p. 102-104).

Since thoughts are the product of acts that establish a connection between subject and object, and especially the act of thinking, the logic that examines thoughts has sometimes shifted to the object side and sometimes to the subject side. The displacement of the center of gravity of logic towards the object reveals in it the ontological aspect, being a kind of ontology; the displacement of this center of gravity towards the subject made it become a kind of psychology. Consequently, the orientation of logic towards the existent has made logic an auxiliary discipline of ontology. However, the mixing of the fields of logic and ontology caused ontology to acquire a rationalistic and deductive quality and to damage ontology. The most important example took place in the Middle Ages. During this period, ontology ceased to be an independent discipline and had counted for centuries. In fact, for a while, logic became a general discipline, and ontology became a field of application of logic (Mengüşoğlu, 1983, pp. 104-107).

Conclusion

With Aristotle, the principles of logic were accepted as the principles of existence. This thought carried with it an identity with metaphysics. Indeed, according to Aristotle, these principles exist a priori in the human mind. In this sense, he sees a correspondence between the structure of the old logical principles of ontology and the structure of being. But modern philosophy is opposed to this congruence between being and logic. In this sense, empiricist theory is opposed to the acceptance of existence and logic as identical. Because according to them it leads us to metaphysics.

With New Age philosophy, logic and ontology were seen as two different disciplines. Indeed, the principles of logic cannot be considered as the principles of being, and the search for principles of logic cannot be imposed on ontology. Principles of logic can only be derived and applied to binding relationships between judgments. This approach recognizes no truth value other than the true and false values in classical logic, and requires that each proposition carries only one of these values. According to this approach, the principles of logic are not for real entities; it was valid for judgments. In this regard, propositions which take on true or false values in the real plane are possible, and therefore the principles of logic in the real plane cannot be falsified due to the validity of these necessary relationships between judgments. According to the epistemological approach, the principles of logic are valid for some judgments and are invalidated when other judgments are in question, and the difference between them comes to the fore as to whether a judgment is a proposition.

Thus, the principles of logic have been discussed in different ways in each period. Sometimes these principles have been considered ontologically and sometimes epistemologically. Therefore, an ontology and epistemology that does not use the principles of logic is unthinkable, but whether the principles of logic should be regarded as the principles of existence and their relationship with being will remain a matter of philosophy.

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Chapter 11

INVESTIGATION OF FACTORS AFFECTING DIGITAL MARKETING ADAPTATION OF SMALL ENTERPRISES: AN APPLICATION IN AYDIN PROVINCE



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INTRODUCTION

Small enterprises are the fundamental economic structure of all countries and important in terms of employment creation. These businesses, where individuals in the society shop or get service almost every day, stand out with the fact that they are least affected by the global economic crisis together with medium-sized businesses. However, the Covid-19 pandemic experienced all over the world today has also caused serious economic effects on small businesses. While the implementation of national quarantine processes in many countries negatively affected businesses economically, businesses serving online were relatively less negatively affected. The importance of digital channels has undoubtedly emerged in the epidemic period. Accordingly, there is an increase in the number of small businesses that benefit from the widespread use of the internet and technology.

Businesses that implement their marketing efforts through digital channels can increase their recognition, be aware of customer feedback more easily, promote their products and services to potential customers, and reach new customers faster and easier. Therefore, examining the factors that will affect small businesses' adoption of digital marketing will be useful in measuring the digital marketing perception of small businesses.

There are studies on digital marketing adaptation in the literature. Chatterjee and Kumar (2020) examined the reasons why SMEs in India use social media marketing and examined the factors affecting this. Ritz et al. (2019) investigated the impact of digital marketing adaptation on the success of small businesses. Teixeira et al. (2017) identified the relationship between digital marketing adaptation of new businesses and various factors. Taiminen and Karjaluoto (2015) researched the use of digital marketing channels in SMEs. While Alford and Page (2015) examined marketing technology adaptation in small businesses, Arni and Laddha (2017) researched digital marketing adaptation in the healthcare sector. Several studies have conducted on digital marketing adaptation in Turkey as well, but there are some shortcomings in the studies for businesses in the province or region. Considering that small businesses operate intensively in Aydın, which is known as the city of agriculture and tourism, examining the perspective of small businesses in this region on digital marketing will contribute to the literature and will also help determine the level of use of digital marketing channels by these businesses.

The theoretical framework of the study includes the development of digital marketing, its advantages and disadvantages, tools, information about small businesses, the concept of digitalization and the factors that affect digital marketing adaptation. In the application part, there are

reliability test, T test, Anova analysis and correlation analysis applied using the data obtained from small enterprises via questionnaires.

1. Concept of Digital Marketing

The Digital Marketing Institute defines digital marketing as “the use of digital technologies to create an integrated, targeted and measurable communication that helps achieve and retain customers while building deeper relationships with customers.” Digital marketing includes both direct marketing and interactive marketing (Wymbs, 2011: 94).

The main goal in digital marketing is to increase brand awareness, shape preferences and increase sales with various digital marketing techniques. Expressions such as “online marketing”, “internet marketing” or “web marketing” are used as an alternative to the digital marketing term. The basis of digital marketing is based on customer-centric approach, inbound marketing approach (Todor, 2016: 52).

Today, it has expanded the scope of digital marketing with search engines and optimization, paid searches (pay per click), e-mails, websites and social networks, and has started to take place in all areas of commerce. Looking at the most important factors contributing to the development of digital marketing, the proliferation of the internet and the more widespread use of information technology tools by individuals stand out.

Internet users had the opportunity to form groups and share information online, thanks to Web 2.0. With Web 2.0, consumers become a follower of a company and promote its products or services. On the other hand, data obtained from the internet are used by marketers to track information about customers’ behavior and preferences. Therefore, social networks and websites can be used by companies to influence online consumer perceptions and direct consumers (Nakara et al., 2012: 393).

1.1. Advantages of Digital Marketing

With the widespread use of the Internet, daily problems have become faster to solve. As this situation increases consumer awareness, consumers can now find various products and services and make comparisons, especially with the help of social media. Like consumers, businesses can better analyze consumers’ behavior and habits with the help of social media. Companies that make accurate and continuous versions and optimizations on their web pages stand out in digital marketing. It has become very important to know the type of search engines that consumers use and whether they can find specific companies on their search engine maps. In the past, advertisements that reached serious masses through newspapers were replaced by internet advertisements (Durmaz and Efendioğlu, 2016: 2).

Although digital marketing has many advantages, these advantages can be summarized as follows (Todor, 2016: 52-53):

- **Cost effectiveness:** Compared to traditional mass media marketing, the cost of digital marketing is much lower.
- **Interaction:** Online users can choose when and for how long they will communicate.
- **Empowering effect:** One of the most important advantages of online marketing is that it has a facilitating effect especially on small businesses. The Internet is an important platform that can increase market access and operational efficiency of small and medium-sized enterprises (SMEs).
- **Infinite audience:** The presence of the internet makes it possible for your digital marketing efforts to reach the entire world.
- **Dialogue between users:** Online marketing enables collaboration between users and enables free expression of their opinions about products or services.
- **Rich content:** In addition to having infinite content, digital marketing has the opportunity to update existing content easily and quickly when needed.
- **Easy to measure:** Digital technologies allow the measurement of the impact resulting from digital marketing activities much more easily than traditional marketing.
- **Personalization:** Digital marketing can provide personalized recommendations by determining the behavior and preferences of its target consumers.

It can be said that digital marketing has an important potential in recognizing new brands. Digital marketing is accepted as one of the most effective methods of today to increase the recognition of businesses that are newly entering the market and aiming to reach a certain number of audiences. In addition, digital marketing is beneficial for businesses that are not new in the sector, but are affected by competition, to achieve their goals.

1.2. Disadvantages of Digital Marketing

Although the life-facilitating effect of the Internet is known today, there are some negativities it brings. Security and privacy problems are at the top of these. The risk of personal data such as payment and address information falling into the hands of third parties is effective in the way consumers view electronic commerce. Many consumers do not rely on electronic payment systems. In a sense, adverse situations that damage the trust in digital channels affect the perspective on content from digital

platforms. In addition, when the huge content created on the internet is examined, it is not overlooked that there are many false information. Although internet and information communication technology tools are widely used in the world, adverse situations such as fraud and serving fake information can damage the trust in digital channels.

In general, the area where digital marketing is disadvantageous is the people's perspective on technology. The difficulty of some generations to use technology and the difficulty of some people not to obtain technology play a slowing role in the development of digital marketing.

Other disadvantages of digital marketing are summarized below (Todor, 2016: 53):

- Copyright: Digital marketing campaigns can be imitated by others and can be created by malicious people in order to steal the information of online consumers.
- Slow internet problem: In the case of websites with complex and high content, customers may experience connection problems and get bored.
- Abstraction: E-commerce, by its very nature, does not create the opportunity to experience the products that customers intend to buy.
- Habit: Digital marketing is still not adopted by a certain segment of the society. Especially considering the generation differences, older individuals prefer traditional methods that they are accustomed to.
- Duration: Digital marketing strategies can take some time to get results.

1.3. Digital Marketing Tools

Many tools are used in the digital marketing process. The most used ones are outlined in this section.

1.3.1. Social networks

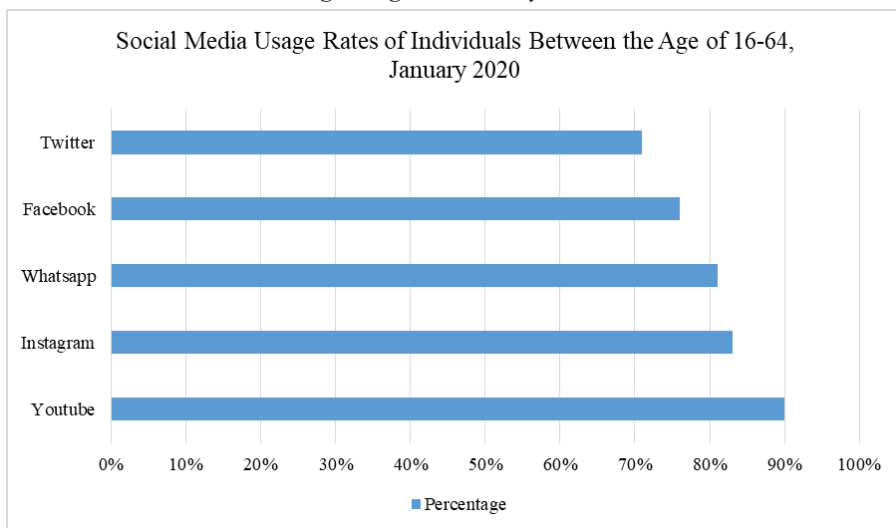
Social media is an internet-based tool that interacts with consumers online and is created to share and discuss information between people. Social media is social interaction media that uses highly accessible and scalable publishing techniques. Social media are web-based technologies that transform one-way communication into two-way interaction. If a website allows users to create content and community, that website can be qualified as a social media site (Neti, 2011: 2-3).

Important social networks such as Facebook, Instagram, Youtube, Twitter, where millions of people interact every day, have become popular today. Companies have realized that social networks are a new and effective method of communication with customers in order to promote their image,

increase their reputation, increase their profitability and benefit for many other purposes (Nobre and Silva, 2014: 2). With the use of social networks to choose to use the social network of companies world for the increase in the same direction and in Turkey now that 'it is seen that also achieved a significant number of social network users.

We are social and Hootsuite published by Turkey in social media and internet use 2020 report, 74% of the population of Turkey (62 million) Internet users, 64% (54 million) social media users and 92% of (77 million) are mobile users. In the report, which states that an average of 7.5 hours a day is spent on the internet, it was stated that the most visited website is Google, followed by Youtube and Facebook, respectively. This report draws attention to use social media for more than half of the individuals living in Turkey. In the same report, the list of the most widely used social media platform in Turkey in the first five; Youtube (90%), Instagram (83%), Whatsapp (81%), Facebook (76%), Twitter (61%) (dijilopedi.com). The data of the report are shown in Chart 1 below:

Chart 1: Turkey's Use of Social Media Types percent of individuals in the 16-64 age range, in January 2020



Source: <https://dijilopedi.com/2020-turkiye-internet-kullanimi-ve-sosyal-medya-istatistikleri/>

Social media allows companies to interact with their customers in new and innovative ways that surpass traditional marketing methods. New opportunities are created for word-of-mouth (WOM) marketing, as messages can be shared and spread quickly through social media. By using social media appropriately, companies are grasping new trends and understanding what customers really want (Pettersson and Tadesse, 2019: 10).

Small-sized businesses that want to compete with larger companies can reach competitive levels using Web 2.0 marketing strategies. When new entrants to the market reach a certain size over time, the need arises to reduce the gap between them and their customers and they can achieve this with technology. Social networks act as user-friendly in order to reach end users easily. An example of this situation is that businesses offer discount coupons to their customers via social networks such as Twitter (Lesidrenska and Dicke, 2012: 46).

1.3.2. Web Sites

With the widespread use of the Internet, a serious increase has been observed in the number of websites. E-commerce sites, social networking sites, news sites and many other websites serving in many different areas have become a part of daily life. In order to keep up with the times and take advantage of the power of the internet, businesses have made their own websites available.

A corporate website is considered to be an important channel in terms of providing information about the products and services of a business. Therefore, today, the website is considered as one of the most basic digital marketing tools. It can benefit by creating a website sales process, increasing customer service and communication efficiency, and strengthening a brand. In addition, expertise and capital are required to create a high quality website. As a result of this situation, it may seem challenging for small businesses to have a website. Visiting is as important as the existence of websites. It depends on the effective use of tools such as Search engine optimization (SEO) and Search engine ads (SEA) in order to be featured and frequently preferred in searches, in other words, to reach wide and correct audiences (Isohella et al., 2017: 87).

Websites also have a feature to contribute to brand recognition and reputation. Web sites belonging to the company contain information such as company introduction, communication channels, address information, information about products and services that allow the business to be more easily recognized. Consumers living in the information age benefit from this information that can be easily presented to them on the web.

1.3.3. Paid Search Ads

The paid search advertising approach is based on competitive bidding among commercial advertisers. This type of digital marketing strategy is also called pay per click (PPC). Businesses can advertise their products or services on someone else's web page. The publisher who agrees to publish the business's advertisement on its website receives payment each time the advertisement is clicked, and this process is described as pay per click or

paid search. Paid search is seen not only as a successful type of advertising activity, but also as one of the most well-known and applied performance-oriented advertising strategies (Kapoor et al., 2016).

Search engine results are in 2 types as organic results and paid search results. Paid search is the ads that users searching on the internet see results at the top, bottom and side of the page. Mid-page results are expressed as organic results and are free results that match the search results entirely. Paid search differs from traditional advertising in terms of using the auction model in the paid search system. The advertiser offers a price for each keyword or phrase that matches them. The high bid offered increases the likelihood of the ad appearing in the top positions. The advertiser only pays a fee if the ad is clicked. It is also of great importance to match the searched words with the keywords created by the advertiser for the website. Most paid search experts first use paid search to find keywords that will achieve the best results (Kingsnorth, 2016/2017: 114-11).

1.3.4. Electronic Mail (E-Mail) Marketing

Email marketing can be defined as sending informative messages about products and services to consumers over the internet. Among the aims of e-mail marketing are to ensure customer loyalty, increase brand recognition, and ensure that customers are aware of discounts and campaigns. Businesses that easily use this element of digital marketing can promote their products and services. E-mail costs less compared to advertising or other media delivery formats. Businesses or marketers can create graphics that appeal to customers and provide effective email by adding text that is not boring (Yasmin et al., 2015: 72).

1.3.5. Search Engine Optimization (SEO)

Search engines such as Google, Bing, Yahoo, Yandex have shown a serious improvement in terms of delivering search results quickly and bringing relevant results. Thanks to the developed algorithms, visitors are directed to highly relevant results depending on their authorization. This technology is referred to as search engine optimization (SEO). SEO provides increased interaction between websites and online users through the search engine. SEO promotes the effective use of keywords, making the content on web pages relevant to searchers. In addition, SEO provides authorization to websites with the link generation method and provides advantages to websites over clicks from links. In other words, the more links other websites provide to your website, the more visibility and traffic your website increases (Fernandes and Vidyasagar, 2015: 64).

SEO can be achieved through organic results or paid (sponsored) results. Through organic SEO, the website owner ranks at the top for the

website in the search result, without using any paid method to get it. On the other hand, the website owner can also choose to rank high in the search result for the website through paid SEO or paid advertising using Google Adwords (Terrance et al., 2017: 155):

In addition to increasing brand awareness and creating interaction, one of the goals of SEO is to direct traffic to a website to gain potential customers. (Iredale and Heinze, 2016: 110). The main purpose of search engine optimization is to inform people about available products or services. Moreover, SEO is beneficial in increasing the visibility of a company on the internet. Both SEO and search engine marketing (SEA) are widely used among larger firms. (Taiminen and Karjaluoto, 2015: 5). Google regularly updates its algorithm to present more relevant results to the user. Google aims to prevent manipulations due to the algorithm and irrelevant results that do not deserve to be at the top of the search results page and performs updates accordingly. Therefore, Google helps users and businesses, and improves its efforts to get the desired results in search every day. At the same time, search engine optimization is considered as one of the most cost-effective marketing strategies that will bring organic traffic to businesses (Bala and Verma, 2018: 329).

2. Small Business and Digitalization

There are different definitions in different sources about small businesses. The World Bank classifies firms with size by number of employees and defines firms with 1-9 employees as micro and firms with 10-49 employees as small, while the US Small Business Administration defines businesses with 1-499 employees as small businesses (Ritz, 2019: 181).

Following the studies carried out by the Ministry of Science, Industry and Technology (BSTP) with the coordination of Small and Medium Industry Development and Support Administration (KOSGEB), the classification of SMEs according to the regulation published in the Turkish Official Newspaper on 4 November 2012 is given in Table 1 below (SME Strategy and Action Plan 2015-2018 Report p.27)

Table 1: National SME Definition

Scale	Number of Employees		Annual Turnover (TL)		Annual Balance Sheet (TL)
Micro Business	<10	and	≤ 1 Million	or	≤ 1 Million
Small business	10-49		≤ 8 Million		≤ 8 Million
Medium Business	50-249		≤ 40 Million		≤ 40 Million

Source: SME Strategy and Action Plan 2015-2018 Report, p.27

“Digitalization is defined as the process used to restructure economies, institutions and society at the system level”. With digitalization, websites, forums, social networks enable customers and businesses to interact and

help businesses to announce their products and services on different platforms (Bouwman et al., 2019: 1).

2.1. The Importance of Digitalization in Small Businesses

After the Covid-19 global epidemic that emerged in 2019, many countries implemented national quarantine and businesses were economically negatively affected by these practices. The importance of digital tools has become more evident in almost all sectors from education to manufacturing. Especially e-commerce businesses have continued their activities increasingly in this process. Small businesses that provide services or sell products over the internet were also relatively less affected by the global epidemic compared to other businesses without web presence. The importance of internet tools in the digitalizing world has been better understood during the epidemic period.

Businesses use digital marketing tools for many purposes such as reaching new markets, gaining revenue with repetitive or cross-selling, strengthening corporate communication, better management of customer information, managing customer requests about products, and so on. Digital Marketing is considered to be extremely important for small and new enterprises to continue their activities, grow and be successful. Marketing currently uses technology to innovate and make it easier for businesses to enter expanding markets (Teixeira et al., 2017: 95-96).

Alford and Page (2015) stated that the speed of technological innovation creates an information gap for some business owners or managers, but these people are also aware of the opportunities brought by using technology in marketing.

Marketing generally has a positive effect on firm performance and marketing procedures are seen as efficient tools. If a small or medium sized business does not have a digital marketing strategy, it becomes more vulnerable in competitive markets (Nakara et al., 2012: 388). Therefore, it is important for businesses to implement digital marketing tools with the right strategy.

2.2. Information for Small Businesses in Turkey

Turkey's SME's, constitute 99.9% of the total operation. Especially micro and small enterprises from SMEs can be said that a significant impact on Turkey's economy. According to the size businesses located in Turkey as a percentage in Table 2 it is also shown.

