



Where persuasion and culture meet

The cultural influence between Turkish and Dutch consumers in
the effectiveness of persuasive techniques in e-commerce

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Abstract

Purpose

The rise of global e-commerce has led to an increase in cross-border business activities. Turkey and the Netherlands for example, have witnessed an increase in trade volume over the years.

Subsequently, online retailers from both countries are confronted with a new consumer culture that may differ in their responses towards persuasive techniques. This study has the goal of investigating these cultural differences and how they may influence consumer responses towards persuasive techniques in e-commerce. The Turkish culture is regarded as more collectivistic and higher in power distance than the Dutch culture. Therefore, it is expected that Turkish online consumers respond more positively towards persuasive techniques based on authority and social proof.

Methods

This study was conducted with an online experiment (N=284) that attempted to simulate the online consumer journey via two separate scenarios. Each scenario consisted of a product page from a fictional e-commerce website that tested the effect of authority and social proof based peripheral cues. The consumer responses towards the product pages were operationalized by measuring the participants' attitude formation through a questionnaire. Similarly, the cultural values of the participants were measured by presenting power distance and collectivism scales. In this manner, the moderating influence of culture on the effectiveness of the peripheral cues could be determined.

Findings

Contrary to expectations, the Dutch participants portrayed a higher degree in power distance than the Turkish participants, while no significant difference in collectivism was measured. Moreover, the authority cue had a positive effect on the affective and behavioral attitudes of the Dutch participants. Also, an interaction effect between both cues was measured. However, the authority cue had a negative effect on the behavioral attitude of the Turkish participants. For the social proof cue, no significant effect was measured, except an interaction with the authority cue for the Dutch group. Also, no moderating effect of the power distance and collectivism scores on the effectiveness of the peripheral cues could be established.

Conclusion

Within this study, it was not possible to use culture to predict the susceptibility of the Dutch and Turkish online consumers towards peripheral cues. Moreover, the results of this study contradict previous findings regarding the Turkish and Dutch cultures. It seems that the online consumer cultures of both respective countries are different from their national cultures. Specifically, The Turkish online consumer culture did not score higher in power distance and collectivism than the Dutch online consumer culture. Also, authority- and social proof-based cues were not universally effective. Thus, this study has shown the necessity of distinguishing online consumer culture from national culture.

Keywords

E-commerce, online persuasion, national culture, Collectivism, power distance, Turkish consumer culture, Dutch consumer culture, attitude, authority cue, social proof cue, product pages

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1. Introduction

The 21st century is one of widespread technological revolutions rapidly altering the way people live their daily lives. Of these revolutions, the rise of global e-commerce can be regarded as pivotal. By 2021 it is expected that global e-commerce will hit the 5\$ trillion mark in revenues (Emarketer, 2019). A substantial share of this revenue is generated by international e-commerce activities. For example, in 2018, 22.8% of e-commerce revenue within the European Union was cross-border in nature, with the expectation that this share will increase in the coming years (Cbcommerce.eu, 2019). Subsequently, e-commerce firms must develop e-commerce strategies that have the capability of effectively persuading consumers from various cultures. One example of such cross-border activity is between Turkey and the Netherlands. Currently, both countries have a bilateral trade volume of over \$ 8 billion and more than 1 million Dutch tourists have visited Turkey in 2018 (Turkish Ministry of Foreign Affairs, 2019). From this perspective, it is assumed that national culture plays an increasing role in the growth of persuasive e-commerce activities between Turkey and the Netherlands.

From the second half of the 20st century onwards, national culture has been researched and quantified by Hofstede (2016). His theory is regarded as seminal within the domain of cultural management (Søndergaard, 1994; Gibson, Kirkman & Lowe, 2006; Merkin, Taras & Steel 2014). Hofstede's cultural dimensions make it possible to quantify and compare cultures using seven dimensions. According these dimensions, the Turkish culture scores higher in collectivism, masculinity, and power distance than the Dutch culture. Thus, the Turkish culture is regarded as more hierarchical and group focused than the Dutch culture. Also, traits as heroism, success, and material rewards are valued more. Hofstede's culture scores apply to national culture in general. However, no research has been conducted to

determine if these fundamental values are applicable to the B2C e-commerce domain. In other words, it is unknown what role these cultural values play in the e-commerce environment of both respective countries.

Cialdini's (2007) work on persuasive sales techniques has been widely used by online firms to develop e-commerce activities. These sales techniques include reciprocity, scarcity, commitment and consistency, authority, social proof and liking. Cialdini's principles are regarded as peripheral in nature (Petty & Cacioppo, 1980), meaning they rely on attaining persuasiveness by utilizing impressions or emotions. Research has suggested that Cialdini's techniques are widely used by Dutch e-commerce websites (Halbesma, 2017). However, it is unknown to what extent culture plays a role in the effectiveness of these persuasive techniques.

Research has suggested that a relationship exists between Hofstede's cultural dimensions and susceptibility to Cialdini's persuasive techniques. Orji's (2016) study demonstrates that cultural values could be used to predict an individual's susceptibility to Cialdini's (2007) persuasive techniques. For example, individuals from a predominantly collectivistic culture are more susceptible to social proof-based techniques. It is possible that Turkish consumers are more susceptible to social proof techniques, as they are from a predominantly collectivistic culture. Similarly, a link between power distance and authority techniques can be hypothesized. Individuals from a culture scoring higher in power distance could be expected to value authority figures more. Thus, it may be that authority techniques are more effective at Turkish consumers than Dutch consumers. However, no research exists that investigates the existence of the relationships between cultural values and persuasive techniques for the Dutch and Turkish online consumer cultures.

This study has the aim to determine how the Dutch and Turkish online consumers differ in susceptibility to social proof and authority based persuasive techniques. Thus, the following research question can be formulated:

RQ: How does national culture affect the consumer responses of Dutch and Turkish individuals towards authority- and social proof-based techniques in e-commerce?