Table 2: Percentage Classification by Size of Business in Turkey (2013)

Businesses by Size	Percentages
Micro Business	93.6%
Small business	5.4%
Medium Business	0.9%
Big Business	0.1%

Source: SME Strategy and Action Plan 2015-2018 Report, p.28

According to the SME Strategy and Action Plan 2015-2018 Report; 99.9% of the businesses in Turkey are small and medium-sized enterprises (SMEs). While micro enterprises with less than 10 employees constitute 93.6% of the total enterprises, small enterprises with 10 to 49 employees constitute 5.4% of the total enterprises. These data are shown in Table 2 above. According to the Innovation Research conducted in 2012, the rate of enterprises engaged in marketing and / or organizational innovation activities in SMEs is 42.2%.

Table 3: Turkey's Information Technology Usage Survey in Small and Medium Scale Enterprise, 2019

	Small Business (10-49)	Medium size Business (50-249)
Use of computer	96.2%	99.1%
Access to the Internet	94.1%	98.7%
Website Ownership	63.9%	78.2%
Social Networking	94.7%	93.7%
Blog, Micro Blog Usage	34.0%	36.2%
Hiring or Attempting an IT Specialist (2017)	3.2%	10.3%
Hiring or Attempting an IT Specialist (2018)	4.2%	9.8%

Source: Turkey Statistical Institute, Information and Communication Technologies Usage in Enterprises Survey, 2019

When Table 3 examined Turkey's moderate use of computers in businesses of scale, internet access and it is high website ownership rate in the same way as web hosts use of small business and appear to be at levels that could be called high rate access to the Internet. The rate of small businesses owning a website has increased by 63.9% (previous year 63.1%) in 2019. In addition, small businesses Facebook, Twitter, Instagram, etc. social network usage rate stands out with 94.7%. In addition, approximately 1 out of every 3 small businesses use Blog or Micro Blog type sites. Considering the rate of employing or undertaking informatics experts of small enterprises, there was an increase of 31.25% in 2018 compared to the previous year, and a decrease of 5.1% in medium-sized enterprises.

3. Factors Affecting Digital Marketing Adaptation in Small Businesses

There are some studies in the literature on the factors affecting the use or adaptation of digital marketing. The factors used in studies related to digital marketing adaptation, including those related to small or micro enterprises, are given in Table 4 below.

Table 4: Factors Affecting Digital Marketing Adaptation and Related Studies

Factors	Studies
Perceived Ease of Use	Chatterjee and Kar (2020), Shrestha (2019), Ritz et al. (2019), El-Gohary (2011)
Perceived Relative Advantage	Nuseir and Aljumah (2020), Chatterjee and Kar (2020), Shrestha (2019), Ritz et al. (2019), Alsharji et al. (2017), Shaltoni (2017), El-Gohary (2011)
Compatibility	Nuseir and Aljumah (2020), Chatterjee and Kar (2020), Shrestha (2019), Alsharji et al. (2017), Shaltoni (2017), El-Gohary (2011)
Competition Level	Chatterjee and Kar (2020), Shrestha (2019), Shaltoni (2017), El-Gohary (2011)
Cost	Chatterjee and Kar (2020), Shrestha (2019), El-Gohary (2011)

3.1. Perceived Ease of Use

“Perceived ease of use can be expressed as the degree to which an innovation is perceived as easy to use and easy to understand” (Teixeira et al., 2017: 98). New technologies that are simpler to understand are adopted faster than others that require more learning time.

“Perceived ease of use is also defined as the degree to which businesses can use new technology effortlessly” (Dahnil et al., 2014: 122). Perceived ease of use is also used in studies conducted with the Technology Acceptance Model (TAM) with perceived benefit. Perceived ease of use, as defined by Davis (1989), refers to the degree to which a person believes that it will be easy to use a particular system (Kanchanatane et al., 2014: 3). In line with this information, the perceived ease of use factor was added to the study and the following hypothesis was formed:

H1: There is a significant and positive relationship between perceived ease of use and digital marketing adaptation.

3.2. Perceived Relative Advantage

“The degree to which a person believes that using a particular system will increase job performance is defined as perceived relative advantage” (El-Gohary, 2011: 6). Businesses try to gain competitive advantage while using the latest technologies such as digital marketing. Relative advantage can also be expressed as the degree to which innovation is seen as a better alternative by potential trend followers in the market (Nuseir and Aljumah, 2020:623). Decision makers who perceive an innovation as a relative

advantage are more likely to adopt that innovation (Ching and Ellis, 2004: 414). Many studies have shown that perceived relative advantage positively affects digital marketing intention to use.

If businesses perceive that the benefit they will gain by applying traditional marketing tools is less than the benefit they will get by applying digital marketing tools, these businesses will be more likely to choose digital channels. New markets, lower transaction costs, or better customer service are examples of the perceived relative advantage here (Shaltoni, 2017: 1011). In line with this information, the perceived relative advantage factor was added to the study and the following hypothesis was formed:

H2: There is a significant and positive relationship between perceived relative advantage and digital marketing adaptation.

3.3. Compatibility

Compatibility is defined as the degree to which an innovation is perceived as consistent with the current values, needs and past experiences of potential adopters (El-Gohary, 2011: 6). Perceiving digital marketing processes in harmony by business and business employees will make it easier for the business to use digital marketing tools.

Compatibility is about understanding to what extent the new technology fits in line with previous practices and current needs as well as the current values of SMEs. If businesses feel that the technology is compatible with the business application system, SMEs often consider adopting this technology. It is necessary to determine the processes and tasks within the organization in order for business employees to use the digital technology, which they have previously been informed about, in a way that is compatible with the business without any problems (Chatterjee and Kar, 2020: 3). In line with this information, the following hypothesis was created by adding the compatibility factor to the study:

H3: There is a significant and positive relationship between compatibility and digital marketing adaptation.

3.4. Competition Level

Small and medium-sized businesses struggle with competition due to their large number and availability of substitutes. Businesses that want to stand out from the competition can turn to digital marketing channels to improve their services or products, as well as to increase their recognition and expand their customer network.

Studies have shown that small businesses turn towards e-commerce and adopt e-commerce in order to increase their competitive power. (El-Gohary, 2011: 6). It can be said that as businesses turn to e-commerce, the

use of digital marketing tools, which are an important part of e-commerce, is becoming widespread.

In a highly competitive environment, businesses need to constantly follow technological developments in order not to lose their competitive advantage. Businesses can adopt digital marketing to stand out from their competitors in a highly competitive environment (Shaltoni, 2017: 1012). In line with this information, the following hypothesis was created by adding the level of competition factor to the study:

H4: There is a significant and positive relationship between the competition level and digital marketing adaptation.

3.5. Cost

Cost plays a very important role in the adoption of a technology by a business. The need for low cost and low information technology skills encourages SMEs to use social media marketing. Digital marketing channels such as social media allow SMEs to communicate with their consumers at low cost. Therefore, if the cost of digital marketing is lower than the cost of traditional marketing channels, businesses are likely to use digital channels (Chatterjee and Kar, 2020: 4).

Although digital marketing platforms are more cost effective than traditional marketing platforms, they can reach a wider audience and convey a message. It is especially difficult for small businesses to compete with larger companies over the advertising space through traditional marketing. On the other hand, small-scale companies may be at a disadvantage due to the increasing costs of website development and maintenance or smart and sustainable digital marketing practices (Low et al., 2020: 11).

Business size and resources are effective in determining the digital marketing tools used. Small businesses consider costly applications such as website ownership and paid advertising, and this cost factor can affect the way small businesses view digital marketing. In line with this information, the following hypothesis was created by adding the cost factor to the study:

H5: There is a significant and positive relationship between cost and digital marketing adaptation.

4. An Application on Digital Marketing Adaptation of Small Businesses in Aydın Province

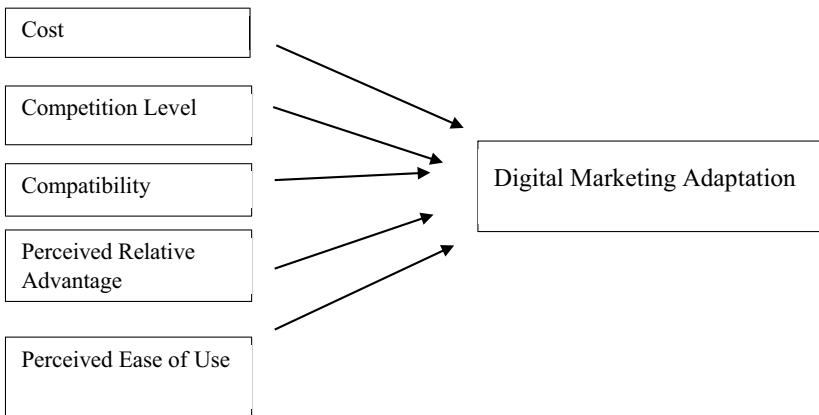
4.1. Methodology

Changes are experienced in traditional business processes as a result of the widespread use of the internet and information technologies, directing the marketing efforts of businesses to digital channels. It should be taken into account that although the number of businesses using digital marketing

channels is widespread, there are especially small and local businesses that have not yet shown any digital assets. Accordingly, in order for small businesses to compete with other businesses using digital marketing tools, their perspective on digital marketing or their level of adoption of digital marketing should be determined. In this context, it is aimed to determine what factors affect the digital marketing adaptation of small enterprises in line with the data to be obtained. Turkey has been included in the study only small businesses located in the province of Aydin, is considered responsible for survey responses from business owners or business.

Studies on the factors affecting digital marketing adaptation were examined and relevant expressions were adapted: As independent variables; cost (Chatterjee and Kar, 2020), level of competition (Shaltoni, 2017), compatibility (Chatterjee and Kar, 2020), perceived relative advantage (Shaltoni, 2017; Ritz et al. 2019), perceived ease of use (Chatterjee and Kar, 2020; Ritz et al. 2019), as dependent variable; digital marketing adaptation (Gyamfi, 2016) took part in the study. The model of the research is shown in Figure 1 below:

Figure 1: Research Model



4.2. Collection of Data

Within the scope of the study, a questionnaire was created on Google forms and presented to the participants online. Considering the answers of small business enterprises with less than 50 employees, 26 questionnaires were obtained. Although the questionnaire includes demographic questions, there are expressions in 5-Likert format (1-Strongly Disagree, 2-Disagree, 3-Neither Agree, Neither Disagree, 4-Agree, 5-Totally Agree) for evaluating the factors affecting digital marketing adaptation.

4.3. Data Analysis

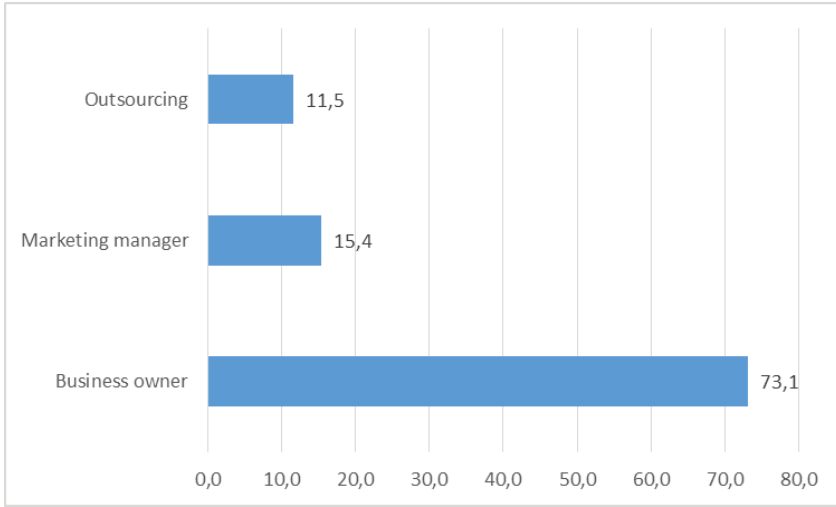
Analyzes of the obtained data were made using the SPSS 25 statistical program. Reliability tests were conducted to determine the suitability of the scales for the analysis to be made, and it was concluded that the scale was suitable for analysis. T and Anova tests were performed on demographic expressions and frequency distributions were examined. Correlation analysis was applied to determine the relationship between the dependent variable and the independent variables. Demographic characteristics and frequency distributions of the participants are shown in Table 5.

Table 5: Demographic Characteristics and frequency distributions

Gender	f	%	Year of Activity	f	%
Woman	10	38,5	5 years and less	15	57,7
Male	16	61,5	6-10 years	2	7,7
Age range	f	%	From 11 to 15 years	2	7,7
25 years and under	2	7,7	Between 16-20 years	5	19,2
26 to 34 years old	17	65,4	21 years and above	2	7,7
35 to 44 years old	5	19,2	Number of Employees	f	%
45 to 54 years old	1	3,8	Between 1-9	22	84,6
55 to 64 years old	1	3,8	Between 19-49	4	15,4
65 years and older	0	0	Position	f	%
Education level	f	%	Business owner	22	84,6
Middle School	2	7,7	Business Manager	4	15,4
High school	5	19,2	Activity Market	f	%
College	5	19,2	Local Market	22	84,6
Undergraduate	10	38,5	National market	3	11,5
Postgraduate	4	15,4	International Market	1	3,8
Legal Structure	f	%	Activity area	f	%
Sole proprietorship	21	80,8	Production and Sales	7	26,9
Limited company	4	15,4	Service	19	73,1
Incorporated company	1	3,8			

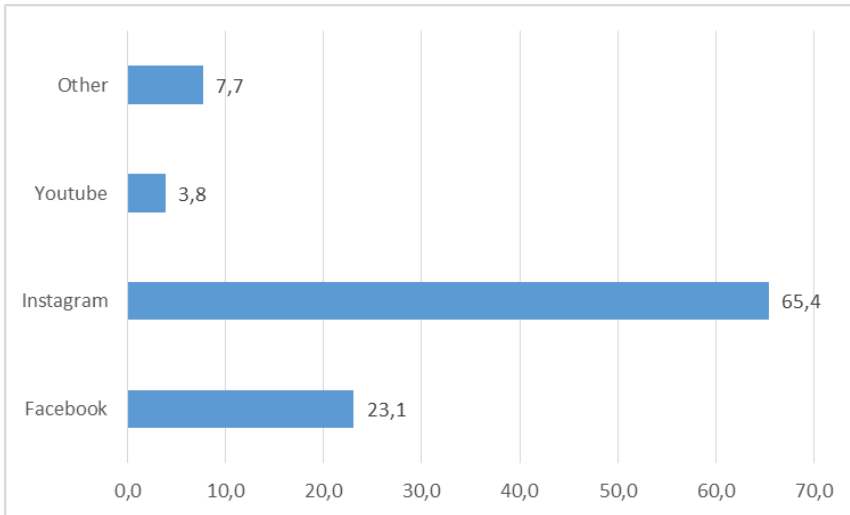
In the study, 61.5% of the participants are men and 38.5% are women, and it is seen that the 26-34 age range is 65.4% in majority. In the survey, which is mostly answered by business owners, it is striking that 80.8% of the enterprises are sole proprietorships and the number of employees is 1-9 (84.6%).

Chart 2: Percentages of Managing Digital Marketing Tools



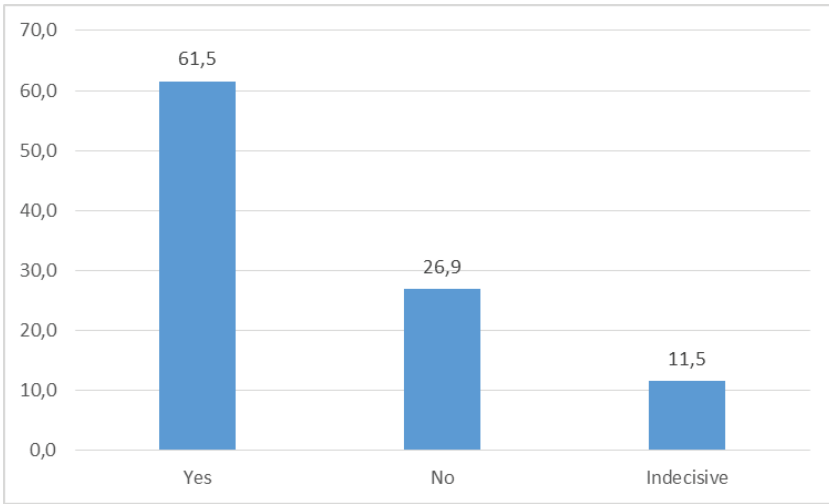
When Chart 2 is examined, it is seen that the majority of the small businesses participating in the survey, who continue their digital marketing activities, are business owners.

Chart 3: Percentage of Social Networks Participants Find Most Effective in Reaching Their Customers



As shown in Chart 3, while Instagram was the social network that survey participants found the most effective in reaching their customers, Facebook ranked second.

Chart 4: Percentage of Participants Considering Training Necessary for Digital Marketing Activities



In Chart 4, where the percentages of participants who think training is required for digital marketing activities, participants who need digital marketing training constitute the majority.

Table 6: Reliability Analysis (Cronbach's Alpha)

Variable	Cronbach's Alpha Value
Cost	0,907
Competition Level	0,858
Compatibility	0,913
Perceived Relative Advantage	0,979
Perceived Ease of Use	0,933
Digital Marketing Adaptation	0,972

When Table 6 is examined, it is seen that the Cronbach's Alpha value of each scale is greater than 0.70 and the scales are quite reliable.

Table 7: T Tests

	Variables	Groups	N	X	t	p
Gender	Factors	Woman	10	3,8167	2,563	0,019*
		Male	16	2,9097		
	Digital Marketing Adaptation	Woman	10	4,1000	2,526	0,021*
		Male	16	3,0000		
Activity Area	Factors	Production and Sales	7	2,9206	-0,908	0,373
		Service	19	3,3830		
	Digital Marketing Adaptation	Production and Sales	7	3,1429	-0,610	0,547
		Service	19	3,5263		

Year of Activity	Factors	Between 1-9	22	3,5253	3,276	0,003*
		Between 10-49	4	1,7917		
	Digital Marketing Adaptation	Between 1-9	22	3,7727	3,635	0,001*
		Between 10-49	4	1,5000		

Participants' digital marketing adaptation attitudes and attitudes towards the factors affecting digital marketing adaptation differ significantly by gender. As shown in Table 7, female participants' attitudes towards digital marketing adaptation ($X = 4.1000$) and attitudes towards factors affecting digital marketing adaptation ($X = 3.8167$) are more positive than male participants.

Businesses with 1 to 9 employees have more positive attitudes towards digital marketing adaptation ($X = 3.7727$) and attitudes towards factors affecting digital marketing adaptation ($X = 3,5253$) compared to businesses with 10 to 49 employees.

The digital marketing adaptation attitudes of production and sales companies and service businesses and their attitudes towards the factors that affect digital marketing adaptation do not differ.

Table 8: Anova Analysis

Age Range of Participants	t	p	Legal Structure	t	p
Factors	1,383	0,274	Factors	0,024	0,976
Digital Marketing Adaptation	1,324	0,294	Digital Marketing Adaptation	0,220	0,804
Education Status	t	p	Market	t	p
Factors	0,962	0,449	Factors	0,693	0,510
Digital Marketing Adaptation	0,750	0,569	Digital Marketing Adaptation	1,159	0,331
Year of Activity	t	p			
Factors	0,383	0,818			
Digital Marketing Adaptation	0,203	0,934			

According to the results of the ANOVA analysis in Table 8, there is no significant difference between the factors affecting digital marketing adaptation and adaptation and the demographic characteristics of the enterprises and participants (age range of the participants, educational status, operating year of the enterprises, legal structure and the market they operate in).