This research simulated the Dutch and Turkish e-commerce environments by creating scenarios accompanied by product pages as present on online stores. These scenarios were presented through an online experiment. Following these scenarios, consumer response will be determined by researching attitude formation. Moreover, the cultural values of the participants will be measured through power distancer and collectivism scales. In this manner, it will be possible to investigate the possible relationship between their cultural values and their response towards these cues.

2. Theoretical framework

This chapter discusses the theories and models used to structure this research. First, the e-commerce domain is defined. Second, Hofstede's (2016) cultural dimensions are discussed, so that the cultural differences between Turkey and the Netherlands are clarified. After this, the link is made with Cialdini's (2007) persuasion strategies and how culture is expected to interact with an individual's susceptibility to these persuasive techniques. This is followed by an explanation of the tricomponent model of attitude (Rosenberg, Hovland, 1960), as consumer responses were measured by attitude.

2.1 E-commerce defined

The domain of e-commerce can be defined as commercial transactions of goods and services over the internet, which can be delivered offline or online (Coppel, 2000). In the scope of this research, a business-to-consumer perspective is used. The domains of product or service oriented on-page and e-mail communication seem to be most relevant, as these aim to directly persuade consumers to purchase (Chaldwick & Doherty, 2012; Bleier, Harleming & Palmatier, 2018). Within e-commerce, product pages are web pages that are specifically directed at providing information about a single product or service, with the aim of facilitating sales. Subsequently, these product pages generally include a call-to action in their designs via which a viewer can select the product or service for purchase (Chu, Deng & Chuang, 2014). According to Constantinides (2004), the main goal of a product page should be to persuade its viewers, rather than merely providing them with relevant information. Thus, efficacy in persuasion is a vital element of any product page. Other types of e-commerce environments, such as blog posts and sponsored content are focused on delivering informative value to the target group, without direct sales in mind (Yue, Liu & Wei, 2017). Thus, with these forms of online content, it is not necessary to immediately persuade the viewer to make a purchase.

2.2 Hofstede's theory on national cultures

The national cultures of Turkey and the Netherlands are measured and compared by utilizing Hofstede's cultural dimensions (2016). These quantify the characteristics of national cultures, with the aim of conducting cross-cultural comparison. Hofstede's theory is structured around six dimensions, on which a country can attain a score from 0 to 100. Hofstede's cultural dimensions are individualism-collectivism, power distance, masculinity-femininity, short term-long-term orientation, uncertainty avoidance and indulgence-restraint.

Hofstede's dimensions explained

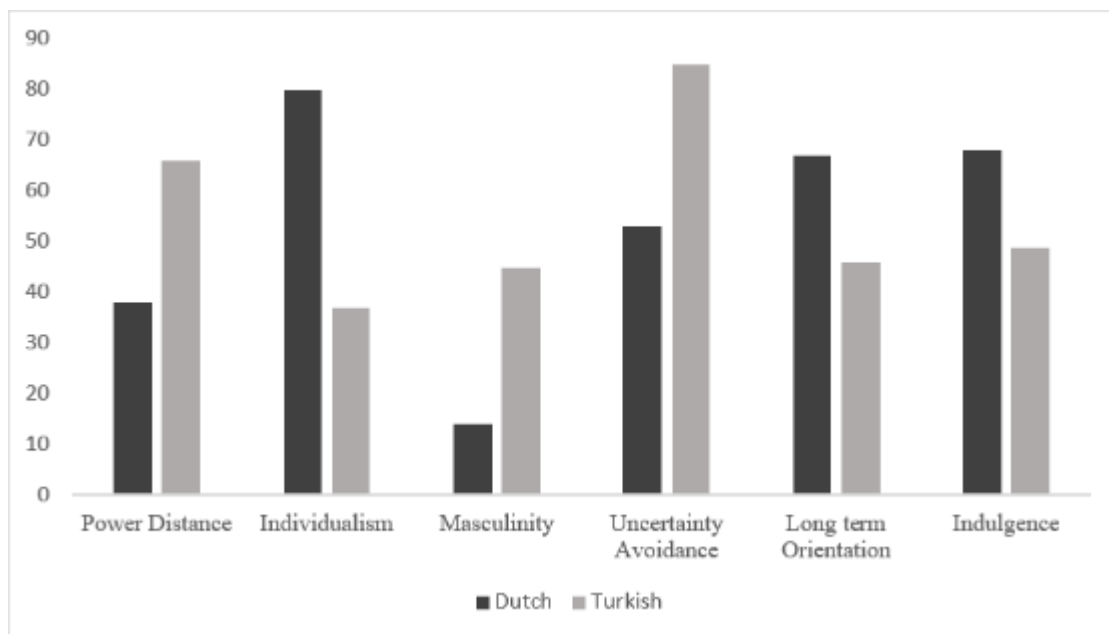
First, individualism-collectivism can be defined as the degree of tightness in a social framework (Hofstede, 2016). In an individualistic society, the individual takes priority and is expected to only take care of their immediate family members. In a collectivistic society, the concept of "we" presides over "I" and individuals see themselves as part of larger in-groups on which an individual's actions and behavior are based. Second, power distance can be defined as the degree of unequal distribution of power present in a culture. Thus, a country with a higher power index is more hierarchical. Third, masculinity-femininity is the extent to which a culture displays characteristics of cooperation, modesty and caring for the weak (i.e. femininity), versus characteristics of assertiveness, heroism and material reward for success (i.e. masculinity). Fourth, short term-long term orientation defined the extent a culture prioritizes the past or present over the future. In other words, a culture scoring high in short term orientation is more focused on immediate results, while a culture scoring high in long term orientation is more willing to sacrifice short term gratification for long term success. Fifth, uncertainty avoidance determines how much a culture tolerates unpredictability in the future. Cultures with a low score in uncertainty avoidance tend to have an informal social norms and behavior and more flexibility. In contrast, cultures with a high degree of uncertainty avoidance tend to portray more anxiety and fear of the unknown and tend to

avoid risks. Finally, the dimension of indulgence-restraint describes how a culture limits or controls the fulfilment of human desires. An indulgent society tends to be more liberal and have less strict social norms.

The Dutch and Turkish cultures compared

Since the inception of Hofstede's dimensions in the 1960's, the country scores have been updated multiple times (Beugelsdijk, Maseland & Van Hoorn, 2015). Hofstede's official web site Hofstede-insights.com present the most actual country scores. Therefore, the scores on this website are leading for this study. The culture scores of the Netherlands and Turkey can be seen in figure 2.1:

Figure 2.1: Turkish and Dutch culture scores compared



(Source: Hofstede Insights, 2020)

Figure 2.1 shows that the most salient differences in scores are between power distance, individualism, and masculinity. On power distance, the Turkish culture scores higher than the Dutch culture with a factor of 1.9. For individualism, the Dutch culture scores higher than the Turkish with a factor of 2.2. Also, the Turkish culture portrays a substantial higher degree of

masculinity by a factor of 3.2. The other three dimensions show smaller gaps in scores. For uncertainty avoidance, the Turkish culture scores higher with a factor of 1.6. For long term orientation and indulgence, the Dutch culture scores higher than the Turkish with factors of 1.5 and 1.4. For this study, it is necessary to determine if these scores are applicable to the Dutch and Turkish online consumer cultures. As discussed, collectivism and power distance are the most relevant dimensions for this research. Thus, the following hypotheses are formulated:

H1: The Turkish consumer culture is significantly higher in power distance than the Dutch consumer culture within the e-commerce setting

H2: The Turkish consumer culture is significantly more collectivistic than the Dutch consumer culture within the e-commerce setting

2.3 Cialdini's theory on persuasion

In the scope of studies on influence, Cialdini's principles of persuasion (2007) provide a set of six techniques to increase the effectiveness of persuasive attempts. These techniques are regarded as universal by Cialdini and not specifically bound to culture. These six persuasive principles are authority, liking, commitment and consistency, reciprocity, scarcity and social proof (Cialdini, 2007). First, authority can be defined as the influence an expert of a specific area has on others regarding that subject. Authority in persuasion may come in the forms of various representations as uniforms, academic degrees or age. Liking can be described as the susceptibility of people to be persuaded by people they view in a sympathetic manner. An individual has a higher chance of being persuaded by a friendly salesperson than an emotionally distant one. Commitment and consistency focus on exploiting the tendency of people to be consistent in their thoughts and actions. If an individual publicly promises to perform a certain behavior, he or she will be inclined to

persist even in doubt, to preserve a trustworthy image. Reciprocity is the principle that focuses on exploiting the need people feel to return made favors. For example, giving a small gift before a sales pitch will drastically increase the chance of finalizing the intended sale. Scarcity can be defined as the persuasive power of things that are limited in availability. The person deems a scarce product as more valuable and desirable as a product of which there is a large supply. Finally, the principle of social proof states that an individual is more susceptible to persuasion when he or she sees others performing the same behavior. For example, a sales pitch has a higher chance of succeeding when testimonials of satisfied customers are presented.

Cialdini within the e-commerce setting

Cialdini's (2007) principles of persuasion are not unknown to the e-commerce domain. Both industry professionals and social scientists have scrutinized the presence and usage of these principles. First, Halbesma's 2017 research on Cialdini's principles on Dutch e-commerce websites has shown that their use is common. Halbesma (2017) states that over 83% of 20 major Dutch e-commerce websites use at least one principle, with liking and authority being the most used. The authority technique was used 500 times among the 20 researched e-commerce websites. The most used authority-based techniques are quality labels, awards and collaborations with key industry figures. Also, social proof techniques were used 302 times in total in the forms of product ratings, customer reviews and social likes (Halbesma, 2017). Besides academic research, various e-commerce firms have discussed the use of Cialdini's principles on web sites. Referralcandy (2020) presented six examples of the authority principle used by international e-commerce firms. For example, titles as doctor, manager or expert and authority-related clothes such as a lab coats or uniforms. Convertise (2020) gave 14 examples of effective social proof techniques used by US-based e-commerce websites. These include customer testimonials and a ranking of best-selling products on the web site.

The possible relationship between Cialdini and Hofstede

The possible relationship between Cialdini's (2007) persuasive techniques and national culture has been scrutinized in the academic field. First, it is proposed that individuals from collectivistic cultures are significantly more susceptible to four of the six principles, namely authority, reciprocity, liking and consensus (Orji, 2016). Also, a cross-cultural comparison between Canada and Nigeria has shown that the Nigerian culture is more susceptible to authority and scarcity than Canadians are (Adaji, Oyibo & Orji, 2018). Canadians are more susceptible to the principles of Reciprocity, liking and social proof. However, the groups do not differ significantly regarding commitment (Adaji, Oyibo & Orji, 2018). When compared to Hofstede's culture scores (Hofstede Insights, 2020), there seems to be congruence, as the Nigerian culture scores 90 in power distance, while Canada scores 39. For individualism, Nigeria scores only 30, while Canada scores 80. Thus, supporting the notion that social proof is more effective in collectivistic than in individualistic cultures. All in all, these findings were used to formulate the following hypotheses:

H3: Power distance has a positive interaction effect on the effectiveness of peripheral cues based on authority within the e-commerce setting

H4: Collectivism has a positive interaction effect on the effectiveness of peripheral cues based on social proof within the e-commerce setting

2.4 Attitude, behavior and persuasion

Social science uses various methods to measure the effectiveness of persuasive actions. For example, Attitude formation when exposed to persuasive attempts can be measured, as attitude is seen as a precursor of behavior (Petty & Cacioppo, 1980; Ajzen, 1991). This method is applicable when the researcher has no means of measuring actual behavior, as is possible in e-commerce by comparing performances of marketing activities. Attitude is a widely researched subject in social sciences and can be defined as "relatively enduring

predisposition to respond favorably or unfavorably” towards something (Simons, 1976 p. 80). Thus, theory covering the relationship between attitude formation and persuasion is useful for the further course of this research.