Table 9: Correlation Analysis

	1	2	3	4	5	6
1 Digital Marketing Adaptation	1	,678**	,855**	,924**	,966**	,930**
2 Cost	,678**	1	,729**	,633**	,676**	,685**
3 Competition Level	,855**	,729**	1	,807**	,838**	,893**
4 Compatibility	,924**	,633**	,807**	1	,891**	,813**
5 Perceived Relative Advantage	,966**	,676**	,838**	,891**	1	,942**
6 Perceived Ease of Use	,930**	,685**	,893**	,813**	,942**	1

****Correlation is significant at the 0,01 level (2-Tailed)**

In the correlation analysis in Table 9, all correlation values between digital marketing adaptation and the factors affecting digital marketing adaptation are found at a significance level of 0.01%. Very strong and positive direction between digital marketing adaptation and cost ($r = 0.678$), very strong and positive direction between the level of competition ($r = 0.855$), very strong and positive direction between compatibility ($r = 0.924$), very strong and perceived relative advantage. It is seen that there is a very strong and positive correlation ($r = 0.930$) between perceived ease of use in the positive direction ($r = 0.966$). In line with these results, it is possible to say that all of the H1, H2, H3, H4 and H5 hypotheses are supported.

5. Results and Recommendations

99% of small businesses that businesses operating in Turkey in parallel with the world, emphasizes the importance of this type of business in the national economy. Considering the point and future of electronic commerce, it will be inevitable for businesses to turn to digitalization in the coming years. Today, where digital marketing efforts are seen as a necessity, small businesses may have difficulties in marketing their products and services through digital channels due to their relatively small capital and lack of trained personnel in digital marketing tools. Despite these challenges, it would be beneficial to ensure that digital marketing activities, which have many benefits, such as getting one step ahead of the competition and increasing the number of customers reached, are implemented by small businesses. This study was conducted in order to understand the perspectives of small businesses towards digital marketing and to determine the strength of the relationship between the factors that affect their digital marketing adoption and digital marketing adaptation.

Looking at the data obtained in the research, it is seen that digital marketing activities in small businesses are generally (73.1%) managed

by the business owner, 84.6% of these organizations, 80.8% of which are sole proprietorships, operate in the local market and 73.1% in the service sector. In the study where the majority of them were micro enterprises with 84.6%, Instagram (65.4%) was the social network most used by businesses in digital marketing, followed by Facebook (23.1%). However, 61.5% of the survey participants think that business employees should be educated on digital marketing.

As a result of the T tests and Anova Analysis; It was observed that female participants' attitudes towards digital marketing adaptation and their attitudes towards the factors affecting digital marketing adaptation were more positive than male participants. It has been determined that micro enterprises' attitudes towards digital marketing adaptation and attitudes towards the factors affecting digital marketing adaptation are more positive than small businesses with 10 to 49 employees. There was no significant difference between other demographic characteristics and variables.

As a result of the correlation analysis applied; Strong and positive ($r = 0.678$) between digital marketing adaptation and cost, very strong and positive ($r = 0.855$) between the level of competition, very strong and positive direction ($r = 0.924$), very strong and very strong perceived relative advantage. There is a very strong positive ($r = 0.930$) relationship between perceived ease of use, positively ($r = 0.966$). Although a strong and positive relationship was found between all independent variables and digital marketing adaptation, it was determined that the perceived relative advantage factor had the highest level of relationship with digital marketing adaptation. In other words, the more advantage that the business thinks it can obtain from digital marketing activities, the more digital marketing adaptation is.

The limitations of the study are that the study was carried out only on businesses in Aydın province and the sample size was low. Similarly in future studies to be performed in different cities or Turkey increasing the sample collecting data from the public, by including medium-sized businesses with small businesses do research on SMEs is recommended.

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Chapter 12

BEING A FEMALE ACCOUNTANT IN PATRIARCHAL SOCIETIES: A QUALITATIVE STUDY SPECIFIC TO UŞAK PROVINCE



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Introduction

While in many societies around the world, the matriarchal structure was dominant before the patriarchal system, mainly with the orientation towards settled agriculture and animal husbandry, the role and duties of women in life began to change. A transition from a matriarchal structure to a patriarchal system has started.

It is stated that in patriarchal societies, decision-making ability is associated only with men, and women's roles in life consist only of housework and childcare. Today, the belief that women are assigned with obedience to men has left its place to the principle of equality, and the idea that a fair distribution of duties is made to women and men are dominant in the society. With the increase in the education level of women, there is almost no business that is not endeavored by women in many areas. Particularly for women who are economically free to know and defend their rights legally, their disciplined/devoted work has enabled them to be encountered in many areas of business life.

Although the participation rate of women in business life is high, it is observed that the problem of gender discrimination continues in some societies. This discriminatory perception can also be seen in the accounting profession. Since the accounting profession has been accepted as a male profession from past to present, it has been observed that female accountants have trouble in taking part in the profession. The fact that the accounting profession requires constant communication with many segments of the society and businesses has led to contradictory beliefs against women such as "women make mistakes in accounting records", "give deficit in accounts", "we face sanctions."

This study aimed to determine whether female accounting professionals perceive the positive and negative effects of the patriarchal structure and to find solutions to the difficulties faced in their family and professional life. The research is based on two main sections, patriarchy and the accounting profession. In the third part of the study, the research method is included. The investigation was completed with the conclusion section, where the findings obtained from the analysis process were interpreted and discussed.

Literature Review

The sample of the study consists of female accounting professionals. Although it is not directly mentioned in the reviews on female accounting professionals in the literature, the effect of the patriarchal structure is dealt with indirectly due to gender and professional problems. Thus, scientific researches focused on female accountants have been examined in the literature review.

Ağca and Yalçın (2009) conducted one of the examples of negative discrimination studies based on gender in female accounting professions. Moreover, according to this study, there are not many types of research on gender-based discrimination in Turkey. In this study, in which 20 female accounting professionals operating in Istanbul were taken as a sample, the negative gender discrimination hypothesis against women was accepted. Çetin (2019) conducted another compilation study based on gender discrimination experienced by female accounting professionals. In his research, Çetin (2019) analyzed the 35 most-cited works about female accounting professionals and evaluated women's position and professional problems in the accounting profession. Özçelik (2018), like other studies, carried out his research based on the gender dimension by taking samples of 86 accounting professionals in Artvin and Rize provinces. Özçelik (2018) stated in the conclusion part of his study that, unlike other studies, the difficulties experienced by accounting professionals with their taxpayers are not a significant difference in terms of gender. A different, more comprehensive study was carried out by Tosunoğlu and Ertaş (2020) on women accounting professionals in the TR90 region (Artvin, Rize, Giresun, Ordu, Gümüşhane, Trabzon), including Artvin and Rize provinces. As a result of the analysis of 164 surveys conducted in the TR90 region, it was asserted that women who could not establish a healthy balance between work and family experienced work and family conflicts. Selimoğlu et al. (2020) conducted an up-to-date study in the literature, focusing on gender-themed and women's numbers in the profession by interviewing four female accounting professionals in Eskişehir. The four female accounting professionals interviewed made a dialectical statement, emphasizing that they were disadvantaged in some aspects. Still, they stated that there was no gender discrimination. Besides, there is an assumption in the study that the number of women in the profession will increase.

There are national studies carried in different provinces of Turkey, as well as international studies on female accounting professionals in other countries. As an example of these studies, Ogunniyi et al. (2019) examine gender discrimination in Nigeria and the career process of female accounting professionals within the framework of scholarships awarded at Nigerian universities. Within the scope of the scholarships awarded for the career process, according to the study result, there is no gender discrimination, and that necessary skills in accounting play a crucial role. Ribeiro et al. (2016) studied the interaction between the job search reasons (job demand) and job postings (job resources) of 851 female accounting professionals in South Africa with structural equation modeling. In the model established, work and family conflict, workload, and unsafe work environment were added as factors affecting the reasons for job search. Faragalla (2015) conducted another study dealing with women in business life. Faragalla (2015) compared the responses of 13 female accounting professionals regarding

gender discrimination in Romania, with the answers of 280 women working in various professions. As an international study, Morrissey (2012), who is also a female accounting professional, discussed the reasons why women earn less than men in the accounting profession did.

As a result of the literature review, it has been concluded that there are fewer studies on women accounting professionals in the national field compared to international literature. It is understood from the literature review that female accounting professions generally experience gender discrimination negatively; work and family conflicts due to the intense work pressure of the job, and have difficulties such as wage differences. In this study, examining the patriarchy perception of female professionals who work in the accounting profession in Turkey adds originality to the research. It is also believed that the study will enhance national literature.

Patriarchy and Woman

The etymological origin of the word patriarchy is expressed as “ατριαρχία” (patriarkhes) in Greek, and it means “the head of a lineage” (Bozok, 2018, p.32). According to another source, the word patriarchy entered Turkish from French, and it was derived from the word “Patria”, which indicated father and converted into “patriarchy” (Korkmaz & Başer, 2019: p.72). The concept of patriarchy, described as male power in the shortest term, is a social order based on the ancestry of the father for the child raised in a family structure according to the Turkish dictionary prepared by the Turkish Language Association. (sozluk.gov.tr/, 16.09.2020). In the Cambridge international dictionary, the word “patriarchy” is expressed as a social structure in which the leadership in the family is in the male and social order that emerges due to the man’s use of power (dictionary.cambridge.org/dictionary/english/patriarchy, .16.09.2020). Usually, suppose a standard definition is made, patriarchy can be expressed as a structure in which men are prioritized, and gender roles are dominant in the family, an essential touchstone of societies in the social order. Newborn children have adopted some conventional traditional concepts such as patriarchy since they are raised in the structural order of the family, which is the first place of education, within the framework of the role model of their mother or father. The patriarchy concept has thus preserved its vitality by being carried from generation to generation. Hence, the effect of patriarchy is felt at different levels in societies with other social structures. Scientific publications whose primary theme in the literature is women are important for examining the historical process of the development of the idea of patriarchy.

Based on the archaeological data on the historical course of the concept of patriarchy, it is stated that it emerged in the lands of Mesopotamia, where the first step to civilization was taken. It is assumed from archive documents that after the transformation of urban communities into urban

states in Mesopotamia, clergy and some military class and administrators created a class structure with privilege by acquiring property. In the historical process, with the belief that property ownership was secured by inheritance from father to son, the patriarchal family structure became evident. Also, while the power and management power was in the hands of the man in Mesopotamia, women, and children were obeying the authority of the man. According to Engels, the birth of the concept of ownership lies in the pushing of women to the second class in patriarchal societies (Arıkan, 1997, p.1-14). With the idea of property, men gained more value as the economic power of the family. The concept of patriarchy can be explained as a whole with concepts such as class and gender discrimination, capitalism, family structure, and gender. With the transition from nomadic life to settled life, there have been transformations in production and workforce. The idea of patriarchy, which is related to male and female discrimination, is more emphasized in studies that adopt feminist theory.

In the women-themed works produced by historians who have adopted feminism since the 1970s, in the structures dominated by patriarchy, there are roles assigned to women and men by society. In these societies, while the duties such as childbearing and raising, motherhood, housework, gathering belong to women, it is foreseen that tasks such as hunting, military service, security, management, and politics belong to men (Şenel, 2012, p.247). In studies based on feminism, it is emphasized that women are seen as second class in working life, their limitations in business life, and gender issues. Women are seen as worthless in patriarchal societies because they are engaged in domestic work such as cleaning, doing the dishes, cooking, etc., which have no monetary value and are not counted from production. Thus, even if women leave home, they concentrate on specific occupations and are restricted in working life (Özçatal, 2011, p.22). For instance, professions such as nursing, teaching (especially preschool and kindergarten teacher), and child or elderly caregivers are favored by society more for women due to their maternal nature.

In feudal and traditional cultures, while women are restricted within the home, men are seen as superior and freer. In traditional societies, the woman can leave her career for the sake of operates' job. In short, men are hierarchically praised in these societies. In traditional societies where men are featured, domestic violence is more common. Women who are subjected to violence in the family do not disclose and accept the brutality in the patriarchal structure as natural. As a result of industrialization in modern societies, the production structure has also evolved, and migration to metropolitan cities has increased. Consequently, women participated in business life to support the household. The role of the man, which is the economic power indicator of the family, has been affected by the change in the production structure. With modernization, women participating in professional life have shown

their presence in public spaces by leaving the domestic space in traditional societies. It can be observed that modern women behave like a man in public spaces dominated by males. Therefore, the importance given to women and women's rights is among the criteria of modern societies. (Yaraman, 2010, p.698-704; Korkmaz and Başer, 2019, p.73-74). Philosopher Jhon Stuart Mill emphasized the importance of women, which is a criterion of modern society, with his discourse as "If you want to measure the level of civilization, take a look at women's lives immediately" (Göksel, 1984, p.213).

The belief system, historical, and social fabric of Turkey is different from other western countries. Although the patriarchal structure prevails in ancient Turkish culture, the status of women is different compared to other countries. In the ancient Turkish societies in Central Asia, according to the historical findings woman takes part in the administrative process with the title of "Türkan" or "Bilge Hatun (wise woman)" as the partner of the house. In the Ottoman social structure, the position of women, along with religious beliefs differed compared to the Old Turks. In Ottoman society, there were rules such as separate living spaces of men and women, concubine status, the right to divorce with the "Let go" discourse, while the woman had no right to divorce (Yılmaz, 2010, p.191-193). With the Tanzimat, innovations were brought to women's rights compared to the Ottoman society. Several regulations were made, such as sending girls to school, land law regulation that includes inheritance rights for girls, the abolition of wedding dress tax, the prohibition of concubinage. After the Tanzimat, with the establishment of the Republic in Turkey, fundamental rights such as the right to divorce, the right to elect and be elected as deputies were granted to women (Kuyaksil, 2009, p.328-350). In Article 10 of the Constitution of the Republic of Turkey, which is valid today, there is a legal text that directly states the equality of women and men. This law is an indication of the legal rejection of the position of women in the patriarchal system. Today, although there are written legal sources, there are some difficulties encountered by women in working life. Soysal (2010) listed the problems women generally experience as patriarchy, belief and consequently oppression against women, gender-based role discrimination, harassment and mobbing, glass ceiling syndrome, obstacles in-laws, prejudices, role conflicts, social-psychological difficulties, and organizational-environmental obstacles in his study.

ACCOUNTING PROFESSION

Accounting science is a system that generates information for individuals and institutions by explaining the increase and decrease in financial terms by finding and using the resources of an organization. The generally accepted definition of accounting is presented as "the process of recording, classifying, summarizing, reporting and interpreting a financial event" (Sevilengül, 2005, p.9-13). The accounting profession is the person who fulfills this process. Accounting is referred to as the "language of the

business” in the literature because it produces and presents information to the relevant persons or groups.

It is accepted that accounting theory started in Italy in 1296 with the existence of records kept in Florence. However, the presence of accounting was encountered in the historical period before 1296. Relatedly, cases such as clay tablets used in the Babylonian Empire, calculation data on papyrus papers in Ancient Egypt, keeping accounts of temples in ancient Greece can be given as examples of the existence in the historical development of accounting. In the scientific sense, Luca Pacioli has an important place in the history of accounting. Luca Pacioli, a clergyman, published his work “Summa Arithmetica”, which includes the double-sided recording method, in Venice in 1494. This work is regarded as the first published accounting book. The systematic birth and organization of accounting in Turkey took place in the field of state accounting in the Ottomans. The staircase method used in the Ottomans in the following period was abandoned in 1879, and the double-sided recording method was adopted. The development process of accounting history in Turkey continued with the Tanzimat (1839) and the establishment of the Republic. Accountants in Turkey have officially gained three different titles as Independent Accountant, Independent Accountant, and Financial Advisor and Certified Public Accountant in 1989 with the “Independent Accountant and Financial Advisor and Certified Councillorship Law” numbered 3568. In 2008, the title of Independent Accountant was abolished with Law No. 5786. Two professional titles of profession members, independent accountant and financial advisor and certified councillorship, are still used today (Arıkan & Güvemli, 2013, p.33-57).

Gender data of registered professions published on the official website of the Union of Chambers of Certified Public Accountants and Sworn-in Certified Public Accountants of Turkey (TÜRMOB) is shown in Table 1.

Table 1: *Gender Data of Accounting Professional Registered with TÜRMOB*

Gender	CPA Number	IAFA Number	SCPA Number	Total
Male	6407	71855	4395	82657
Female	1379	32364	390	34133
Sum	7786	104219	4785	116790

* CPA: Certified Public Accountant / IAFA: Independent Accountant and Financial Advisor / SCPA: Sworn-in CPA

Source: turmob.org.tr/istatistikler/df447eb1-e8ef-4df2-a3c0-92376d568eba/meslek-mensubu-cinsiyet-tablosu

In the 20 years between 1988 and 2008, although the proportion of women in the accounting profession increased in Turkey, no significant progress was observed (Yardımcıoğlu, 2008, p. 147). Arıkan and Güvemli (2013) stated in their study that the Istanbul Chamber of Independent

Accountants and Financial Advisors (ISMMM) has the highest number of members within TÜRMOB. When the gender-based data of the members of the profession in 1999, at the tenth year of the establishment of ISMMM are examined, the ratio of women according to the total number of members is around 11%. According to the gender data in Table 1 covering TÜRMOB Turkey in general, it is noted that 29% of women doing the accounting profession and 71% of men are compared to the total professional member. According to these proportional data, it can be assumed that the majority of accounting professionals in Turkey are men, and the profession is male-dominated. In 2019, when the research data were obtained, the ratio of actively working female accounting professionals to the total number of members in line with the information provided by the Uşak SMMM chamber was approximately 16%. In Uşak, the accounting profession is a male-intensive profession.

METHOD

Qualitative research is closely related to different disciplines. Qualitative research can be defined as a method in which events or situations are handled in a holistic manner using interviews, observations, or documents. The patterns in qualitative research are “cultural analysis,” “phenomenology,” “theorizing,” “case study” and “action research” (Yıldırım & Şimşek, 2013: p. 76-84).

This study was aimed to determine the difficulties faced by female accounting professionals in their professional lives in Turkey, which is accepted as a patriarchal society. Thus, the research was carried out with a qualitative research method and was designed as a case study.

Yet, the case study is defined as the detailed description of the researcher applying various sources (observations, interviews, audio-visual materials, documents, and reports) within a certain period and revealing the themes based on this situation (Creswell, 2007: 72).

Research Sample

In this study, “typical case sampling”, which is one of the purposeful sampling types among qualitative research techniques, was used. The function of qualitative research to gain experience by creating examples and perspectives is seen in studies using this type of sampling (Yıldırım & Şimşek, 2013, p.138). In the survey conducted by Bozok (2018) in line with the findings of the “Fatherhood Research in Turkey”, it was emphasized that there are generally capitalist patriarchal relations in Turkey. In this context, the participants of the study are 11 female accounting professions operating in Uşak, which is thought to have a high patriarchal effect. The fact that the number of participants was not increased due to the repetition of the answers given to the semi-structured questions after a certain

number of interviews was determined as the limitations of the study. All-female accounting professionals continue their activities as Independent Accountants and Financial Advisors. The experience of the professionals participating in the research varies between 3-20 years. Also, code names (Feride, Neslihan, etc.) were given to the participants in order not to decipher the identities of the accounting professionals participating in the study.

Data Collection Technique, Process and Analysis of the Research

The “interview” technique was used in this study. These interviews were conducted in the form of “semi-structured interviews” with the permission and knowledge of the female accounting professionals in the sample. All interviews were conducted face to face and with the help of a voice recorder. During the interviews, observations were made simultaneously. The data collection process covers the period between 29.03.2019-13.05.2019. Information on the data collection process is given in Table 2 below.

Tablo 2. *Data Collection Process*

Date / Place	Timing	Data Type	Participant (Code Name)	Data Collection Format
29.03.2019 Uşak	17 min.. 40”	Semi-Structured Interview	Deniz	Voice Recording
01.04.2019 Uşak	20 min.	Semi-Structured Interview	Asiye	Voice Recording
04.04.2019 Uşak	23 min. 22”	Semi-Structured Interview	Meral	Voice Recording
08.04.2019 Uşak	35 min. 14”	Semi-Structured Interview	Feride	Voice Recording
09.04.2019 Uşak	20 min 33”	Semi-Structured Interview	Neslihan	Voice Recording
16.04.2019 Uşak	22 min 02”	Semi-Structured Interview	Leyla	Voice Recording
06.05.2019 Uşak	29 min. 57”	Semi-Structured Interview	Oya	Voice Recording
08.05.2019 Uşak	20 min. 40”	Semi-Structured Interview	Raziye	Voice Recording
08.05.2019 Uşak	12 min. 16”	Semi-Structured Interview	Halime	Voice Recording
09.05.2019 Uşak	20 min. 49”	Semi-Structured Interview	Handan	Voice Recording
13.05.2019 Uşak	11 min 19”	Semi-Structured Interview	Melike	Voice Recording

The data obtained in this study were analyzed through content analysis; one of the qualitative data analysis methods. The primary purpose of content analysis is to reach the concepts and relationships that can explain the collected data. The content analysis consists of gathering

similar data within the framework of specific ideas and themes, arranging, and interpreting them in a way that the reader can understand. The analysis process consists of coding data, finding themes, organizing codes and themes, and defining and interpreting the findings (Yıldırım & Şimşek, 2013: 259-260). The analysis of the research data was carried out with the help of NVivo 11 Pro, one of the computer-aided qualitative data analysis program.