Attitude as an indication of persuasiveness

There are various theories and models that describe the relationship between attitude formation and persuasion. First, Hovland’s, Janis’ and Kelley’s Yale attitude change model (1953) states that effective persuasive actions lead to a desired attitude change and are reliant on the trustworthiness of the sender, the nature of the communication and the age and attention of the recipient. Second, Petty and Cacioppo’s Elaboration Likelihood Model of Persuasion (1986), or ELM, is a dual process theory that describes how attitudes are formed by processing certain stimuli. ELM states that attitude formation can follow two main routes, namely central and peripheral. The central route utilizes actual information regarding the product or service and relates to highly motivated recipients. The peripheral route however, is taken by people low in motivation and functions by utilizing emotions and impressions to elevate motivation so that a desired attitude is formed (Petty, Cacioppo, 1986). In turn, this attitude will lead to desired behavior. Cialdini’s principles are regarded as utilizing the peripheral route, as they are not centered on actual information about the proposed product or service (Bator, Cialdini, 2000). Besides ELM, Ajzen’s Theory of Planned Behavior (1991) states that attitude is one of the predictors of behavior, alongside normative beliefs and perceived behavioral control. These three predictors lead to behavioral intention and finally behavior.

Tri-partite attitude model

This research uses Rosenberg and Hovland’s tri-partite model of attitude (1960) to structure and define attitude. The model states that attitude is formed by three components, namely cognitive, affective and behavioral attitudes. First, the cognitive component is the sum of

beliefs an individual has regarding the attitude object. For example, its quality, use effects or perceived benefits. Second, the affective component defined the feelings or emotions an individual has towards the attitude object. These can be fear, liking or dread. The behavioral component comprises the intent to perform certain behaviors towards the attitude object. An example of the tri-partite model of attitude within the e-commerce setting could be as follows: an individual is searching for a new computer monitor. After a Google search, the person finds an online store selling various electronic appliances, including monitors. From the content on monitor's product page, the individual forms an attitude. He or she may start believing the monitor is of high quality and that its design is attractive. Also, the individual may start developing an interest in using the monitor because of positive cognition and affection. Based on the Rosenberg and Hoveland's tri-partite model (1960), it is expected that Cialdini's principles of social proof and authority positively influence the cognitive, affective and behavioral attitude of individuals. Subsequently, this tri-partite model may be used to operationalize consumer responses towards the peripheral cues. The effectiveness of the peripheral cues could be determined by measuring attitude. Therefore, the possible interaction effect of collectivism and power distance would mean that the authority and social proof cues lead to a more positive attitude for Turkish online consumers. Thus, the following hypotheses can be formulated:

H5: Turkish consumers respond more positively towards authority cues than Dutch consumers within the e-commerce setting

H6: Turkish consumers respond more positively towards social proof cues than Dutch consumers within the e-commerce setting

2.5 Research model

With the necessary theoretical background created a research model for the research could be developed. This model has the aim in answering the research question RQ: “*To what extent can the possible differences between the Dutch and Turkish online consumer cultures in their susceptibility to persuasive techniques be predicted by their cultural values?*”. To summarize, the following hypotheses were formulated to answer the research question:

The conceptual research model can be viewed in figure 2.2. Also, an overview of the corresponding hypotheses and their expected effects can be seen in table 2.3. Moreover, An overview of the supporting hypotheses can be found in table 2.3:

Figure 2.2: Conceptual research model

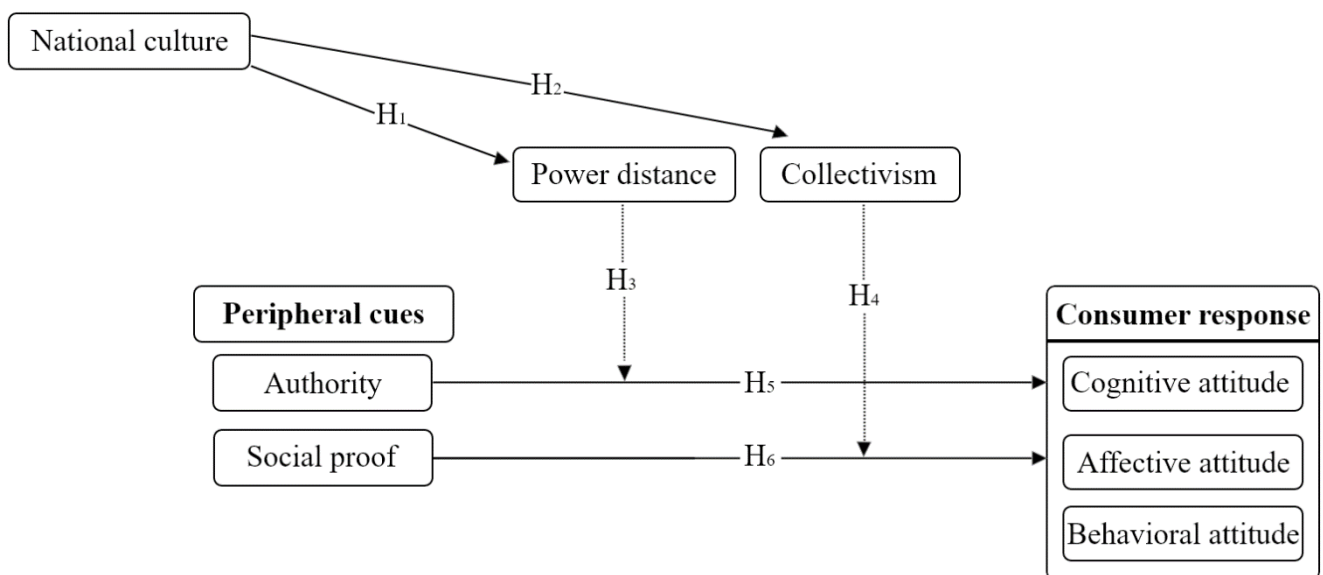


Table 2.3

Overview of hypotheses

	Expected effects
H1: Cultural score of power distance Predictor	The Turkish consumer culture is significantly higher in power distance than the Dutch consumer culture within the e-commerce setting
H2: Cultural score of collectivism Predictor	The Turkish consumer culture is significantly more collectivistic than the Dutch consumer culture within the e-commerce setting
H3: Collectivism and social proof cue Interaction effect	Power distance has a positive interaction effect on the effectiveness of peripheral cues based on authority within the e-commerce setting
H4: Power distance and authority cue Interaction effect	Collectivism has a positive interaction effect on the effectiveness of peripheral cues based on social proof within the e-commerce setting
H5: Effect of Authority cue on attitude Main effect	Turkish consumers respond more positively towards authority cues than Dutch consumers within the e-commerce setting
H6: Effect of social proof cue on attitude Main effect	Turkish consumers respond more positively towards social proof cues than Dutch consumers within the e-commerce setting

3. Methods

This section discusses the methodology used to conduct the experiment. The research question and corresponding hypotheses were operationalized by implementing a quantitative research method. First, the research design is discussed. Second, the research materials including the authority and social proof manipulations are presented. After this, an overview of the pre-test and its results is given. Fourth, the procedure of the experiment is discussed entailing the course of the experiment for each participant. Fifth, the participants are described, including demographic characteristics. After this, an analysis of measurements is performed, including a factor and reliability analysis and an improvement of constructs. Lastly, an improvement on the research model and hypotheses are based, based on the participants' culture scores.

3.1 Research design

This research had a quantitative 2x2x2 between- and within subject factorial design implemented via a survey in Qualtrics. The main independent variables in this design were the peripheral cues of social proof and authority, alongside the country of origin. The dependent variables were the three components of attitude, namely cognitive, affective and behavioral. These were used to measure consumer responses. The four conditions were based on the exclusion or inclusion of said peripheral cues in the research materials to compare their effects.

Each participant was randomly assigned to one of those four conditions. Thus, the research design consisted of the conditions "*authority + social proof*", "*social proof*", "*authority*" and finally a control condition of "*no cues*". An overview of the research design can be seen in table 3.1:

Table 3.1: 2x2x2 research design

Country of origin	Conditions	Social Proof	Authority
Turkey	Condition 1	yes	yes
	Condition 2	No	yes
	Condition 3	yes	No
	Condition 4	No	No
The Netherlands	Condition 1	yes	yes
	Condition 2	No	yes
	Condition 3	yes	No
	Condition 4	No	No

3.2 Research materials

The research materials consisted of two separate scenarios that simulated the consumer journey from search query to landing on a product page. Both scenarios were accompanied by product pages of fictional e-commerce firms, in which the peripheral cues were included. It was chosen not to use existing e-commerce firms, to exclude the possibility of existing consumer bias or attitude. These scenarios were available in both the Turkish- and Dutch languages. One product page focused on a psychical product and the other on a service. In this manner, potential differences between goods and services could be measured. Also, the display order of both scenarios was randomized. Both scenarios included an introduction text that the participants had to imagine themselves in. The first scenario consisted of “Omnifort”, a producer and retailer of ergonomic chairs that aid against back pain. The participants were told to envision having enduring back pains and that they decided to look for an ergonomic chair via Google Search. The second scenario consisted of “Getyourticket” or “Rahatbilet” in Turkish, an online booking company for holidays. For Getyourticket, the participant had to book a holiday at a domestic bungalow park. Both product pages were designed to resemble typical product pages of online retailers in these markets. For Omnifort, these were fundesign.nl and archiproducts.com. For Getyourticket, bungalowspecials.nl was the main

reference. The product pages for Omnifort can be seen in appendix 1 and the product pages for Getyourticket in appendix 2. Impressions of the peripheral cues included on the product pages are visible in the figures below:

Authority cues

The authority cues consisted of images of industry expert accompanied with a short text. Cialdini (2007) stated that titles and uniforms are the two main techniques how authority is implemented. The two authority cues can be seen in figure 3.2:



✓ Ergonomisch
getest en goedgekeurd
door anatomie
professor Huizinga



✓ Gecontroleerd
en goedgekeurd
door onze senior
toerisme manager
Peter Spoelstra

Figure 3.2: authority cues included on the Omnifort (left) and Getyourticket (right) product pages

The authority cues consist of images of an anatomy professor in a doctor's coat for Omnifort and a senior tourism manager in business attire for Getyourticket. The text confirms the role of the authority figures with the quality of the product or service.

Social proof cues

The social proof cue on the product pages consisted of customer reviews. Social proof is mainly based on presenting the actions or experiences of individuals the target group can relate to (Cialdini, 2007). The used social proof cues can be seen in the figure 3.3:

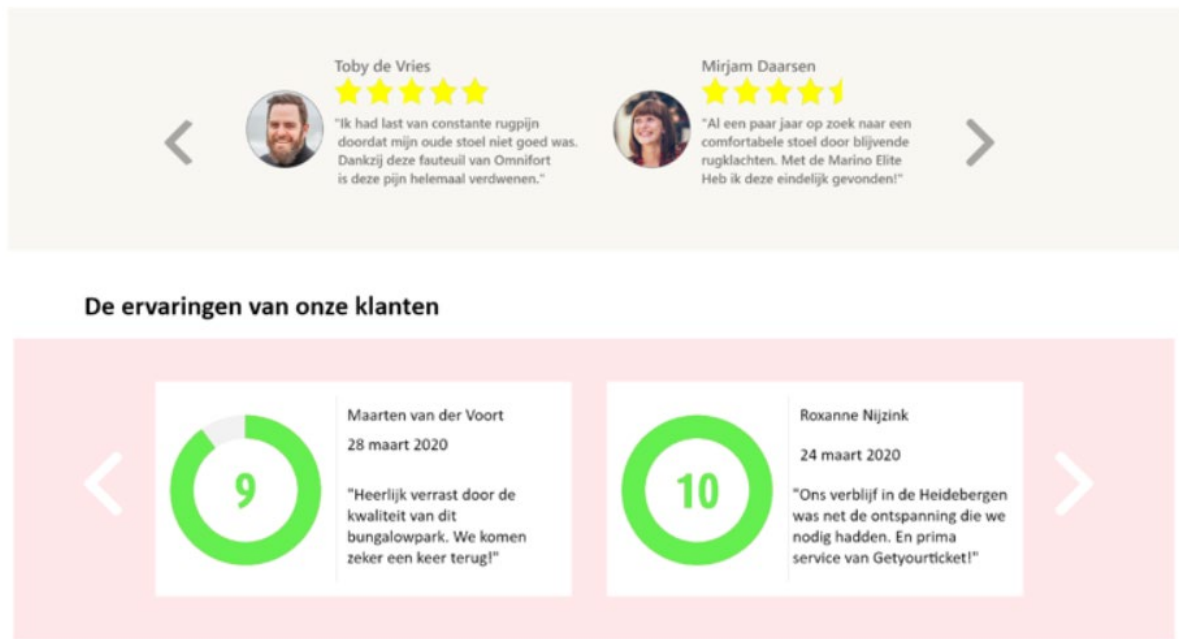


Figure 3.3: social proof cues included on the Omnifort (above) and Getyourticket (below) product pages

The social proof cues consisted of customer reviews in two different forms. For Omnifort, a block with two testimonials were included with portraits of the customers and star reviews. For Getyourticket, a block with testimonials were included with a grade from one to ten. These designs were based on customer testimonials from a multitude of websites, such as the review page present for the accommodations on bungalows.nl (2020).

3.3 Pre-test

A pre-test was conducted to determine how the experiment functions in practice. In this manner, possible improvements in the research could be identified before conducting the final experiment.

Pre-test methods

In total, 39 individuals participated in the pre-test, of which 20 completed the Dutch-language- and 19 the Turkish-language version. The participants were presented with the experiment in Qualtrics, which was available in both languages. All survey items were 7-point Likert scales, with statements ranging from "completely disagree" to "completely

agree”. The first section of the pre-test consisted of demographic questions regarding age, gender, and level of education. After this, the two scenarios were presented each followed by survey items to measure attitude. The materials for scenario had a minimum view duration of 60 seconds, denying the participants to skip the materials without examining them. The survey items were divided into three constructs, with six items to measure cognitive attitude, five to measure affective attitude and five to measure behavioral attitude. Following the scenarios, scales to measure the cultural dimensions of collectivism and power distance were presented. The collectivism scale had seven items and the power distance scale six. The final section of the pre-test included manipulation checks to measure the participant’s product interest and recollection of the manipulations.

Pre-test results

Overall, no major problems in the structure and course of the experiment were identified. After completing the pre-test survey, the participants were interviewed for feedback. The Dutch-language participants overall had no major points of feedback, except several spelling errors in the texts and questions. Some of the Turkish-language participants reported that the forced time duration of 60 seconds was too short to examine the survey materials. However, some of these respondents were Dutch citizens of Turkish background that had never lived in Turkey or received Turkish-language education. Thus, it is possible these individuals did not possess the level of proficiency in the Turkish language an individual from Turkey would have. The pre-test did not include a method to filter out individuals that were culturally native to Turkey or the Netherlands. Therefore, an extra question was added to filter out ethnically mixed individuals not living in the target country.

3.4 Procedure

Following the results of the pre-test, the definitive version of the experiment was developed. The experiment included the two fictive scenarios of Omnifort and Getyourticket. The first

section of the experiment consisted of a briefing outlining the subject, procedure, and conditions of the experiment, including their informed consent. The participants were not fully briefed on the goals of the research to avoid unintended manipulation. After this, demographic questions were asked. In this step, the participants who were not native Dutch or Turkish and did not reside in the target countries were filtered out of the experiment. After the demographic section, the section containing the scenarios was presented in a randomized display order. Each participant was put into the same condition for both scenarios. This was followed by the culture scales and manipulation checks. The last section of the experiment contained a debriefing with a more elaborate explanation of the research goals, with the possibility to withdraw consent. An optional €50 raffle was added to the survey.

3.5 Participants

As mentioned, the participants were gathered by digital means. In total, 370 people participated in the experiment. Of these, 191 were from the Netherlands and 179 from Turkey. However, 30 Dutch-language and 17 Turkish-language participants were filtered out of the experiment due to not being culturally native from the target countries. Also, participants that completed the survey in less than six or more than twenty minutes were excluded. It cannot be expected that the experiment was completed with full attention, as each product page had a minimum view duration of 60 seconds and there were 55 items the participant had to read and form an opinion about. A duration of more than 20 minutes seems to imply that the participant has not completed the survey in one sitting or with full concentration. Thus, for the Dutch language survey, 143 participants were included into the analyses. For the Turkish language survey, 141 participants were included. The demographic characteristics of both sample groups are visible in tables 3.4:

Table 3.4: demographics of the Dutch and Turkish sample groups

Country	Condition	N=	Gender	Age	Education
the Netherlands	Authority + Social proof	33	39.4% (M) / 60.6% (F)	(M = 34.5, SD = 15.8)	48.4% (low educated) 51.6% (high educated)
	Authority	38	28.9% (M) / 71.1% (F)	(M = 34.2, SD = 15.0)	36.9% (low educated) 63.1% (high educated)
	Social proof	47	48.9% (M) / 51.1% (F)	(M = 34.1, SD = 14.4)	40.4% (low educated) 59.6% (high educated)
	No cues	43	41.9% (M) / 58.1 (F)	(M = 34.5, SD = 13.2)	39.6% (low educated) 60.4% (high educated)
Turkey	Authority + Social proof	42	57.1% (M) / 42.9% (F)	(M = 40.2%, SD = 15.8)	28.6% (low educated) 71.4% (high educated)
	Authority	46	52.2% (M) / 47.8% (F)	(M = 34.8, SD = 10.7)	26.1% (low educated) 74.9% (high educated)
	Social proof	35	60.0% (M) / 40.0% (F)	(M = 35.8, SD = 13.5)	34.3% (low educated) 65.7% (high educated)
	No cues	39	43.6% (M) / 56.4% (F)	(M = 33.3, SD = 11.0)	35.9% (low educated) 64.1% (high educated)

Note: The proportions of gender ($X^2(1, N = 284) = 5.9, p = .024$) and education ($X^2(1, N = 284) = 5.7, p = .017$) differed significantly between the Dutch and Turkish populations. The proportion of age ($X^2(1, N = 284) = 144.1, p = .69$) did not.

The level of education was divided into two groups, namely low- and high educated. Low educated included participants that completed up until vocational education. High educated included every participant with a bachelor's degree and higher. The randomization checks on the demographic variables showed that gender and education differed significantly between the Turkish and Dutch populations. Further analysis showed that gender did not have a significant effect on the authority ($F(1) = 2.168, p = .142$) and social proof ($F(1) = .057, p = .811$) cues. Moreover, level of education did not have a significant effect on the authority ($F(1) = .655, p = .42$) and social proof ($F(1) = .002, p = .965$) cues. Hence, these demographic variables do not have to be taken in consideration for further statistical analysis.

3.6 Manipulation- and purchase interest checks

In total, six checks were conducted. Four of these were for the manipulation materials themselves, to check if the participants noticed them. The final two manipulation checks were to determine the participants' purchase interest to control for its potential effects on consumer responses. Dichotomous questions were asked if the participant saw the photos or customer reviews. A participant passed the manipulation check when he or she answered all four manipulation checks correctly. The results of these checks can be seen in the table below.

Table 3.5: Percentage of manipulation check passed

Condition	Netherlands (N=143)	Turkey (N=141)
1	70.0%	69.2%
2	69.7%	80.0%
3	87.2%	72.4%
4	73.2%	75.8%

Table 3.5 shows that most participants remembered seeing the manipulation materials. A repeated measures ANOVA was conducted to investigate if passing the manipulation checks influenced the means scores of cognitive, affective and behavioral attitudes. For cognitive ($F(1) = .002$, $p = .961$), affective ($F(1) = .589$, $p = .444$) and behavioral attitudes ($F(1) = 3.046$, $p = .029$) no significant differences were measured between the groups passed and not passed. Therefore, all participants were included in further analyses.

Checks for purchase interest

Purchase interest was measured by two manipulation checks in a 7-point Likert scale. Statements were asked regarding the participants' interest in an ergonomic chair and a domestic holiday park. These mean scores are visible in the following table.

Table 3.6: Mean product interest per condition

Product page	Dutch (N=143)	Turkish (N=141)
Omnifort	4.66	2.83
Getyourticket	4.09	5.30

Repeated measure ANOVA's were conducted to determine the effects of purchase interest on the peripheral cues. For this analysis, purchase interest of both products was divided into dichotomous groups high and low. Mean scores in purchase interest lower than 5 were regarded as low. Mean scores higher than 5 were regarded as high. For Omnifort, a significant effect of purchase interest was measured on the authority cue ($F(1) = 19.987, p < .000$). For participants with a high purchase interest, the presence of the authority led to a lower mean attitude. For participants with a low purchase interest, inclusion of the authority led to a higher average mean attitude. Thus, it seems purchase interest negates the effect of the authority cue for Omnifort. However, it is not possible to only consider participants with a low Omnifort purchase interest, as the sample sizes of the condition will be too low to achieve statistical validity. Therefore, no division between purchase interest was made for further analysis.

3.6 Measurements

This experiment was based on six measurements in total. Its items primarily consisted of statements with 7-point Likert scales, ranging from “completely disagree” to “completely agree”. The attitude and culture measurements were based on Rosenberg and Hovland's tripartite model of attitude (1960) and Hofstede's cultural dimensions of collectivism and power distance (2010). The Turkish-language version of the measurements can be found in appendix 3 and The Dutch-language version in appendix 4.

Demographic items

The first section of the survey consisted of demographic items that had the goal of determining the personal characteristics of the participants. These included an open question

for age, a nominal question for gender and an ordinal question for level of education. Also, the final question was a check that filtered out non-native Dutch or Turkish individuals that did not reside in their respective home countries.

Cognitive attitude

Cognitive attitude consists of the sums of beliefs an individual has towards the attitude object. In the case of this research, cognitive attitude refers to the perceived quality, functionality, and user effects of the ergonomic chair and holiday park featured on the product pages. An example of an item from this measurement is “I find this chair a reliable product” was included. This measurement consisted of a set of six 7-point Likert scale items for each product page.

Affective attitude

Affective attitude entails the sum of feelings and emotions an individual has towards the attitude object. For this research, affective attitude was directed at the extent to which the participants developed a liking for both respective products. For example, the item “I think this is a good-looking bungalow park” was included. This measurement consisted of a set of five 7-point Likert scale items for each product page.

Behavioral attitude

The third partition of attitude can be defined as the intent to perform behavior resulting from or towards the attitude object. For the Omnifort and Getyourticket product pages, behavioral attitude is directed at the intent of participants to purchase and use the products. For example, the item “I would want to try this chair” was included. This measurement consisted of 5 7-point Likert scale items for each product page.