Findings

In this part of the research, findings, and comments on the findings obtained from 11 female accounting professionals interviewed are included. These findings are presented by citing¹ the received data. The findings are discussed in the conclusion part of the study within the framework of patriarchy. The main themes and sub-themes related were taken from accounting professionals' data. Then with this data, five main themes were reached, namely "Demographic Features," "Professional Life," "Experiences," "Difficulties Encountered," and "Environmental Factors". These themes are given in Table 3 using NVivo 11 Pro Qualitative Data Analysis Program.

Table 3. *Hierarchical Structure of Themes*

Nodes \ Demographic Features
Nodes \ Demographic Features \ Age
Nodes \ Demographic Features \ Marital Status
Nodes \ Demographic Features \ Education Level
Nodes \ Professional Life
Nodes \ Professional Life \ Recruitment Criteria
Nodes \ Professional Life \ The Problem of Being a Woman
Nodes \ Professional Life \ Career Planning
Nodes \ Professional Life \ Expectations of Taxpayers
Nodes \ Experiences
Nodes \ Difficulties Encountered
Nodes \ Environmental Factors

Demographic Features

The demographic characteristics of the interviewees were gathered from 11 accounting professionals' data of the study, and sub-themes named "Age," "Marital Status," and "Education Level" were reached, related to the central theme of "Demographic Features". Based on the information obtained from all-female accounting professionals interviewed, the age of the interviewed professionals is between 33-48. While seven of the

¹ These quotations are given directly by indicating the meeting dates of the accounting professionals interviewed.

interviewed professionals (*Code Names: Deniz, Asiye, Meral, Halime, Oya, Neslihan, Feride*) are married, four (*Code Names: Leyla, Raziye, Handan, Melike*) are single. According to the data obtained, eight of the professions (*Code Names: Deniz, Asiye, Meral, Halime, Neslihan, Leyla, Raziye, Melike*) were graduates, while two (*Code Names: Feride, Oya*) were graduate and one (*Code Name: Handan*) is a graduate of a commercial high school.

Professional Life

Based on the data obtained from female accounting professionals interviewed, the central theme named “Professional Life” was reached. Concerning this main theme, four sub-themes have been achieved: “Recruitment Criteria”, “The Problem of Being a Woman”, “Career Planning” and “Expectations of Taxpayers”.

Recruitment Criteria: The interviewed accountants were asked what kind of criteria they considered necessary when choosing their colleagues, and all members of the profession expressed their opinions. According to the data obtained, the essential criteria can be listed as having individual and social moral values and work discipline and being honest, reliable. It is also stated that the recruitment criteria are focused on training personnel rather than having experience. Five of the female accounting professionals (*Code Names: Feride, Neslihan, Raziye, Halime, Melike*) stated their desire to work with women while selecting their colleagues, while one (*Code Name: Leyla*) mentioned the difficulty of working with women.

The profession named Feride, who was interviewed, expressed her opinion as follows:

Feride (Code Name): (...) It is a little like being surrounded by women. You know, I had a male employee. A small desk job is a matter of patience. I cannot find that in many men; women are tidier. (...) (...) Even being tidy and compile the office. We also know that our job is archiving. (...) **(08.04.2019)**

The member of the profession named Raziye expressed her point of view regarding her male colleagues as follows:

Raziye (Code Name): (...) Women are more conscientious. There are no situations where they go, buy or sell, and trick that taxpayer. I know from myself, I can say women are more connected and more robust. (...) **(08.05.2019)**

On the other hand, the member of the profession code-named Leyla stated “... there is a lot of conflicts between women...”

The Problem of Being a Woman: Nine of the interviewed professional accountants (*Code Names: Meral, Neslihan, Deniz, Leyla, Raziye, Oya,*

Halime, Melike, Asiye) stated their opinions about the roles assigned to them by those with whom they have a business relationship. Also, they indicated that they faced the problem of getting themselves accepted in the market where they maintain their existence as a female accounting professional that there is a prejudice against female accounting professionals. And that it is perceived as a profession that is more specific to men and that book fees can be shaped according to this perception.

The profession named Oya explained her opinion on this issue as follows:

Oya (Code Name): (...) There is such a thing. For instance, I will never go away. The wage you receive may be lower because you are a woman. The reason is that man is bringing home the bread. We have employers approaching with a logic saying you are a woman; you are contributing, too (...) **(06.05.2019)**

The member of the profession code-named Leyla expressed how being a woman while those with whom they have a business relationship and her sexist perspective as follows perceive performing her job:

Leyla (Code Name): (...) The biggest problem we encounter in our profession is that we are women. Since we usually deal with merchants, those being man is the problem. Since they believe, we do not know what we do, and their respect for us is one click below, so they do not show the care and the respect we need. (...) **(16.04.2019)**

Career Planning: The professional accountants interviewed were asked whether they were planning a career or not. Among the interviewed professionals, those with undergraduate degrees (*Code Names: Deniz, Asiye, Meral, Halime, Neslihan, Leyla, Raziye, Melike*) stated that they did not think of a master's degree due to their workload. Another issue is related to professional status differences. The members of the profession interviewed stated that they did not have any attempt to sworn financial advisory as they were performing their profession as independent accountants. The main reasons for these situations can be listed as the difficulty of the professional exams in the current system, the difficulty in finding a job in the market after obtaining a sworn consultancy certificate, and particularly the timing difficulties of married women due to their roles in their private lives.

Feride code-named profession member expressed her thoughts on career planning as follows:

Feride (Code-Named): (...) I have now completed my term for sworn consultancy. You know, there was a condition of being a financial advisor

for ten years. I can apply now so that I can prepare for their exams at any time. I am not thinking about the moment. (...) (...) If three of our sworn financial advisors work here actively and our needs are met once a month, and if the companies that need to have sworn financial advisors procure them from İzmir, those here cannot work very actively anyway. (...) (...). Their exams are tough. (...) **(08.04.2019)**

The member of the profession named Meral, who was interviewed, expressed her opinion in support of the member of the profession called Feride and described her statement as follows:

Meral (Code Name): (...) What would happen if he had a sworn counselor in Uşak, you have not much chance to do this job in Uşak. (...) **(04.04.2019)**

Taxpayer Expectations: Nine of the accounting professionals interviewed (*Code Names: Feride, Meral, Deniz, Raziye, Oya, Halime, Handan, Melike, Asiye*) expressed their opinions on the expectations of taxpayers from them. These expectations are not to act under the business ethics of the taxpayers and to encourage the professional member to decide this direction, to show a low-profit margin, to pay less tax, to act in cooperation with the employers, and to ignore the rights of their workers in compensation, etc. It is possible to sort as requests.

The profession member code-named Oya expressed her opinion on this issue as follows:

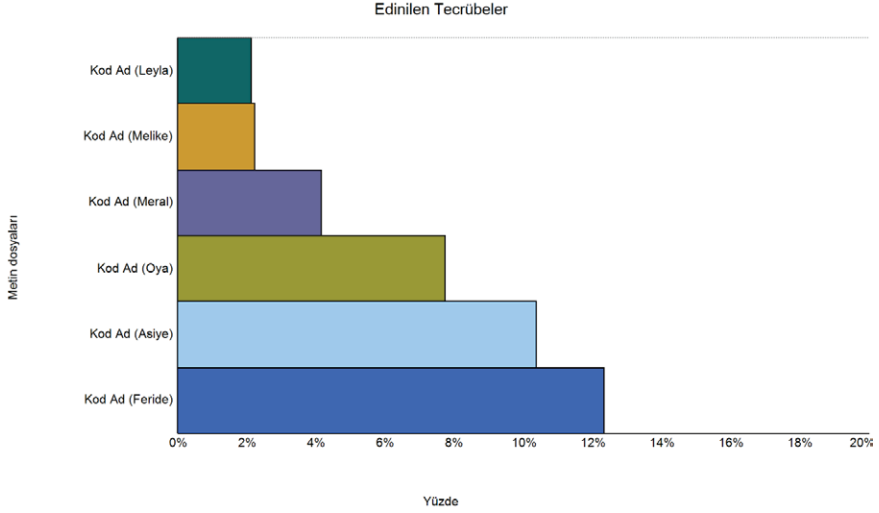
Oya (Code Name): (...) In paying severance and notice pay, first of all, there are such offers, we do not look favorably on these offers. Maybe it was not like this ten years ago, but this has changed in the last five years. Instead of a pro-taxpayer financial advisor, a financial advisor system working on behalf of the state came. Thus, we calculate the severance pay, notice pay, and give it to you. As soon as he pays, this is something that is between him and his worker; we do not interfere with him. (...) **(06.05.2019)**

Experiences

Six female professions (*Code Names: Feride, Meral, Leyla, Oya, Melike, Asiye*) gave their opinions on this theme, which was formed from the data obtained from semi-structured interviews. Figure 1 was created by targeting the percentage distribution of these views; that is, the field criteria in the interview texts.

As can be seen in Figure 1, the person who expresses the most opinions about the experiences of female professionals in their professional lives is a member of the profession named Feride. The person who described the least view is a member of the profession called Leyla.

Figure 1. *Percentage Distribution in the Text Regarding the Main Theme of “Experiences”*



According to the findings obtained from the interview data, the professional accountants who gave their opinions shared information about their “positive” and “negative” experiences. The data obtained show that the accountancy profession is a profession that should be done fondly, “financial liability insurance” should be taken out to minimize the occupational risks. Negotiation is essential in the construction of the relationship between the accountant and the taxpayer.

Difficulties Encountered

As a result of the semi-structured interviews, data on the difficulties faced by women professionals in both their private and social lives were obtained. Eight of the interviewed professions (*Code Names: Feride, Halime, Handan, Leyla, Melike, Neslihan, Oya, Raziye*) expressed their opinions on this issue. The data obtained show that the accounting profession is intense and weary, especially for married and have children; not being able to create time for family members makes a psychological burden, the difficulty of communicating with taxpayers, the challenges of frequent legislative changes, what is called the chore in the accounting profession. It shows that there is a lot of work.

Neslihan, the member of the profession, expresses her opinion on this issue as follows:

Neslihan (Code Name): (...) So it is tough for a woman. You have no vacation; you do not have the luxury of being sick. You always have to master the job. The law changes every day. There is a notification every day; there is a difference every day. Today

we wake up wondering what to wake up with. Today, we do not have a logic to take this as a basis and continue for two years. There is a constant circulation. You have to follow the notification in the office; this is your current job. You have to renew yourself continually. It is a nice thing, but at some point, it tires you because you have a lot of accounting transactions that we have to do routinely. However, it does not happen when you follow the notifications. Also, your customer wants you to dominate his business. Therefore, whether you have three employees or ten, the customer wants to deal with you. Yes, will you take care of his business or follow the notification? (...) (09.04.2019)

The member of the profession named Halime expressed the difficulty of the accounting profession and her burnout as follows:

Halime (Code Name): (...) Our job is very tiring, so actually, it is tiring for a woman. I usually work in the morning. I come home at eight o'clock. Most of the time we go home at eleven or midnight. You know, we have all the angary. Enough is enough; I will work until I am 55, then I do not want to work. (...) (...) For the last five years, we have been taking my child, taking my daughter, and going on vacation, usually on holidays. We cannot visit our parents. (...) (08.05.2019)

Environmental Factors

Nine of the accounting professionals interviewed (*Code Names: Feride, Halime, Handan, Leyla, Melike, Meral, Neslihan, Oya, Raziye*) provided opinions on this issue. Thus, data were collected on whether environmental factors are influential or not while the members of the profession perform their profession as women. The data obtained show that environmental factors are critical in the execution of the profession; mostly, those taxpayers prefer the members of the profession upon recommendation; therefore, the social environment is the crucial element here.

While Feride explained her opinion as "... *In general, my taxpayer is a friend; they come with my relative's advice, they can be my wife's clientele...*" the profession member code-named Oya expressed the finding that supports this view as follows:

Oya (Code Name): (...) For reference, nobody is saying that there is a financial advisor here, let's go to her and take our notebook. These are always happening with familiar surroundings over time. (...) (06.05.2019)

Results and Discussions

As a result of the industrial revolution that took place in the historical process in which the concept of patriarchy was explained with feminist theory, women's roles also changed with the participation of women in working life. The role of women in working life has led to the discussion of gender bias. In Turkey, which is accepted as a patriarchal society, the labor force participation rate of women is lower than men (Karabıyık, 2012, p.233). The accounting profession in Turkey is a profession where men are concentrated. Therefore, female accounting professionals from Turkey/Uşak province were included in the study sample. As a result of analyzing the data obtained from female accounting professionals, main themes, and sub-themes related to these themes were reached. From the data obtained, five main themes were called, namely "Demographic Features", "Professional Life", "Experiences", "Difficulties Encountered" and "Environmental Factors".

The sub-themes of demographic results are age, education level, and marital status. The sub-themes of the main theme of professional life are the recruitment criteria, the problem of being a woman, career planning, and taxpayers' expectations. Within the scope of the recruitment criterion, which is the sub-theme of the main theme of professional life in the study, the majority of the female professionals in the research sample stated that they preferred female candidates for recruitment in the field of accounting. Participants noted that the reason for this situation was that women were more organized and patient in the workplace than men. The opinion of the female professional who prefers male candidates for recruitment is based on the belief that the hired women may have a conflict with each other in the workplace.

Another striking result of the study is that female accounting professionals have expressed the problem of gender discrimination in the profession. It has been said by female members of the profession that there is a belief that the accounting profession is a profession-specific to men. Other problems identified in the study are the difficulty of following up on the current legislation and regulations due to frequent legislative changes and the issue of not being able to allocate enough time to the family due to the intense pace of the accounting profession. Regarding the problems in which the work-family balance is lost, female accounting professionals who play a role in working life in negative psychological situations such as stress and professional burnout experience conflict in the work and family environment (see Tosunoğlu and Ertaş, 2020; 156). It is assumed from the interviews that the female accounting professionals participating in the research do not have career plans and make an effort to pay attention to work ethics.

In line with the results of the research and the observations of the interviews, there are female accounting professions that have a high patriarchal effect, as stated in the literature. For example, the member of the profession named Deniz shows a masculine impression in terms of appearance, hairstyle, speech, and diction. Besides, the member of the profession code-named Deniz stated that he took part in other meetings outside of work and at the management level. Another example interview, in which patriarchy influence was felt a lot, was made with a professional accountant named Meral. The member of the profession called Meral stated that his decisions are more valid in the family than his wife is. Again, it is understood from the impressions of the researchers that this member of this profession has a dominant character in terms of communication in business life and during the interview. As a result of the observations and findings during the interview, the presence of a patriarchal effect was felt in women who carry out the accounting profession.

Female professions with different levels of patriarchy influence experience gender-based problems in working life where men are concentrated. The low salary and wages offered by female members of the profession, the thought that their level of knowledge is deficient or insufficient, etc. problems arise from gender difference. Özyıldırım (2014) stated that gender discrimination is not only limited to gender discrimination but will also cause difficulties for women in accessing resources. In this context, gender discrimination and blocking women's access to resources will adversely affect the economic, political, and cultural development of the society.

Today, generally, women professionals take an active role in both housework and working life. Working life in patriarchal societies can be tiring for female professionals. This situation leads to the fact that female members of the profession do not have a career idea and create the phenomenon of professional burnout. This study, in which the working life of female accounting professionals is interpreted within the framework of patriarchy, will make an essential contribution to the literature.

In new studies, a sample of women working in different jobs can be taken, or scientific studies can be conducted with female accounting professionals working in countries where patriarchy is not affected.

Declaration of Conflicting Interests

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Chapter 13

MOMENTUM AND CONTRARIAN ANOMALIES IN ISLAMIC EQUITY MARKETS: EVIDENCE FROM QISMUT COUNTRIES



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1. INTRODUCTION

One of the oldest and still valid questions is whether financial asset prices can be predicted. The Efficient Market Hypothesis, which was founded by Samuelson (1965) and Fama (1965) and later developed by Roberts (1967) and Fama (1970), states that asset prices fully and instantaneously reflect all available and relevant information. In efficient markets, price movements are random since asset prices change only with new information coming to the markets. For this reason, according to the Efficient Markets Hypothesis, since the information coming to the markets is unknown, asset prices cannot be estimated. Fama (1970) divided market efficiency into three different forms within the scope of information reflected by asset prices: Weak-form efficiency, semi-strong form efficiency, and strong form efficiency. According to the weak-form efficiency, future asset prices and/or returns cannot be predicted based on past prices and returns information, as the asset prices reflect the information of past prices and returns. In other words, asset prices in a weak-form efficient market follow a random walk or a martingale process.¹

The Efficient Market hypothesis claims that investors behave rationally, and prefer high returns at a certain risk level and lowest risks at a certain return level. Investors' risk perception levels may differ from each other depending on the personality structures, socio-cultural conditions, financial literacy levels and living standards (Tunçel, 2013). For this reason, studies have led to the rejection of the Efficient Market Hypothesis and claim that the hypothesis is insufficient in explaining the asset prices and that there are anomalies in the markets (Shiller: 1981; Dockery and Kavussanos: 1996; Lee et al., 2014; Barak, 2008). The concept of anomaly refers to observations or findings that cannot be explained by the Efficient Market Hypothesis (Bali, 2011). Some investment strategies that have been developed claim that future asset prices can be predicted and thus abnormal returns can be achieved by using anomalies in the financial markets. Two of the most important of these anomalies are momentum (underreaction) and contrarian (overreaction) anomalies (Kandır and İnan, 2011).

Contrarian and momentum anomalies indicate the situation that contradicts to the Efficient Market Hypothesis. According to the contrarian anomaly, the value of stocks, which price has fallen (increased) in the past, will increase (decrease) in the future with the reverse movement of prices and there will be an increase (decrease) in the rates of returns. According to the momentum anomaly, securities tend to maintain their past performance (Chan et al., 1996). Momentum anomaly is the empirically observed tendency for rising asset prices to rise further, and falling prices to keep

¹ See Escanciano and Lobato (2009) for detailed information about the random walk and martingale process.

falling, vice versa for contrarian anomaly. Momentum and contrarian anomalies will start to be used as an investment strategy in the next periods. The Contrarian strategy is to sell the stocks with increasing prices and to purchase stocks with decreasing prices. The momentum strategy is to sell securities that have performed poorly in the past and to purchase securities that have performed well in the past (Kandır, 2009). The momentum strategy basis is that the tendency to win will continue as a result of the increase in demand for winning assets in the past due to the investors' late response to new information (Jegadeesh and Titman, 1993). The performance of momentum and/or contrarian strategies can be evaluated by examining the relationships between price movements of assets (Charles et al., 2015).

The existing literature provides useful information on momentum and contrarian anomalies for conventional equity markets; however, little is explored regarding Islamic equity markets. Therefore, in this study, we investigate momentum and contrarian anomalies in Islamic equity markets. For this purpose, we use the weekly data from January 2011 to March 2020 of the Islamic stock indices of QISMUT countries (Qatar, Indonesia, Saudi Arabia, Malaysia, United Arab Emirates, and Turkey) representing 66% of the customer base and also leading the growth and deepening of the Islamic banking sector (Kmalı, 2017; Yıldırım, 2017; Mammadov and Mukhtarov, 2018; Mortadza et al., 2019). We use the serial correlation method with fixed-length rolling windows approach allowing us to detect both momentum and contrarian anomalies. Compared with the existing literature, this paper has the following contributions. First, to the best of our knowledge, this study is the first to examine momentum and contrarian anomalies within the context of QISMUT countries. Second, we use price movements, not the portfolio creation method to detect momentum and contrast anomalies. Third, we use the serial correlation method with fixed-length rolling windows to see the time-varying nature of the momentum and contrarian anomalies. Fourth, we show the dates of momentum and contrarian anomalies on a country basis. Fifth, we provide information on which strategy (momentum/contrarian) is more successful with which country to obtain abnormal returns.

The remainder of this paper is organized as follows: Section 2 reviews the related literature of momentum and contrarian anomalies, while Section 3 provides the details of the data and the methodology. Section 4 reports empirical results and the conclusion is drawn in Section 5.

2. LITERATURE REVIEW

The momentum and contrarian anomalies (strategies) are widely studied in conventional financial markets rather than Islamic financial markets. In particular, the studies on QISMUT countries' financial markets, which play a leading role in the development of the Islamic finance sector

on a global basis, are very few (Li et al., 2016; Tee et al., 2019). In this part of the study, there is information about the studies carried out in the context of momentum and/or contrarian anomalies in conventional and Islamic financial markets.

The first study on overreaction (contrarian) anomaly was performed by De Bondt and Thaler (1985). De Bondt and Thaler conducted analyses using the monthly return rates of the stocks traded on the New York Stock Exchange between 1926 and 1982. They concluded that the portfolio created with the losing stocks in the first 36-months period earned 19.6% more than the market in the second 36-month period, whereas the portfolio created with the winning stocks in the first 36-month period brought 5% less than the market in the second 36-month period. These results show that the performances of the winning and losing stocks in the 36 months reversed in the following 36-month period. Similar results were obtained for the USA stock markets in some later studies (see, for example, Howe: 1986; Brown and Harlow: 1988; Zarowin: 1989; Aguiar and Sales (2010)).

Alonso and Rubio (1990), in their study investigating the contrarian anomaly in Spain, concluded that the portfolio created with the losing stocks in the previous periods provided 24% more return compared to the portfolio created with the winning stocks in the previous periods and stated that contrarian anomaly is valid in the Spanish market. Kato (1990,) who examined the contrarian anomaly in the Japanese capital markets by using stock return data from 1952 to 1989, stated that abnormal returns can be obtained with the contrarian strategy in the Japanese capital markets. Clare and Thomas (1995) investigated the contrarian anomaly in the UK market in their study. As a result of the analysis carried out using the monthly returns between 1955 and 1990, they found that the portfolio created with losing stocks yielded 1.7% more annually than the portfolio created with the winning stocks in the following test period. There are also studies in the literature stating that the contrarian anomaly is valid in various countries' conventional financial markets (see, Page and Way (1992) for South Africa, Baytas and Cakici (1999) for Canada, Japan, Italy, Germany, the UK, and France, Hameed and Ting (2000), Ahmad and Hussain (2001), and Rafik and Marizka (2017) for Malaysia, Dođukanlı and Ergün (2011) for Turkey, Das and Krishnakumar (2015) for India, Wouassom (2017) for Global scale, Chen et al. (2018) for China).

The first study on momentum anomaly was carried out in 1993 by Jegadeesh and Titman. In their study, Jegadeesh and Titman conducted analyses using the returns of stocks traded on the New York Stock Exchange and American Stock Exchange. They concluded that, by using the momentum investment strategy in the form of buying the winning stocks, the abnormal returns can be obtained in a period of three to twelve

months. Jegadeesh and Titman (2001) expanded their studies and conducted analyses with stocks traded on the New York Stock Exchange and American Stock Exchange between 1965 and 1997, and stated that the momentum anomaly was valid. There are also studies in the literature stating that the momentum anomaly is valid in various countries' conventional financial markets (see, Cleary and Inglis (1998) and Cleary et al. (2005) for Canada, Hon and Tonks (2002) for the UK, Wang (2008) for China and Germany, Luxianto (2011) for Indonesia, Ansari and Han (2012) for India, Ejaz and Polak (2014) for Egypt, Saudi Arabia, Oman, Jordan, the United Arab Emirates, and Morocco, Kaldırım (2017) for Turkey, Rafik and Marizka (2017) for Malaysia, Mahmoud and Wardeh (2018) for Iran, Akhter and Yong (2019) for Bangladesh).

Studies carried out within the context of momentum and/or contrarian anomalies in Islamic financial markets are as follows: Farooqi et al. (2015) analyzed the feasibility of the momentum strategy in the Dow Jones Islamic Index. According to the results of the analysis using the data of the stocks in the index, they emphasized that the momentum strategy is valid in Islamic stocks. Narayan and Phan (2017) also reached the same results in the Dow Jones Islamic index. Li et al. (2016) investigated the momentum anomaly in the Islamic stock market of Malaysia, stating that the momentum strategy has not been adequately analyzed in the literature for Islamic stocks. According to the results of the analysis using the data of 10 stocks in the Malaysia Islamic index between 2010 and 2014, they stated that abnormal returns can be obtained in the Malaysia Islamic stock market with the momentum strategy. Nanda (2019) examined the validity of momentum and contrarian strategies in Islamic stocks. In the study, the stocks data included in the Jakarta Islamic 30 index between 2010 and 2018 were used. According to the results of the analysis, the author concluded that momentum and contrarian strategies are not valid for stocks in the Jakarta 30 index. Tee et al. (2019) analyzed the validity of the momentum strategy in the capital markets of Malaysia. A study in which conventional and Islamic stocks were used, determined that momentum anomaly was found in both conventional and Islamic stocks.

3. DATA AND METHODOLOGY

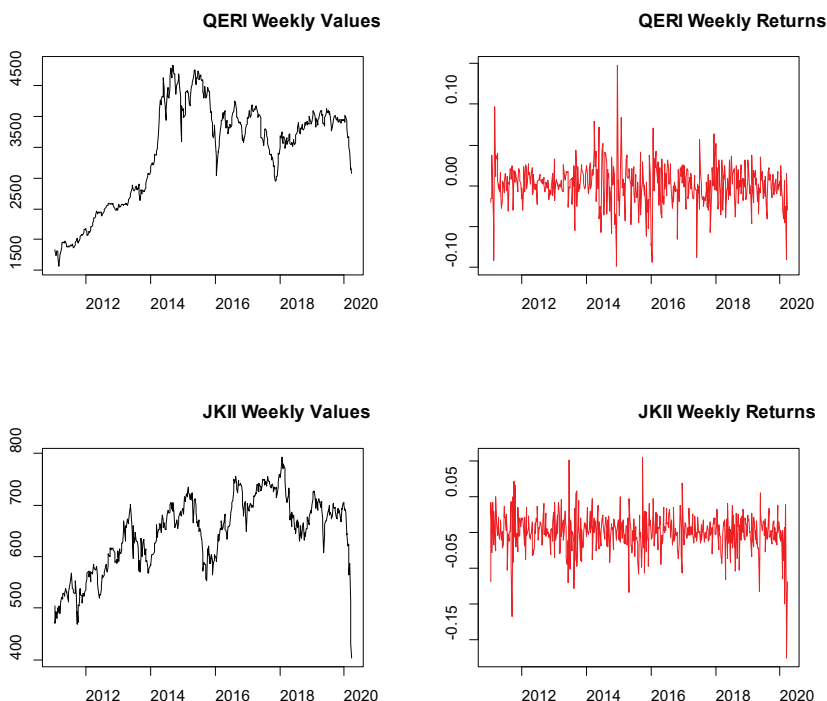
To investigate momentum and contrarian anomalies in Islamic equity markets, we utilize the weekly Islamic stock indices of QISMUT countries (Qatar, Indonesia, Saudi Arabia, Malaysia, United Arab Emirates, and Turkey) from January 9, 2011 to March 22, 2020 (481 observations). Information for these Islamic stock indices can be found in Table 1.

Table 1. Islamic Stock Indices	
Country - Islamic Stock Index Name	Code
Qatar - QE Al Rayan Islamic	QERI
Indonesia - Jakarta Islamic	JKII
Saudi Arabia - S&P Saudi Arabia Domestic Shariah	SPSHDSAD
Malaysia - FTSE Malaysia EMAS Shariah	FTFBMS
United Arab Emirates - FTSE NASDAQ Dubai 15 Shariah	FTDKUS
Turkey - Katilm	KATLM

While the weekly data of Saudi Arabia’s Islamic stock index are taken from the us.spindices.com website, the other Islamic stock indices’ data are obtained from the www.investing.com website. Weekly stock returns are calculated using the formula in Eq. (1) (Bhatia et al., 2018).

$$R_t = \ln V_t - \ln V_{t-1} \tag{1}$$

In Eq. (1), \ln , R_t , V_t , and V_{t-1} refers to natural logarithm, return at time t , index value at time t , and index value at time $t-1$, respectively. The data of values and returns of Islamic stock indexes of QISMUT countries in weekly frequency are shown in Fig. 1.



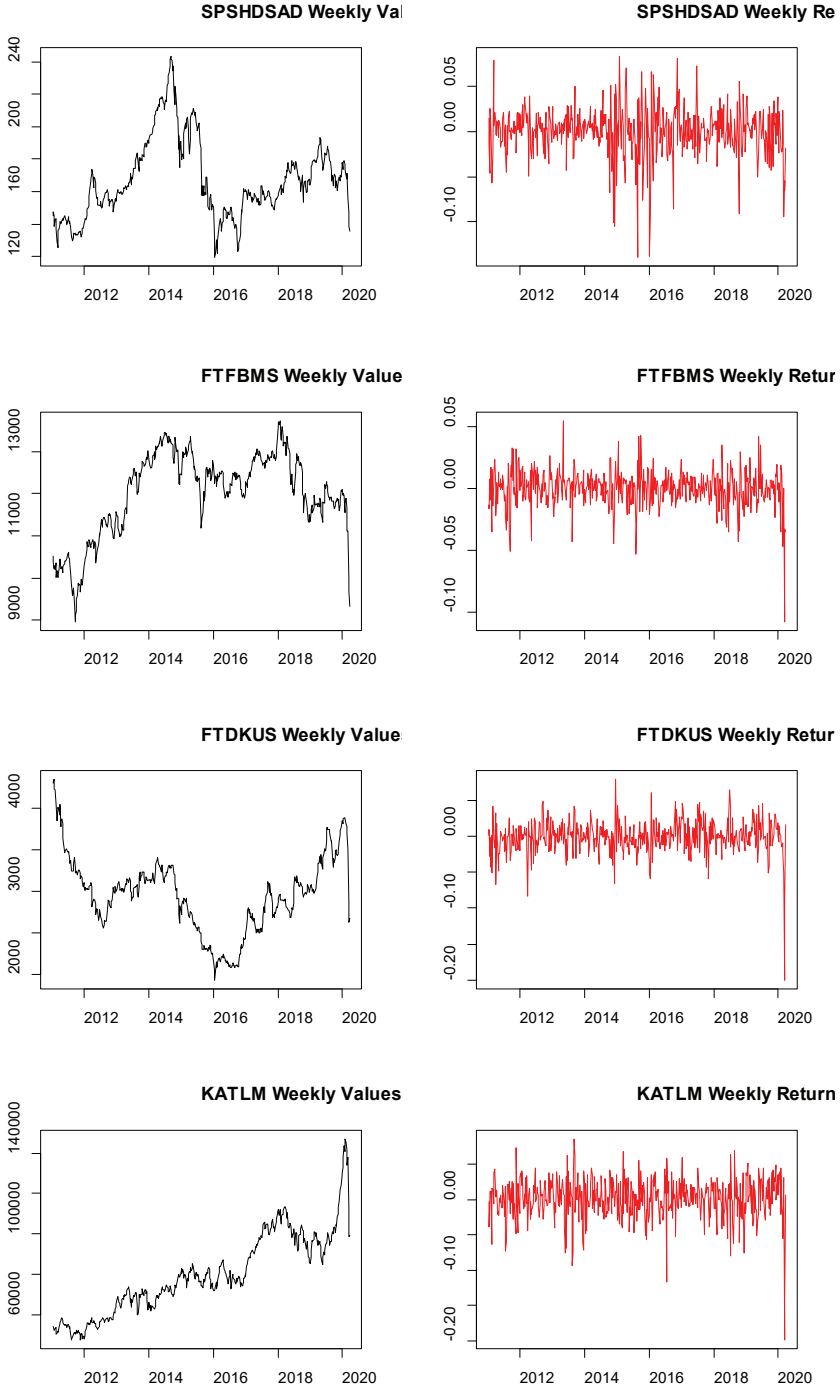


Fig. 1. Time Series Plots for Values and Returns of Islamic Stock Indices

Some summary statistics for the weekly returns of Islamic stock indices are given in Table 2.

	Index					
Statistics	QERI	JKII	SPSHDSAD	FTFBMS	FTDKUS	KATLM
Observations	480	480	480	480	480	480
Mean	0.001078	-0.000471	-0.000142	-0.000250	-0.000988	0.001255
Maximum	0.148540	0.105391	0.083517	0.054712	0.079538	0.086153
Minimum	-0.099053	-0.176013	-0.139296	-0.107694	-0.200204	-0.199131
Std. Dev.	0.025761	0.027429	0.026808	0.014838	0.022733	0.029261
Skewness	-0.094985	-1.011791	-0.960206	-0.994190	-1.528126	-1.245089
Kurtosis	7.117801	8.807106	7.348594	9.614543	15.64408	8.735104
Jarque-Bera	339.8475*** (0.0000)	756.3473*** (0.0000)	451.9651*** (0.0000)	954.1167*** (0.0000)	3384.271*** (0.0000)	781.8481*** (0.0000)
ADF	-20.03674*** (0.0000)	-23.98392*** (0.0000)	-20.87641*** (0.0000)	-20.35751*** (0.0000)	-18.40666*** (0.0000)	-21.12428*** (0.0000)

Notes: While the values in parentheses indicate *p*-probability values, the asterisks *** denote significance at the 1% significance level. Std. Dev. and ADF are used for standard deviation and Augmented Dickey-Fuller unit root test developed by Said and Dickey (1984), respectively.

According to Table 2, Turkey’s KATLM Islamic stock index has the highest mean return, while FTDKUS Islamic stock index of United Arab Emirates has the lowest mean return, and in terms of riskiness, Turkey’s Islamic stock index has the highest volatility, while, Malaysia’s FTFBMS Islamic stock index has the lowest value in this regard. Skewness values show that the distribution of Islamic stock indexes’ returns skewed to the left, while Kurtosis values indicate that the distribution of the return series is leptokurtic. Jarque-Bera (Jarque and Bera, 1980) test results for normality show that the null hypothesis of normality for all return series rejected at %1 significance level. We conduct the Augmented Dickey-Fuller unit root test for stationarity, and we find that all return series are stationary and that the Islamic stock index returns of QISMUT countries are suitable for the analysis.

In this study, following the studies of Lo (2004, 2005), we use the serial correlation method with a rolling windows approach to examine momentum and contrarian anomalies in Islamic equity markets, since it shows both direction and degree of the relationship in the return series. Serial correlation coefficients for each window are calculated as follows:

$$\hat{\rho}_1 = \frac{\sum_{t=1}^{N-1} (Y_t - \bar{Y}_{\cdot 1})(Y_{t+1} - \bar{Y}_{\cdot 2})}{\sqrt{\sum_{t=1}^{N-1} (Y_t - \bar{Y}_{\cdot 1})^2} \sqrt{\sum_{t=1}^{N-1} (Y_{t+1} - \bar{Y}_{\cdot 2})^2}} \tag{2}$$

where *N* is the number of observations, $\bar{Y}_{\cdot 1}$ is the mean of the first *N* - 1 observations and $\bar{Y}_{\cdot 2}$ is the mean of the last *N* - 1 observations

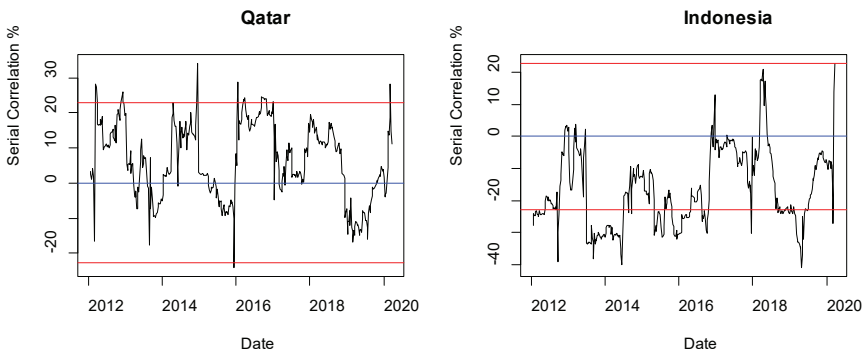
(Popović et al., 2013; de Smith, 2015). To examine whether obtained serial correlation coefficients are statistically significant, we calculate upper and lower limits of the determined significance level as follows:

$$\begin{matrix} +Z_{\alpha/2} \\ -Z_{\alpha/2} \end{matrix} \frac{1}{\sqrt{N}} \quad (3)$$

Positive $\hat{\rho}_1$ value indicates that prices are moving in the same direction i.e., momentum anomaly whereas negative $\hat{\rho}_1$ value indicates that prices are moving in the opposite direction i.e., contrarian anomaly. In addition, the positive (negative) $\hat{\rho}_1$ value between the upper and lower limits indicates that momentum (contrarian) anomaly is not statistically significant. On the other hand, the positive (negative) $\hat{\rho}_1$ value above (below) the upper (lower) limit exhibits that momentum (contrarian) anomaly is statistically significant.

4. EMPIRICAL RESULTS

In the study, we perform serial correlation method with 1 year (52 weeks) fixed-length rolling windows approach because rolling windows approach consider structural breaks by nature (see Lazar et al., 2012) and can simultaneously diagnose both momentum and contrarian anomalies. The first window comprises weekly returns from January 16, 2011 to January 15, 2012. After calculating the serial correlation coefficient of the first window, the window is moved 1 week forward and a new window is created. With this technique, we create a total of 428 windows and calculate the serial correlation coefficient of each window. To determine momentum and contrarian anomalies in Islamic equity markets, the serial correlation coefficients calculated for each QISMUT country are plotted in Fig. 2.



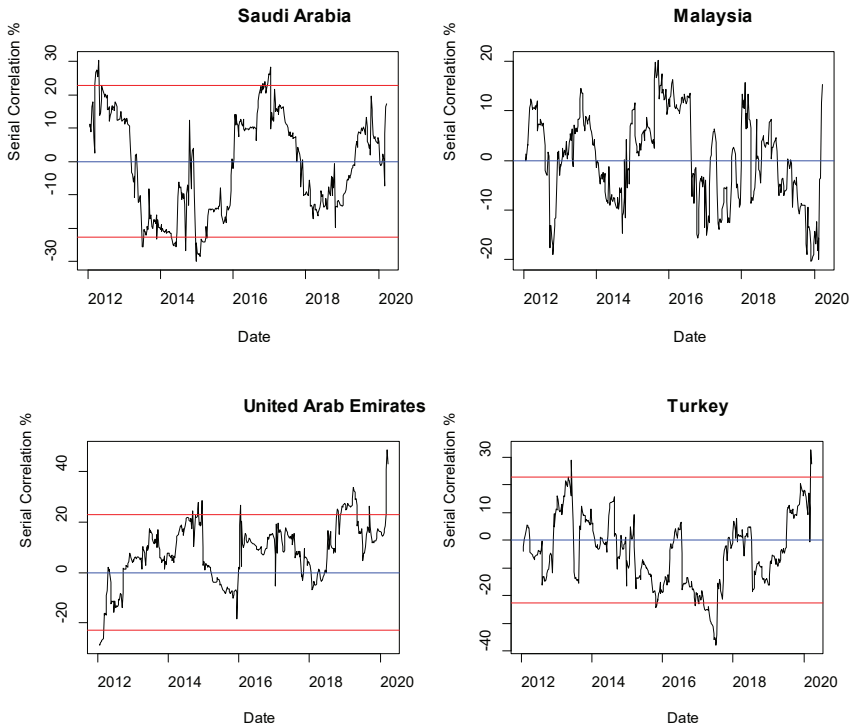


Fig. 2. Plots of Serial Correlation Analyses Outputs

While serial correlation coefficients are plotted in black lines, the horizontal red lines in Fig. 2 show the critical values (-22.81, 22.81) of the 10% significance level calculated for the sample size (in this study sample size is 52). The serial correlation coefficient greater than zero indicates that there are positive relationships in the return series, i.e. there is a momentum anomaly. If the serial correlation coefficient is less than zero, there is a negative relationship in the return series, which indicates the contrarian anomaly. The serial correlation coefficients exceeding the horizontal red lines showing the critical values of the 10% significance level indicate that the momentum or contrarian anomaly at the relevant dates is statistically significant.

The graphical plots clearly illustrate the time-varying nature of the performance of momentum and contrarian strategies. We observe that there are both statistically significant momentum and contrarian anomalies in QISMUT equity markets except Malaysia. There are a number of 1, 160, 27, 7, and 24 weeks in the Islamic stock markets of Qatar, Indonesia, Saudi Arabia, the United Arab Emirates, and Turkey, respectively where the contrarian anomaly is statistically significant. For the Islamic stock markets of Qatar, Indonesia, Saudi Arabia, the United Arab Emirates, and

Turkey, the number of weeks where the momentum anomaly is statistically significant is 24, 1, 14, 37, and 3, respectively.

These results indicate that while the momentum anomaly occurs more compared to the contrarian anomaly in the Islamic equity markets of Qatar and the United Arab Emirates, the contrarian anomaly occurs more in the Islamic equity markets of Indonesia, Saudi Arabia, and Turkey. Abnormal returns can be obtained with the momentum investment strategy in the Islamic equity markets of Qatar and the United Arab Emirates. In the Islamic equity markets of Indonesia, Saudi Arabia, and Turkey, the contrarian investment strategy can be used to achieve abnormal returns. Abnormal returns cannot be obtained with momentum or contrarian investment strategy in the Islamic equity market of Malaysia. These results are very important for individual and institutional investors, portfolio managers, market participants, and decisionmakers.

5. CONCLUSION

We investigate momentum and contrarian anomalies in the Islamic equity markets using the weekly returns data of Islamic stock indices of QISMUT countries. By employing serial correlation method with a fixed-length rolling windows approach, the main empirical results can be summarized as follows: i) There are both momentum and contrarian anomalies in the Islamic equity markets of QISMUT countries except Malaysia. ii) The performance of momentum and contrarian investment strategies differs from time to time. iii) Abnormal returns can be achieved in the Islamic equity markets of Qatar and the United Arab Emirates using the momentum investment strategy, as the momentum anomaly is more common in these markets. iv) The contrarian anomaly is more common in the Islamic equity markets of Indonesia, Saudi Arabia, and Turkey. Therefore, to obtain abnormal returns in these markets, the contrarian investment strategy can be preferred. v) For the Islamic equity market of Malaysia, abnormal returns cannot be obtained using momentum and/or contrarian investment strategy.

These findings provide important implications for individual and institutional investors, portfolio managers, decisionmakers, and other market participants as there are going to be the opportunity to make abnormal returns in the Islamic equity markets by using momentum and/or contrarian investment strategies. The Islamic equity markets can become more speculative through the predictable patterns in prices, which will make it even more important to regulate and control these markets. Future studies can be carried out on the investigation of momentum and/or contrarian anomalies in other Islamic equity markets. Besides, studies can be carried out on the development of new economic models to detect momentum and/or contrarian anomalies and test the validity of these models.

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Chapter 14

INVESTIGATING THE MAIN DRIVERS OF SELF-SERVICE PARCEL DELIVERY PREFERENCE THROUGH NEW SERVICE DEVELOPMENT APPROACH



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1. INTRODUCTION

It is estimated that 1.92 billion people purchased goods or services online resulting in an e-commerce volume of 3.5 trillion U.S. dollars worldwide in 2019 (Statista, 2020). The growth will accelerate even further in the future depending especially on the changing behaviors of consumers affected by the pandemic. As a result of the tremendous increase in e-commerce, cargo delivery services have faced significant challenges in meeting this demand. The bottleneck in their delivery services becomes a primary concern in the last mile logistics services. The shares of last mile logistic's have been exceeding 50 percent in the total parcel delivery cost (McKinsey&Company. 2016). Moreover, this change has affected environmental sustainability since the number of vehicles in the traffic increases carbon emissions and car accidents as well as related other city logistics problems. Developed countries such as the USA, France, Germany and Holland put into effect alternative new solutions which included self-service parcel delivery services as well. Implementation of these solutions needs customer effort since customers have to pick up their packages from the pre-determined parcel delivery points.

These solutions have recently come up in developing countries. E-commerce activities actually kicked off during the recent decades in emerging countries including Turkey. These e-commerce activities started during the late 1990s in Turkey followed by a high potential for growth. Observed at around 30.8 billion TL in 2016, the volume of the e-commerce market is estimated to reach 6,853 million US dollars until 2023 with an annual growth rate of 2.8% (UTİKAD, 2019). Moreover, Turkey has a very young cargo industry with a history that dates back about 35-40 years with the courier and logistics services gaining momentum after the transition to a free market economy. Today, the already established Turkish cargo, courier and distribution sector employs 100 thousand people (TRKAriz, 2017).

Self-service delivery solutions have been discussed in the related literature during the last decade mostly from the perspective of service providers. On the other hand, the consumer perspective has been neglected even though the solutions require consumer collaboration (Kim, Park and Lee, 2017). Hence, the aim of the present study was to define the main drivers of self-service parcel delivery preference in the lens of customer perspective which is a rare find in the related literature. The new service development approach is used based on the service-dominant logic paradigm, which suggests that service value can be created just with consumer collaboration in provided services. The present study focuses on customer complaints towards traditional services and motivations creating a willingness to use self-service parcel delivery service solutions. The attributes of point of parcel delivery (POP) are also identified. As a

result, current POP types and new service offers suggested by customers are discussed.

Turkey is used as a case study for an emerging country. In parallel to the aforementioned developments, these solutions are still in their infancy in emerging countries. The interpretive methodology has been used in the study since it is not well-known concept in Turkey. Fifty-five respondents with a wide range of socio-demographic characteristics were subject to semi-structured interviews. Content analysis procedure was put into practice as a result of which 5 main themes were defined including traditional service satisfaction, motivations to use POP, POP attributes, POP types, and new service development suggestions. The findings show that the attributes related to closeness and security, and safety are the main characteristics of POP, and aside from self-oriented motivations i.e., time flexibility, faster and cheaper delivery, the contribution to environmental sustainability, and society are the widespread motivations. Moreover, the POP attributes and customer motivations have changed depending on customer satisfaction related to traditional delivery services and intrinsic motivations which differ service design offer together. This study contributes to both last-mile logistics literature as well as to the logistics practitioners taking into consideration customer perspective, and subjecting Turkey as an emerging country context.

An overview of the theoretical background and the state of research on the self-service parcel delivery and new service development concepts have been presented in the following sections of the study. Findings on 15 semi-structured interviews conducted with customers are also provided. The results, suggestions, and limitations are discussed at the end of the study.

2. LITERATURE REVIEW

2.1. Self-Service Parcel Delivery

Last-mile delivery is the final part of the delivery chain from the last transit point to the final drop point. As an alternative solution to traditional last-mile delivery services, the final drop points in self-service parcel delivery services are switched to collection points where customer orders are aggregated (Yuen, Wang, and Wong, 2018). After that, customers collect their individual cargos by themselves, tracking the messages sent by the courier company. Thus it can be defined as a “customer-oriented service with a strong behavioral component” (Collins, 2015). Self-service parcel delivery quickly became a popular alternative for home delivery in Europe, USA, China, Singapore, and South Korea. Although underdeveloped countries have initiatives for this delivery solution, it is developing rather slowly (Junjie and Min, 2013). As an emerging country, Turkey promotes these solutions through some cargo companies such as Yurtiçi Kargo- YK Plus 7/24, PTT-Kargomat, e-commerce platforms like

Hepsiburada-Hepsimat, Trendyol-Teslimat Noktası, and others such as KargoPark in recent years. On the other hand, these companies offer a very limited number of POP to Turkish customers which are yet to be recognized or preferred by the customers.

There are two main categories for self-service parcel delivery systems. The first is operated through local shops (i.e., dry cleaners) from which customers can pick-up their parcels during their working hours. The shop receives a fixed payment and extra commission for each delivered package from the contracted cargo company. The other category makes use of 24 h a day open locker boxes which can be located in gas stations, groceries and shopping centers. Some of the well-known companies are Mondial Relay, Relais Colis, Kiala and Pickup Services in France, Amazon and Google in the USA, DHL/Deutsche Post in Germany (Morganti, Dabanc and Fortin, 2014), Amazon Locker, and JD.com in China (Chen, Yu, Yang and Wei, 2018). The most attractive advantage of these services for the customers is that they can provide the flexibility of time over traditional services, and so customers can avoid failed first-time delivery. They also reduce transportation costs for service providers since consolidated parcels require shorter road trips. From an environmental perspective, they also reduce traffic congestions and emissions of greenhouse gases.

Even though performance depends highly on customer participation, there are limited empiric studies to understand customer behavior towards self-service parcel delivery in terms of service attributes and motivations in literature. Therefore, this research area is still open to development with comprehensive consumer behavior studies. Findings of various academic studies put forth that some motivations and service attributes are especially affected by the desire of the customer to prefer these solutions. For example, the study conducted by Wang, Yuen, Wong, and Teo (2019) illustrated that perceived convenience, functionality and security have a significant impact on the cognitive attitudes of the consumers towards participating in self-collection, whereas perceived assurance and enjoyment exert influence consumers' affective motivation. Collins's (2006) study found that delivery cost, precision and flexibility, the distance of POP, opening hours of POP, and the quality of parking impact customer behavior. Vakulenko, Shams, Hellström, and Hjort, (2019) revealed that customers feel they have more options and more control in terms of human interaction avoidance, time flexibility, and pricing with self-service parcel delivery systems. Chou, and Lu (2009) put forth some factors which make an impact on customer satisfaction such as 'range of delivery', 'seldom loses parcels', 'invoice accuracy', 'prompt and reliable collection' and 'delivery by due time', "competitiveness of price" respectively. Collins (2015) reported that if factors such as price, quality, location are adjusted, customers can prefer more environmentally friendly modes such as the self-collection points.

On the other hand, McKinsey&Company (2016) revealed that self-service parcel delivery does not really appeal to the customers despite all the provided advantages. The most convincing way is to offer cheaper delivery costs for the customers.

2.2. New Service Development Approach

It is impossible to market a product or a service that has not been subjected to customer-oriented expectation. The offer has to primarily meet the customer's demands and needs (Kotler & Keller; 2012). Moreover, companies in the service sector have sought new services that will create attraction in the eyes of the customers thereby differentiating them in the face of competition. According to Lovelock and Wright (2002), newness does not always mean a significant change in the characteristics of the core product, it can be range from major service innovation to just changes in style. The new service development (NSD) framework is an effective way for services to reach these aims according to the service-dominant logic paradigm's supporters. Generally, NSD has some stages from idea generation to market launch (Lin and Hsieh, 2011; Tajeddini, 2011). Among these phases, the initial stage is crucial since the rest of the stages are built on the decisions taken at this step. Alam (2006) defined it as the front-end stage, including idea generation, screening, and concept development. At this intense information stage, customers should be involved in NSD projects to improve service design (Özdemir, 2015). The method that is most frequently suggested for the integration of customers is to ask them to evaluate the already existing services and their wish list with regard to service attributes (Alam and Perry, 2002). On the other hand, considering customer needs by itself is not enough to gain market profitability. The service offer should be a mediator between customer needs and the business's strategic aims (Goldstein, Johnston, Duffy and Rao, 2002:124). Otherwise, it will not be a successful solution for being competitive in the market.

3. METHODOLOGY

3.1. Data Collection

The interpretivist paradigm was used since it is a new solution in Turkey. Criterion sampling from among purposive sampling methods was used to select the interviewees. Participants with different attributes such as gender, age, house type, location were interviewed from among e-commerce customers in order to increase the validity of the research. The interviews were finalized when there were no new ideas to further enrich the study. Fifteen semi-structured interviews were conducted. The questions were asked to evaluate customer satisfaction with traditional services, and to determine attributes of POP (point of parcel delivery) and

motivations to encourage customers to prefer POP. In addition, customers evaluated the existing self-service parcel delivery options and made their desired service design. Interviews were conducted during January 2021 – February 2021, and 7 hours of sound were recorded. The average duration of the interviews was 30 minutes.

3.2. Characteristics of Respondents

The characteristics of each respondent are seen in Table 1.

Table 1. *Charectericts of The Respondents*

Re- spon- dent	Education Level	Gender	Age	Marital Status	Working Hours	House Type	Order Frequency (in a month)	Used Alternative Delivery Solution
R1	PhD	Male	49	Married	Full Time	Single house/ Suburban	8	Site security/ Doorstep
R2	Undergraduate	Male	63	Married	Retired	Apartment/ Urban	40	Doorstep
R3	Undergraduate	Female	50	Married	Full Time	Single house/ Suburban	>50	Doorstep
R4	PhD	Male	45	Married	Full Time	Apartment/ Urban	5	Neighbors, work place, doorstep
R5	High School	Female	35	Married	Full Time	Apartment/ Urban	3	-
R6	Undergraduate	Female	45	Married	Full Time	Single house/ Suburban	2	Doorstep
R7	Undergraduate	Male	28	Single/ Living alone	Full Time	Apartment/ Urban	10	Workplace
R8	High School	Male	67	Married	Retired	Single house/ Suburban	>10	Doorstep
R9	PhD	Female	39	Single/ Living alone	Full Time	Apartment/ Urban	>8	Site security / Doorstep
R10	Master	Female	32	Single/ Living alone	Full Time	Apartment/ Urban	>8	Workplace
R11	Master	Female	30	Single/ Living alone	Full Time	Apartment/ Urban	>10	Doorman
R12	Undergraduate	Male	30	Married	Full Time	Apartment/ Suburban	5	Doorstep/ Workplace
R13	Master	Male	32	Married	Full Time	Apartment/ Urban	>10	Doorstep/ Workplace
R14	High School	Female	21	Single/ Living with parents	-	Apartment/ Urban	>5	-
R15	High School	Female	20	Single/ Living with parents	-	Apartment/ Urban	>6	-

3.3. Data Analysis

The interviews were conducted by a single researcher. In order to increase reliability, the researcher repeatedly evaluated the interviews listening to the audio recordings at different time periods, as recommended by Krippendorff (2013). The obtained data were analyzed using the 18.1.1 version of MaxQda software, which is one of the commonly used software in qualitative data analysis, as a result of which 524 codes were obtained with 5 main themes as traditional service satisfaction, motivations, POP attributes, POP types, and new service development suggestions, which are presented below in Table 2.

Table 2. *The Final Coding Table*

THEMES		
1.Traditional Service Satisfaction Customer Complaints Positive Evaluation	3. POP Attributes 3.1. Delivery Efficiency 3.2. Human-Based Attributes 3.3. Destination Attributes 3.4. Interior Attributes of POP 3.5. Closeness 3.6. Labor policy of POP	5. New Service Development Suggestions 5.1. Process line extensions 5.2. Supplementary service innovations 5.3. Service improvements
2.Motivations 2.1. Self-Oriented Community-Oriented Environment- Oriented	POP Types Human-Based Machine-Based Hybrid	

4. FINDINGS

The comments received on obtained themes are presented below.

4.1. Traditional Service Satisfaction

It is observed that the complaints on traditional cargo distribution services are more prevalent. However, the issues the interviewees criticize with regard to service satisfaction vary depending on the region and home type they live in and the company that distributes the cargo. Traditional cargo services satisfaction has been handled under two sub-themes as cargo complaints and positive evaluation.

4.1.1. Customer Complaints

The cargo returned to the branch due to not being delivered, shipment price, attitude and behavior of the cargo distribution personnel, along with cargo not delivered to the home address were among the most frequently mentioned complaints by the customers. Customers generally stated that there was a decrease in the return of cargo to the branch, as the time spent at home increased due to the pandemic and the cargo companies somehow left the cargo in order not to return the cargo even if they could not find

customers at home due to their intense workload. Since the shipping prices are high, customers are directed to options where the shipping price is free or they make unplanned purchases to make it free. Some customers judge that employees do not exhibit a corporate behavior. Some of the customers emphasized that cargo distribution personnel work for very long hours and under intense stress, and thus stated that the attitudes and behaviors of cargo personnel should not be criticized, even if they are negative. Moreover, many interviewees said that distribution personnel took the cargo back to the branch without delivering the cargo even though they were at home. In addition, insufficient and incorrect cargo tracking information, lost cargo, delayed deliveries, regions where cargo companies do not deliver, damaged cargo delivery and incorrect cargo delivery were also mentioned by the interviewees as complaints. The complaints raised during the interviews are shown in Figure1, and quotations are given in Table 3.

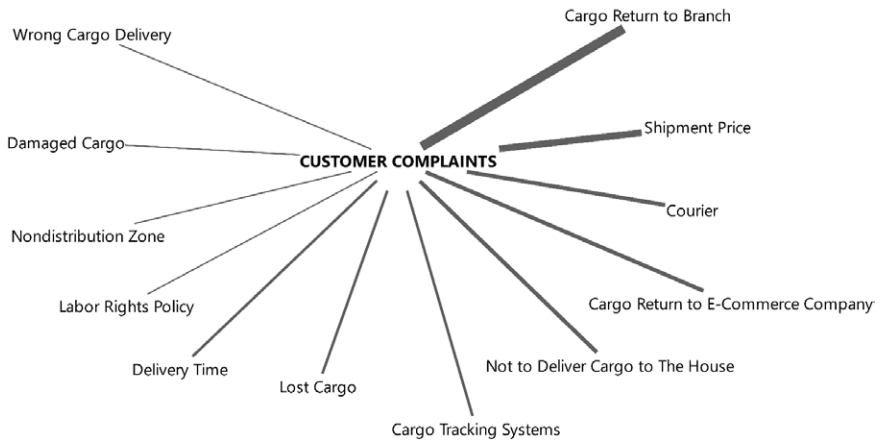


Figure 1. *Customer Complaints on Traditional Delivery Services*

Table 3. *Customer Complaints on Traditional Delivery Services with Quotations*

Themes on Complaints	Quotations
Cargo Return to Branch	<p><i>“Unfortunately I have had a cargo return problem. I had to go to Narlidere. The branch was closing, I barely reached.” (R8).</i></p> <p><i>“Before Covid, cargo return was frequent. Even information about the return of the cargo was not given, we were chasing it. Now I think they want to leave the cargo because of the excessive workload. Every courier calls and tries every way to ask for and drop a password in front of the house or in the apartment. I think the 3rd party cargo distributors do not want to lose income” (R13)</i></p>
Shipment Price	<p>“I’m using the free shipment option. Without such an option, I find the fee really high. “ (R3).</p> <p>“I convert the cargo, which I will buy for 20 TL, into an order of 50 TL to make the shipment free” (R10).</p>
Courier	<p>“They have now contracted with those who do not have this business for cargo distribution. I think they don’t know the job; it doesn’t work properly (R8).</p> <p>Those who bring damaged cargo leave it in front of the door and go away immediately (R15).</p> <p>A few years ago, the distribution officers didn’t carry my heavy cargo up. If he told me I would go downstairs and take it up together (R9)</p>
Cargo Return to E-Commerce Company	<p><i>“If the return procedure of the e-commerce site where I shop is correct; I do not have any problems at the cargo branch” (R2).</i></p> <p><i>“We bought a garden swing. The seller told me that I can return it and gave me a return code. We loaded it into the car and went to the cargo office. That day was very busy, I think it coincided with the year-end discount period. They said we could get a refund until a certain time, and it was not our turn at that time, we returned home before we could return the product. “ (R6)</i></p>
Non-Delivered Cargo to House	<p>“I was at home that day and I sat and waited because I knew the cargo would be delivered. Nobody came. Then I received a message stating that they left the cargo at the branch because they could not find me at home. But I was home all day “ (R5).</p> <p>They say we couldn’t find you at home. I’m at home all day. My house is only 40 square meters; It is impossible not to hear. They used to stick notes on the door, they had proof. Now that’s not the case. I think these are lies (R10).</p>
Cargo Tracking Systems	<p>“There are cargo companies that I think are not using technology quite sufficiently. I cannot track where my cargo is. They leave a note saying they came by and couldn’t find me, but I don’t know when my cargo will come anyway!” (R4)</p> <p><i>“My cargo had not arrived in a while so I called the shipping company. Not delivered because of damage. No information was given to me on this subject”(R11)</i></p>
Lost Cargo	<p>“I ordered an electronic product. The cargo was not delivered to us, but someone signed on our behalf as if the cargo was delivered. After 3 months, the company we received the refund, not the courier company” (R13)</p>

Themes on Complaints	Quotations
Delivery Time	“I am very pleased with Yurtiçi Kargo, which has a branch in Güzelbahçe. But the cargo delivery times of other companies are too long and uncertain “ (R1)
Labor Rights Policy	“I get very angry when my order is delivered on Sunday. I’m chatting with the distribution officers asking if they really do this job willingly. I think that cargo companies are burdened with distribution staff” (R4)
Non-distribution Region	<u>Non-distribution Region</u> Most cargo companies do not distribute where we live. We go to Marmaris located at a distance of 50 km in order to collect our cargo from a friend’s address we wrote down as the delivery point. Aras Kargo and MNG cargo arrive once a week. If we come across them, we are able get it, otherwise it is returned. When it comes, it does not deliver to the house. They park it somewhere in the center, we go and get it. (R12).
Damaged Cargo	90% of the cargoes I receive are damaged. That’s why I shoot videos while unpacking the cargos that come home. If the product inside is damaged, I send it back (R15)
Wrong Cargo Delivery	“Cargo surplus was delivered to me. An order with my name officially written on it but I did not order it “ (R4)

4.1.2. Positive Evaluation

For various reasons (i.e., being retired, working from home) the presence of a person at home and living on a secure site has prevented customers from the most frequently mentioned complaints. Also, order delivery is very fast and problem-free in some distribution regions. These people seem less keen on alternative delivery services, as they are satisfied with traditional cargo services. Some quotations are given as an example below:

“As long as I live in the secure site, there is no need to use the cargo delivery point. This is a very safe place anyway” (R1) “

“I would not prefer to go to the cargo delivery point because I am at home during the day.” (R2).

4.2. Motivations

Effective motivations for the tendency to use POP emerged under 3 main themes which are self-oriented, community-oriented and environment-oriented. Self-oriented motivations stand out more in terms of both diversity and frequency of mention. Customers are more willing to use POP if arrangements are made that will directly benefit

them. Among these, flexibility to receive the cargo when they want is emphasized. Faster and cheaper shipping costs will also be attractive for most customers. These services are very new in Turkey. Being one of the first to try these services is an important motivation for some customers. Some customers state that they perceive the use of POP as a more practical and easy way to access their cargo. The use of POP is considered as a precaution, especially in areas where the risk of theft of cargo left in front of the door is high. Some of the customers stated that if the POP point is a local shop, they can be motivated by considering this as an opportunity to socialize while they go to pick up cargo. At the same time, the possibility of being recognized as a responsible citizen by creating benefits to society and the environment is also a motivation factor for some customers. Some customers have said that they feel in control of receiving their cargo from anywhere at any time, and therefore they may prefer to use POP. There are customers who think that the use of POP will prevent deliveries to the wrong address. There are different points of view on value-co creation. Some of them state that they would be pleased to be a part of the service, while others just want to stay as a customer. The fact that POP is a new place also appeals to some customers' desire to explore a new place. Environment-oriented and community-oriented motivations can be stated as the other main motivation voiced by the interviewees. Although environmental sustainability motivation is not always ranked first, it has been stated as a motivation by almost every interviewees. The importance of supporting the community by creating an additional income benefit under community-based motivation was especially emphasized by the interviewees. In fact, some interviewees stated that although they look more favorably on the lockers option, creating benefits for local shops can be an important motivation to use POP. There are some interviewees who think that the use of POP will help regulate the excessive workload of cargo distribution staff. The motivations stated during the interviews are presented in Figure 2, while quotations are given below in Table 5. The Most Effective Motivations for using POP can also be seen in Table 4.



Figure2. Customer Motivations having effect on POP

Table 4. The Most Effective Motivations for using POP

	Score*	Frequency	Weight		
			3	2	1
Time Flexibility	15	6	+++	+++	
Environmental Sustainability	13	9	++		+++++++
Easy Access to Cargo	14	5	++++	+	
Contribution to Society	9	5	+	++	++
Faster Delivery	8	3	++	+	
Cheaper Shipment Price	7	3	+	++	
Being in Control	4	2	+		+
Theft	3	2		+	+
Leading Innovation	3	2		+	+

*Score: Obtained by multiplying weight and frequency

Table 5. *Customer Motivations having effect on POP with Quotations*

Themes on Motivations	Quotations
Self-Oriented Motivations	
Time Flexibility	“I got up from the summer house to get my cargo immediately. It is important to be able to receive my cargo whenever I want. I will go, even at night” (R2)
Cheaper Shipment Price	“I prefer the delivery point if I find offered price attractive” (R3). “Depends on the product” (R8) <i>“The delivery point use can be linked to the coupon. It accumulates as you use it, and then the shipping fee may be removed. This creates an attraction for me” (R15)</i>
Faster Delivery	<i>Fast delivery of some cargoes is very important. In such a case, I can ignore the price and choose the delivery point for fast delivery (R3)</i>
Leading Innovation	“I like to be a pioneer in innovation. I try some things first; it is one of my personal attributes.” (R8)
Easy Access to Cargo	“If there is a common delivery point, I can get my cargo quickly and easily”(R6) “I don’t like slowness. I would even rather to practically take my cargo from the shopkeepers I shop every day while I go to buy cigarettes and bread”(R11) “Speed is important for some products. For others, I should know that it will take a very short time at the delivery point, I should be able to reach my cargo easily” (R9)
Theft	“The man says I left it in front of the door, you say I didn’t get it. Annoying. It would be better if it happened at such a place (R8)
Desire to Socialize	“I talk a lot, I like it. I will be happy to socialize” (R10)
Being Recognizing as Responsible Citizen	“I would like being recognized as responsible citizen. However, I would also like to be a good model for my child rather than others” (R3)
Being in Control	<i>“I want to be in control. I should be able to go and get it from wherever I want whenever I want” (R11)</i>
Lost	“Cargo distribution personnel are constantly changing and each new employee has to learn the addresses again. The distribution point can take precaution because they won’t need to know every address” (R3)
Being Value-Co Creator	<i>“I would like to be an active part of this service, if it provides me the benefits (speed, price) I want” (R3)</i> <i>“I don’t want to be a part of this service, I want to be a customer exactly” (R4)</i> <i>“I definitely enjoy being a part of the service” (R10)</i>
Discovering a new shopping place	“Get a new place. I want to experience the happiness of discovering a new place while I go to collect my cargo” (R5)
Community Oriented Motivations	

Themes on Motivations	Quotations
Contribution to Society	<p>“I would like to be an additional source of income for the trades. Thus, he will have the opportunity to recover himself in this period“ (R7)</p> <p>“It is very nice to provide additional earnings to people, especially when they are out of business in this environment, of course I would like to contribute” (R2)</p>
Arranging Cargo Distribution Staff Workload (Emerging Country Effect)	<p>“There is no upper limit for workloads. I think they had an accident and were very worn out. Distributing the load will perhaps create an opportunity to regulate these issues. I never ask a late distributor for an account!” (R6)</p>
Environment Oriented Motivations	
Environmental Sustainability	<p>“Contributing to environmental sustainability is definitely motivating for me” (R11).</p> <p>“Contributing to environmental sustainability is the biggest motivator for me” (R15)</p>

4.3. POP Attributes

The features expected by customers from POP are collected under 6 main headings: closeness, interior attributes, human-based attributes, destination attributes, delivery efficiency related attributes, and workplace policy. The feature that was most frequently emphasized by customers in relation to POP was proximity. It is especially important for customers to have a walking distance of 10-15 minutes. Some customers stated that they can take a short drive for heavy cargo when required if it is on their daily route or. The feature that was most frequently emphasized under the interior attributes heading was that POP is safe and secure. Customers want to be sure that their cargoes are not affected by external conditions and they will not be exposed to the risk of theft. Cleanness and neatness of the POP is appreciated by almost all interviewees. However, its modernity and size are not often mentioned. Storing the cargo at a separate location has been mentioned by customers who care about cargo privacy. Apart from the attitudes and behaviors of people working at POP, it is also emphasized that they are reliable. They are also expected to be knowledgeable and competent in their subjects, to be genial and to act as problem solvers. At POP, the crowd and other customers are cared for by some customers, while others do not take this into consideration. In POP, the necessity of customer support services is specified especially where there are lockers. Accessing POP at wide time intervals is an issue that most customers care about, even the reason some customers prefer POP. However, it has also been indicated that employee rights are observed in manned POPs and that employees are not allowed to work in bad conditions for the sake of delivering cargo. It was emphasized that the POP address should not be a location where there is heavy traffic and which is isolated due to security issues. In addition, parking is a must for customers traveling by car. The

expectation on delivery speed at the POP point is also variable. There are customers who take this as well as those who do not pay much attention to speed. However, the delivery system used should not be complex, it should be as simple to use as possible. The attributes of POP stated are shown in Figure 3 and quotations are given below in Table 6.

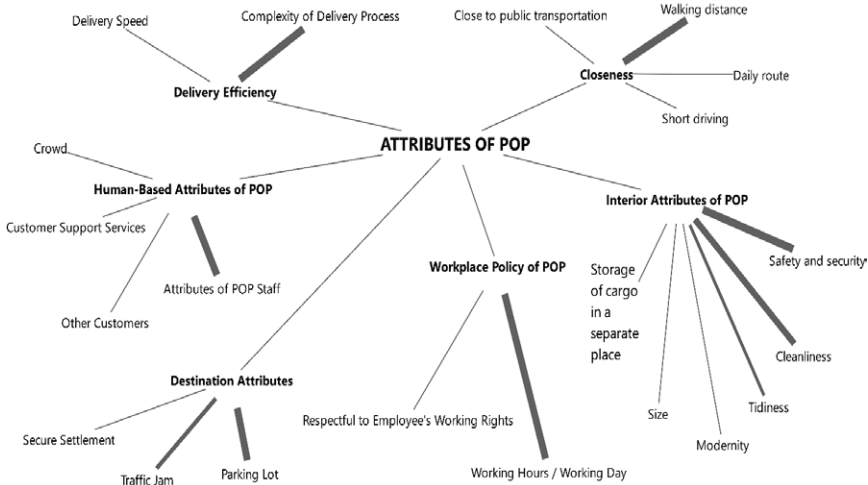


Figure3. Attributes of POP

Table 6. Customer Motivations having effect on POP with Quotations

Themes on Attributes	Quotations
Closeness	<p>I want it to be within a 10-minute walk range, but if the cargo is large, I may have to go by car. Then parking, traffic density becomes important (R6).</p> <p>I like being on my way to work and taking my cargo practically (R9)</p>
Interior Attributes of POP	<p>“Since this place will operate over a wide period of time, I expect security measures to be taken such as those secure encrypted doors that were used for ATMs in the past. There may also be security cameras. General order / cleanliness is important, of course, but security is a must, Other features are not important for me” (R4)</p> <p>“It is very important for me, especially in this pandemic period, that it is cleaner / tidier than modern” (R5)</p> <p>“I would like my parcel to be stored at a separate location where not everyone can see it. Otherwise it makes me uncomfortable. Because I prefer small local shops” (R11)</p>
Workplace Policy of POP	

Working Hours / Working Day	<p>“The pick-up point can be open for hours and days when I don’t work so that I can receive it. Therefore, it should be open until 9:00 pm on Saturday and Sunday and on weekdays (R3).</p> <p>“It should also be open on Sundays in order to make a difference from the original branches” (R13)</p> <p>“It is not important whether the working hours are long or not, but that I know the time interval it works. For example, if it is open for 5 hours, I will make my plan. So I can be in control” (R10).</p> <p>“It should be open from 8: 30-18: 30 and closed on Sundays. However, it would be possible to close it at 17:30 and it can be kept open for 15 minutes for me when I call to receive my cargo. You cannot do this with a corporate place, but it can be done with small stores. Something like this can help me a lot” (R11).</p>
Respectful to Employee’s Working Rights	<p>“I do not want long working hours unless the employee is paid sufficiently because he/she works at the weekends. It is enough to be open on weekdays. Lockers can also be used more in this case” (R9)</p>
Destination Attributes	
Parking lot	<p>“If I’m going to drive, I don’t choose a delivery point, that’s why it’s not important” (R3).</p> <p>“I go to Özkanlar just because there is no parking space, although there is a cargo branch here. It is very important for me (R9).</p>
Traffic Jam	<p>“I didn’t choose that delivery point last time. It is at a location where the traffic is busiest, I don’t go there” (R9).</p>
Secure Settlement	<p>“It should be close but I don’t want it in a desolate place. I would be nervous” (R11)</p>
Human-Based Attributes of POP	
Attributes of POP Staff	<p>“I want the staff members to be knowledgeable, fast and formal. Because I may have chosen it to be fast that is why I don’t want it to be slow “(R3)</p> <p>“It is important for me that they are polite and patient and also properly dressed. I want the cargo given to me in a polite manner, not like throwing it at my head” (R5)</p> <p>I care if the shopkeepers know me and the neighborhood. So that I can reach him easily (R9)</p> <p>“If the cargo is damaged, I would like them to support me on how to solve the problem” (R11)</p>
Other Customers	<p>“Actually it doesn’t matter, but if there is a quarrel and discussion in the place, I don’t want to go, then it would be important” (R5)</p> <p>“I am used to the people in my neighborhood. So it doesn’t matter.” (R6)</p>
Customer Support Services	<p>“There may be technical problems. Especially in lockers, if you enter the wrong password or you can’t open it or something. You must have a customer support service that you can reach quickly”(R6)</p>
Crowd	<p>“For example, if this is going to be a market, those who come to pick up their parcels will also be added to the market customers. I don’t like that” (R7)</p>
Delivery Efficiency	
Complexity of Delivery Process	<p>“Simple is the best. But it should also be a safe system” (R3)</p> <p>“I don’t want to enter a password or something, I would be much more pleased if someone gave the parcel to me” (R8)</p>
Delivery Speed	<p>I am willing to wait if it is in a closed environment without rain, it doesn’t matter (R13)</p>

4.4. POP Type Preference

Respondents are divided into 4 basic groups according to their POP preference: Human-based, machine-based, hybrid, and a final group including all of them. The preference ratios for human-based and lockers were almost equal. Lockers are generally found to be more practical by younger interviewees. Human-based delivery points are preferred predominantly as the known local shops in the district. A significant portion of the interviewees proposed solutions combining two options in order not to give up the income benefit to create local shops and flexible use of lockers. For some interviewees, all POP options are suitable for them. The POP types stated are shown in Figure 4 with the quotations presented below in Table 7.

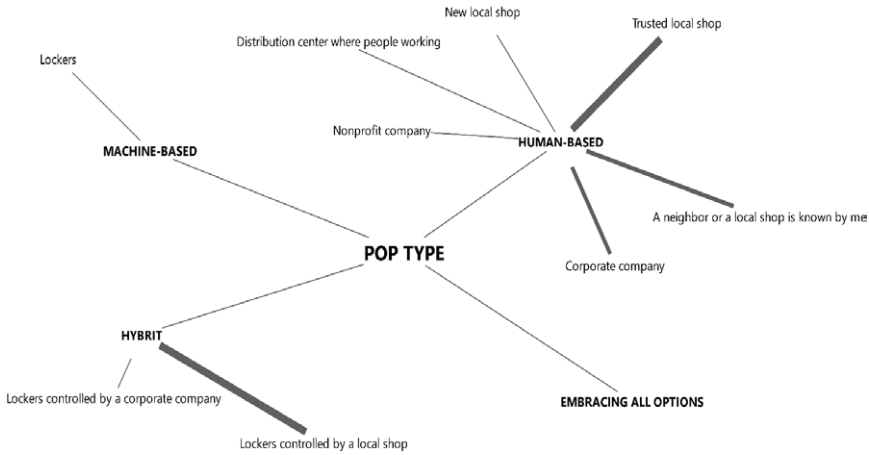


Figure4. POP Type Preference

Table 7. POP Type preference of Customers with Quotations

Themes on POP Type Preference	Quotations
Human-Based	<p>“I would put my neighbor who needs income first. Second, there are local shops I trust, I definitely don’t prefer lockers.” (R3)</p> <p>“I wish a shop I don’t know. Because so I like discovering new places” (R5)</p> <p>“No tradesmen or lockers. I would prefer a corporate warehouse. A new line of business should be opened.” (R8)</p> <p>“I do not know much about these places, but I would prefer small local shops so I can feel that I contribute” (R11)</p>
Machine-Based	<p>“I would prefer human contact-free and limitless delivery/pick up points. Lockers meet these needs” (R4)</p> <p>“Exactly lockers!” (R6)</p> <p>“If possible I prefer my own locker” (R10)</p>

Themes on POP Type Preference	Quotations
Hybrit	<p><i>I would prefer a local shop. Even with a locker, I would like it to be under the control of the local tradesman (R1)</i></p> <p><i>“I think it would be best if the lockers were at shops. It doesn’t matter whether I like tradesmen or not, I don’t want to interact. Only local shops can get additional income” (R2)</i></p> <p><i>“I would like a corporate company to have a locker inside. The company would provide external security, but my cargo would not be stored in a visible space, I’ll take it from the box myself. Gas station suits me. I can even go and buy more gas from there. Having places like Migros, Tansaş makes me even happier. I even feel like it will be safer” (R13)</i></p>
Embracing all options	<p>“Lockers come first if they ensure security. Secondly, my favorite local shops, so they can earn money. In some cases, I can also choose my neighbor” (R7)</p> <p>“A corporate firm may be better, but if it is closer to me, I prefer the local shops. All of the options are suitable for me.” (R9)</p> <p>“A non-profit, impartial institution would be best. It can be a cooperative or a public school. Lockers are also very suitable for this region” (R12)</p> <p>“Lockers make me feel safer and more secure. But I would also like to contribute to the local shops that I trust in my neighborhood” (R14)</p> <p>“A corporate company would be good. The assurance of the cargo will be better. Lockers can also be used.” (R15)</p>

4.5. New Service Development Suggestions

While the interviewers were evaluating the current POP options, they made some suggestions for POP development. Motivations using for POP, Customer satisfaction with traditional services are affected by both preference of POP type and POP attributes. As a result, respondents considering all the handled subjects during the interviews suggested some new service developments designs. This development path is depicted in Figure 5.

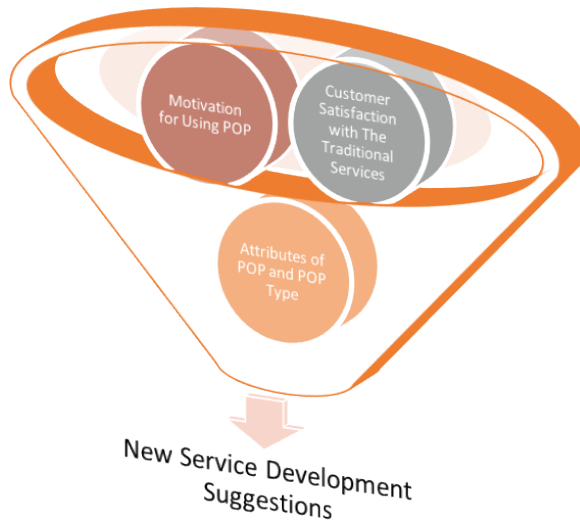


Figure 5. *The Service Development Model*

Considering the innovation categories offered by Lovelock and Wright (2002), these suggestions are grouped under three main groups: process line extensions, supplementary service innovations, and service improvements. The suggestion that manned POPs or those with lockers are shared by all cargo companies and not exclusive to a specific cargo company are the most emphasized features for process line extensions. Thus, customers will only go to one place to pick-up their cargo from different cargo companies, and they will be able to achieve more efficient results. On the other hand, renting lockers for a temporary period of time or those belonging to a customer are other suggestions stated under this theme. Under supplementary service innovation, the interviewers wish to pre-check service for received cargo and packaging services by POP. Customers demand under service improvement that when they cannot receive their cargo in time (due to illness etc.) the cargo should be redirected to another delivery point and even their home. Another suggestion is to extend the waiting time at the delivery point for a certain fee. In addition, the interviewers want to be able to open their lockers only by scanning a QR code while taking their cargo from the lockers. This will also reduce the risk of virus contamination through boxes due to the pandemic. The New Service Development Suggestions for POP in Figure 6 and quotations are given below in Table 8.

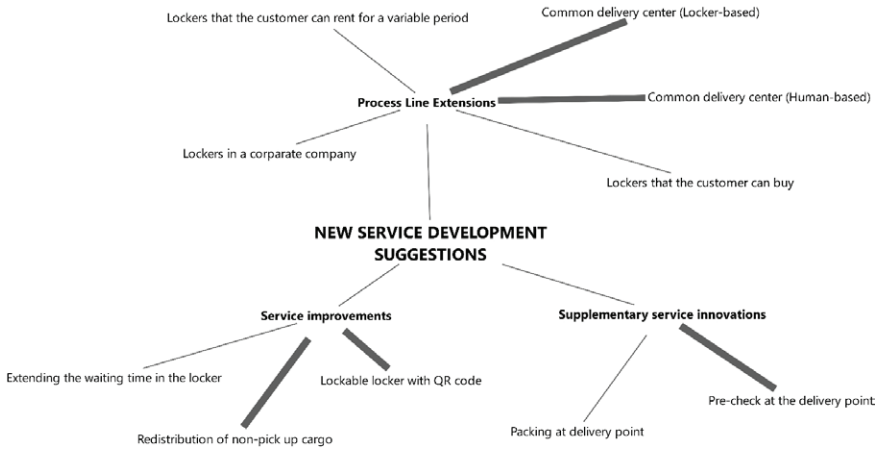


Figure6. *New Service Development Suggestions for POP*

Table 8. *POP Type preference of Customers with Quotations*

Themes on POP Type Preference	Quotations
Process line extensions	<p>“As with the bank ATMs, lockers can be used jointly by all cargo companies” (R4)</p> <p>“If cargo companies have POPs in many different places, I have to travel a lot, so I am confused. If they can be in the same place, it will attract me very much” (R13)</p> <p>“All cargo companies can bring the cargoes to a huge warehouse with a person in charge. I would go and get my cargo from there” (R8)</p> <p>“I would like to have a fixed locker for me. I would pay a fee. A tracking system can be used to learn what is coming. I can go whenever I want”(R9)</p> <p>“I would rent a locker for a certain period of time. For example, 5 days and the locker would be mine during that time frame”(R13)</p> <p>“I would prefer a corporate firm with the lockers stored inside. The firm can provide external security, but my cargo would not be visible, I would take it from the box myself ”(R13)</p>
Supplementary service innovations	<p>“Pre-physical control can take place at the delivery point. Of course, for those customers who state beforehand that they want such a service. If there is a problem, the seller can send it back within my knowledge”(R7)</p> <p>“There can be options where we could pack the return packages practically at the delivery point. Or if the delivery point also packs “(R6)</p> <p>“If I can’t get the cargo out of the locker on time, I would like to have a chance to hold it there longer for an additional fee. For example, when I go to Antalya, I can make them wait there”(R7)</p>

Themes on POP Type Preference	Quotations
Service improvements	<p>“The QR code should be on the locker. I would not want to bother with entering my citizen number. Because of the virus, I avoid touching the boxes” (R2)</p> <p>“For example, let’s say I got sick and I couldn’t get it from the delivery point. It would be very good if the alternative would be the cargo company bringing it home to me from the delivery point even by canceling the benefits it provided me” (R3)</p>

5. DISCUSSION AND CONCLUSION

The study aims to discover motivations creating a willingness to use self-service parcel delivery service solutions and desired attributes of POP. Moreover, it attempts to enlighten new service designs for parcel delivery solutions through a new service development approach. Hence, customer complaints towards traditional services were also questioned in the study. Five themes were determined based on the qualitative approach: traditional service evaluation, motivations, POP attributes, POP types, and new service development suggestions.

The findings of the study show that satisfaction with traditional service delivery affects the customer’s willingness level and primary motivation to use POP. Considering that the most emphasized complaint among the customer complaints is the return of the cargo to the branch, the use of POP will answer such problems, and it will probably be sufficient to encourage this customer group through the emphasis of the benefits for using POP. This is in contrast with the findings of the study by Xu and Hong (2013) indicating that customer satisfaction of traditional home delivery is not a significant factor for the willingness to prefer pick up service. As suggested by McLeod et al. (2006) all interviewees agreed that POP can offer an alternative to redelivery after a failed delivery attempt. However, different persuasion methods are needed for customers who do not have complaints from traditional delivery services to use POP. It is observed that customer motivations differ in this context.

Among the obtained motivation groups, it is observed that self-oriented motivations come to the fore with the benefits of time flexibility, faster and cheaper cargo delivery. However, considering the frequency of emphasis and its importance, contributing to environmental sustainability was also mentioned by almost all interviewees. Moreover, motivations of contributing to the society by creating a second income source for local shops who choose to be POPs has also been emphasized. At this point, as stated by Roberts, Hughes and Kertbo (2014, 164) “... consumers’ motivations to contribute to innovation activities at a community level appear altruistic in nature”. Besides, Turkey, with a score of 37 is a collectivistic country.

This means that ““We” is important, people belong to in-groups (families, clans or organizations) who look after each other in exchange for loyalty” (Hofstede Insights, 2021). Respondents offer solutions to contribute to the society even when their preference is the use of lockers. Thus, culture-specific characteristics on motivation also have a very significant impact. Interestingly, although using POP is already a means of value co-creation, some customers have insisted that they don't perceive it as a motivation. It can be interpreted that self-oriented motivations are more dominant for these customers.

Among the POP attributes expected by the interviewees, emphasis was placed on ensuring that they be within walking distance. This result coincides with the motivations stated with regard to environmental sustainability. In addition to demanding a wide range of delivery times, it was emphasized that both the destination where the POP is located and the POP itself are not vulnerable to security. This is explained by their mistrust of POP and their concerns about the possibility of vandalism and theft.

Willingness for human-based POPs and lockers POPs weighs approximately the same. However, as emphasized above, hybrid solutions were voiced by the interviewees frequently. Many of these solutions have emerged from research results as new service development proposals. It is seen that new service suggestions put forth by the interviewees are mostly categorized under the process line extension. It has been widely expressed that all cargo companies, regardless of whether they are manned or automatic, should be gathered in shared POPs. Some of the respondents have emphasized that this is necessary for their economy of movement. Moreover, they also pointed out service improvement suggestions for existing self-service delivery systems, such as implementing QR code scan or extended waiting options or redirecting the cargo back home or another POP if the cargo is not picked up in time.

Turkey is an emerging country; it needs arrangements to handle some problems related with the growing cargo logistics industry, especially with regard to the labor rights of workers. Interviewees stated that they would accept long working hours related with POP only if the cargo company respects the rights of the workers. The cargo companies should not solve the cargo distribution bottleneck by forcing the courier to work intensively.

The study provides some theoretical contributions. The number of studies considering customer behavior is limited in literature despite the fact that self-service delivery solutions require customer participation. This study comprehensively covers many customer behavior subjects in terms of motivations and preferences. In addition, the existing studies are mostly based on developed countries, and emerging countries almost are

not subjected to such services. To the best of our knowledge, this study is the first study that in which Turkey as an example of an emerging and collectivist country was subjected to self-service parcel delivery solutions.

There are also many managerial implications that can be implemented by cargo companies. First, interviewees were generally not aware of POP services. It was noticed that the detailed point of views of the interviewees about the benefits of using POP services were not sufficient at the beginning of the interviews. At the end of the interview, it was observed that most of them thought more positively about using POP in line with the topics discussed. Therefore, most importantly, cargo companies should provide more information to their customers about these services. Furthermore, cargo companies can use these motivations as mentioned earlier for POP promotion. Beyond self-benefit motivations, environmental sustainability and contribution to society can also be used as a marketing strategy. Significantly, the advertising style used for promotion campaigns points out that Turkey is a collectivist country.

The present study has some limitations. First, it is a qualitative study and so the findings need to be validated by a larger sample group using a quantitative approach. The respondents are mostly living in Western Turkey and so future studies can consider eastern Turkey. In addition, cross-cultural studies can also be conducted to compare cultural diversity effects on the drivers of using POP. There are market segmentation opportunities. The findings emphasize that customers have different motivations and expectations, and the cargo delivery market has several segments. Moreover, it can be fruitful to conduct perceived risk related studies for self-service parcel delivery services by academicians.

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Chapter 15

ANALYSIS OF PARENTS 'OPINIONS ABOUT CHILDREN'S DIGITAL GAME PLAY



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LOGIN

Although play is a concept as old as human history, it has emerged as an activity that entertains individuals at every stage of life (Tuğrul, 2010). It is observed that individuals are in various movements towards achieving their goals within game activities (Ayan, Alıncak, Tuzcuoğulları, 2015). Play is the most effective period of childhood. In this sense, the child, who is in new relationships and tries to understand what is happening around him, does this through play (Koçyiğit, Tuğluk, 2007). Although the concept of play is thought differently by adults, it is seen as an important occupation for children. Ultimately, children observe and get to know the outside world and the environment through play in the early stages of life. Therefore, it is a fact that the game has an important place in the development and education of children (Aydın, 2008; Ayan et al.2017; Karabaş and Alıncak, 2019).

Dansky and Silverman (1973) define the word game as follows. It is the game that assimilation takes advantage of adaptation (Gunsberg, 1983). Thanks to play, children communicate better with their surroundings and include what they have acquired by getting to know them better in their games (Alıncak, 2016; Pancar, 2016). He suggests focusing on play activities so that children can get to know and express themselves abilities will emerge significantly and lead to an increase. The child is intertwined with games and similar activities in every stage of life (Timmons, 2003; Tuzcuoğulları et al. 2017; Pancar, 2018). Montessori states that play is an effective tool for the regular development and self-expression of children (Kayılı, 2010). Huizinga (2013) play is a volitional action or activity that is freely consented, but performed within certain time and place limits in by playing within a set of rules, it has the feature of feeling good and joyful in a source of happiness and tension. Hazar game, (1996) individuals; He defined it as activities performed in his free time outside of his daily work for any goal. Ayan and Memiş (2012) on the other hand, the concept of play; They define it as “increasing population, computer games that diversify due to technological developments and children abandon active play and sports activities due to reasons such as shrinking playgrounds as a result of distorted urbanization, and these negativities bring along health problems such as obesity in children”. Alıncak and Tuzcuoğulları (2016) the game, the child is ready for lifethey stated that they are the activities that lead to the development, guide their development and are effective in acquiring basic behaviors. Digital games since the 1980s; started to be used in the form of video and electronic games. In this sense, computer games have started to be widely used by people in our country (Binark and dairy Bayraktutan, 2008). When we look at the types of games in the digital games played in general, there are more computer games, mobile

games, arcade games and console games (Yengin). Postman states that the children's games we could see on the streets in the past have disappeared and even the thought of children's games has been erased from minds. Because children understand very quickly the types of games played by young people and adults on computers and even participate in online games with them (Kıran, 2011).

In this sense, computer games, which have been increasingly effective in society, especially in social life, have increased and become popular since 2000. Especially in developed countries, has started the competition of many products and environments to make use of this time. For the first time as a digital start; This struggle, which started with cinema, theater and concerts, entered the society, our homes and especially our pockets after a certain time and continued with radio, television, video, computer, internet and mobile phone. The interactive nature of devices such as computers and mobile phones shows that they are not only used as a workplace, but also for entertainment purposes (Binark et al., 2009). This study was prepared to evaluate the parents' views on children's digital games. For this purpose, answers to the following questions were sought.

1. What is the game?
2. How does play affect children's development?
3. What are your thoughts on digital gaming in general?
4. How do digital games affect children's development?

METHOD

Qualitative research method was used in this study. Qualitative research is a method that enables individuals to examine their ideas and experiences in depth. For this reason, phenomenology design was chosen as the research design. Phenomenology design is used to have detailed information about the phenomena that we are aware of but do not have in-depth knowledge of (Yin, 1984; Yıldırım & Şimşek, 2006).

Research Group

The open-ended question form, which was prepared to determine the opinions of the parents about the digital games of children, was applied to 30 parents who came to various game halls and playgrounds in Gaziantep. Data about the research group are included in Table 1.

Table 1: *Personal Characteristics of Research Group (n = 30)*

Variables	Groups	n	%
Age	25 – 30 age	10	34
	31 – 35age	7	24
	36 – 40 age	6	20
	41 – 45 age	5	16
	46 and Over Age	2	6
Gender	Woman	24	80
	Male	6	20
Education	Primary school	8	27
	Middle School	12	40
	High school	6	20
	License	3	10
	Postgraduate	1	3

Some personal characteristics of the research group are given in Table 1. When we look at the age ratio of the parents who participated in the study, 10 (34%) parents were 25-30, 7 (24%) parents were 31-35, 6 (20%) parents were 36-40, 5 (16%) parents were 25-30, and 2 parents were It appears to be 40 and over. When we look at the gender, it is seen that 24 (80%) parents are female and 6 (20%) parents are male. When we look at the education level; 8 (27%) parents were primary school, 12 (40%) parents were secondary school, 6 (20%) parents were high school, 3 (10%) parents were undergraduate, and 1 (3%) parent had graduate education.

Preparation and Application of Open Ended Questionnaire

In the study, a semi-structured interview form consisting of 4 items was used to collect qualitative data. Data collection tool vision used semi-structured me for m preparing the first Res normal urge t purgatory from the field survey has been conducted and the relevant physical education teacher to the candidates questions that can be asked, locate the semi-structured interview questions pool was created. Then, the questions created in the company of an expert were examined and the semi-structured interview form was finalized. The interview form given in the last form consists of the following questions:

1. What is the game?
2. How does play affect children's development?
3. A digital games overall as thoughts CPC What?
4. How do digital games affect children's development ?

After the data collection tools were distributed, the participants were informed about the subject, purpose and content of the data collection

tools. Filling out the measurement tools took 10-15 minutes depending on the participants, and during this time, the questions from the participants were explained with the necessary feedback. The studies, for which the participants were forced to participate in any survey, were included in the survey application and the collection process was strictly adhered to the principle of confidentiality. In the study, a semi-structured interview form was applied with 30 volunteer parents who went to shopping malls in Ankara. The interviews were recorded with a tape recorder and then these recordings were written.

Data Analysis

In the study, the findings emerging from the interview form were analyzed using the content analysis method used in qualitative research methods (Yıldırım and Şimşek, 2006). The obtained data were recorded separately, grouped and coded. This grouping s presented and coding experts, the experts were prepared for analysis by both classified Cutting off states. Made with content analysis he determined to run themes questions and frequencies and percentages given theme he esaplanarak tables have been created. Evaluation of the data betaine imsel analysis was used. Finally, the report was made and the findings were presented.

FINDINGS AND COMMENT

In this part of the research, the findings obtained as a result of the interviews made to determine the opinions of 30 parents in various game halls and playgrounds in Ankara Province on digital games are included.

Table 2. Distribution of the opinions of the research group on what the game is in general.

Themes	N	%
Is fun	21	26.6
Socialize	18	22.8
Making use of free time	16	20.3
To learn	13	16.4
To share	11	13.9
Total	79	100

In Table 2, the distribution of the opinions of the research group about what the game is in general is given. When the general opinion of the participants about what the game is , 5 themes emerged. It was observed that the participants expressed more than one theme. According to the percentage ranking among these themes, the themes of having fun (26.6 %), socializing (22.8 %) , making use of leisure

time (20.3 %), learning (16.4 %) , sharing (13.9 %) were seen to come to the fore.

Table 3. Distribution of the opinions of the research group regarding the general thoughts on how play affects the development of children.

Themes	N	%
It positively affects	22	28.2
Providing physical development	20	25.6
Provides communication skills	18	23.1
Make happy	18	23.1
Total	78	100

Table 3, shows the distribution of the opinions of the research group regarding the general thoughts on how play affects the development of children . The participants how the development of children’s game meats k as the general about when we look at 4 ideas have emerged theme. It was observed that the participants expressed more than one theme. According to the percentile rankings between these themes, positive affect (% 28.2) , to provide physical development (% 25.6) , communications provide the ability (% 23.1), happy in (% 23.1) theme was seen to be coming to the fore.

Table 4. Distribution of the research group’s opinions about digital games in general.

Themes	N	%
PC games	28	23.8
Technological games	25	21.2
Phone games	24	20.4
Tablet games	23	19.4
Television games	18	15.2
Total	118	100

Table 4, shows the distribution of the research group ‘s opinions on digital games in general. Considering the general opinion of the participants about digital games, 5 themes emerged. It was observed that the participants expressed more than one theme. According to the percentage ranking among these themes, it was observed that computer games (23.8 %) , technological games (21.2 %) , phone games (20.4 %) , tablet games (19.4 %) , television games (15.2 %) were the most prominent.

Table 5. Research group of other social children of built-in digital game how it impacts their development distribution of opinion on.

Themes	N	%
Negatively affects	24	17.3
It prevents communication with the external environment	22	15.9
Emotional development slowed poop	22	15.9
Is addictive	19	13.7
Leading to violence	16	11.5
Lack of communication	15	10.7
Taking away from life	15	10.7
Affects positively	6	4.3
Total	139	100

Table 5 shows the distribution of the general opinion of the research group about how digital games affect children's social development. The participants how their children's social development impact of digital games as his views on 8 has emerged theme. It was observed that the participants expressed more than one theme. According to the percentile rankings between these themes, adversely affect (% 17.3), is blocking communication with the external environment (% 5.9), emotional development slowed (% 15.9), creating dependency (% 13.7), to direct violence (% 11.5), Lack of communication (10.7 %), distancing it from life (10.7 %) and positively affecting it (4.3 %) themes came to the fore.

DISCUSSION AND CONCLUSION

In this part of the research, the results obtained as a result of the interviews made about the digital games of children from 30 parents who came to various game halls and playgrounds within the borders of Ankara Province.

When we look at the opinions of the parents participating in the study on what the game is, the parents are more; They expressed that having fun, socializing and spending leisure time. In addition, the research group stated that the game is to learn and share. Based on these views, it can be said that when it comes to digital games, people generally play computer and phone games. Ayan and Dündar (2009), Alık et al. (2017) stated in their study that play is an indispensable need for the development of children.

When we look at the thoughts of the parents who participated in the study how play affects the development of children in general, parents in general; They state that it affects children's development positively, provides physical development, provides communication skills and makes children happy. Based on these views, it can be said that play affects the development of children positively.

When we consider the thoughts of the parents participating in the study in this sense in general, they state that the majority of them are computer games and technological games. Again, the research group of digital games; They stated that there are computer games, technological games and phone games. Besides, parents participating in the research about digital games; They stated that they are tablet and television games. Based on these views, it can be said that when it comes to digital games, people generally come to the fore with computer and phone games. (Erboy and Akar Vural, 2010; Sakin, 2007; İşçibaşı, 2011). In their studies, digital games, desktop and laptop games, telephone, etc. They stated that it was a game played with electronic devices.

Considering the general views of the research group on how digital games affect children's social development, eight themes emerged. In general, it is stated that digital games affect children negatively, prevent communication with the external environment and create addiction. In addition, the research group stated that digital games direct children to violence, create a lack of communication and distance them from life. In this sense, it can be said that digital games slow down children's social development and have negative effects on children. Grennfield (1996) found in his study that digital computer games experience deficiencies in the socialization process of children. In addition, Kars (2010) stated in his study that digital games slow down the development of children in many ways.

As a result, parents see play as a means of entertainment, socialization and education for children's development. In addition, the research group stated that the game positively affects the development of children in general and that the game gives happiness to children, while they stated that when digital games are mentioned, computer, telephone and technological games come to mind. As a result, parents stated that digital games negatively affect children's development and create addiction in children. In addition, parents concluded that digital games create a lack of communication in children, keep them away from social life and slow their social development.

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