Collectivism

The section following the product page scenarios was directed at measuring the participants' collectivism scores. Hofstede Insights (2020) defined collectivism as the “a preference for a tightly-knit framework in society in which individuals can expect their relatives or members

of a particular ingroup to look after them in exchange for unquestioning loyalty”. This measurement consisted of one set of seven 7-point Likert scale items regarding statements as “Having an own identity separate from others is very important to me” and “my own well-being is less important than that of those in my social circle”. These items were based on Cozma’s collectivism measurement scales (2011). Four items were individualistic statements and three collectivistic.

Power distance

Power distance can be defined as the degree in which power and responsibility are unequally distributed in a society (Hofstede Insights, 2020). This measurement consisted of six 7-point Likert scale items, of which three were high power distance and three low power distance. For example, the item “I think that children should be taught to always obey their parents and teachers” was included into the scale. These items were based on Stull and Von Till’s 1995 culture scales.

3.7 Reliability and construct validity

Factor analysis

The results of the experiment were tested to ensure sufficient construct validity and reliability. For this purpose, factor and reliability analyses were conducted within SPSS. First, the factor analysis had the goal of ensuring sufficient construct validity by testing if the constructs as proposed in the conceptual framework exist as hypothesized. For this, the orthogonal rotation “varimax” was selected. A separate factor analysis was conducted for each scenario and the culture scales. In these, the number of constructs was forced, namely three for the attitude scales and two for the culture scales. Three separate factor analyses were conducted for both scenarios and the culture scales. Items that did not load into the correct factor or into multiple factors were deleted from the scales. The total explained variances and eigenvalues were also included. However, these variances and eigenvalues are of three

separate factor loadings and do not represent one model. Moreover, Cronbach's alpha was used to determine the reliability of the constructs. It is accepted that a Cronbach's alpha of 0.6 demonstrates sufficient and one larger than 0.8 good reliability (Hulin, Netemeyer & Cudeck, 2001). All the attitude scales had a Cronbach Alpha of higher than 0.8, meaning these are highly reliable. The culture scale of power distance scored .666, meaning sufficient. However, the collectivism scale had a Cronbach Alpha of .577, meaning its internal consistency is insufficient. Therefore, the findings based on this scale may not accurately determine the effect of collectivism.

Table 3.7: Rotated factor component analysis (N=284)

Construct	Statements	1	2	3	4	5	6	7	8
Cognitive attitude Omnifort	This chair is a qualitative high standing product	.79							
	I believe the claims the producer makes about this chair	.75							
	This chair is a solid product	.78							
	I find this chair reliable	.79							
Affective attitude Omnifort	I think this is a pretty chair		.84						
	This chair appeals to me		.74						
	I find the design of this chair tasteful		.87						
	I like this chair		.78						
Behavioral attitude Omnifort	I would want to try this chair		.72						
	I would put this chair on my 'shortlist' of possibilities		.80						
	I have an interest for this chair		.73						
Cognitive attitude Getyourticket	This is a qualitative high standing bungalow park			.75					
	I believe the claims the provider makes about this bungalow park			.74					
	I think this bungalow park is well maintained			.75					
	I think the bungalows in this park are comfortable			.68					
Affective attitude Getyourticket	This bungalow park appeals to me				.76				
	This bungalow park looks good				.66				
	I like this bungalow park				.81				
Behavioral attitude Getyourticket	I would want to know more about this bungalow park					.86			
	I would put this bungalow park on my 'shortlist' of possibilities					.82			
	I have an interest for this bungalow park					.75			
Collectivism	I always consider the feeling of the people in my social circle when pursuing my personal goals						.42		
	The well being of the people in my social circle is more important than my own well being						.52		
	My decisions are predominantly based on on my own views and opinions						.46		
Power distance	Having an identity seperate of others is very important to me						.61		
	I think that superiors should make the decisions without sharing this responsibility with subordinates							.67	
	I think that children should be taught to always obey their parents and teachers							.63	
	I think it should be possible for employees to openly disagree with their superiors							.78	
Explained variance		10.30%	58.99%	6.41%	55.59%	8.71%	5.01%	18.09%	15.23%
Eigenvalue		1.647	9.438	1.025	8.895	1.393	0.802	2.352	1.984
Cronbach's Alpha α		.88	.93	.87	.83	.85	.87	.57	.67

3.8 Revision of research model by culture scores

The research model is based on the notion that the national culture of the participants' origin country predicts their own cultural values. If false however, the model will not be able to investigate the effects that country of origin may have on consumer responses. Thus, a preliminary analysis was conducted to determine if the participants' culture scores are congruent with Hofstede Insights' (2020) findings. In this manner, it could be decided whether country of origin needs to be included as a separate variable.

T-tests on culture scores

The collectivism and power distance scales were analyzed by two independent samples T-tests. The results of these T-tests are visible in table 3.8:

Table 3.8: T-test results for culture scores per country

Cultural dimension	F	p
Power distance	21.819	>.001
Collectivism	1.678	.196

Table 3.8 shows that only a significant difference exists between the power distance scores of the Dutch and Turkish groups. The second T-test demonstrated a significant difference between both populations in their power distance scores. However, when looking at the mean scores of two groups, Dutch participants scored higher in power distance ($M_{Powd} = 3.44$, $SD = 1.07$) than the Turkish participants ($M_{Powd} = 3.20$, $SD = 1.51$). Thus, the expectations that the Turkish participants score higher in both collectivism and power distance were not fulfilled, meaning H1 and H2 of the original research model are not supported. Country of origin does not predict the cultural participants' culture scores.

Adapted research model and hypotheses

Based on above findings, the research model and hypotheses were revised. Country of origin is now included as a separate variable that affects the peripheral cues. In other words, a

significant difference between participants of both countries in their response towards the peripheral cues is still expected. The adapted research model is visible in figure 3.9. The revised hypotheses are visible in figure 3.10.

Figure 3.9: revised research model

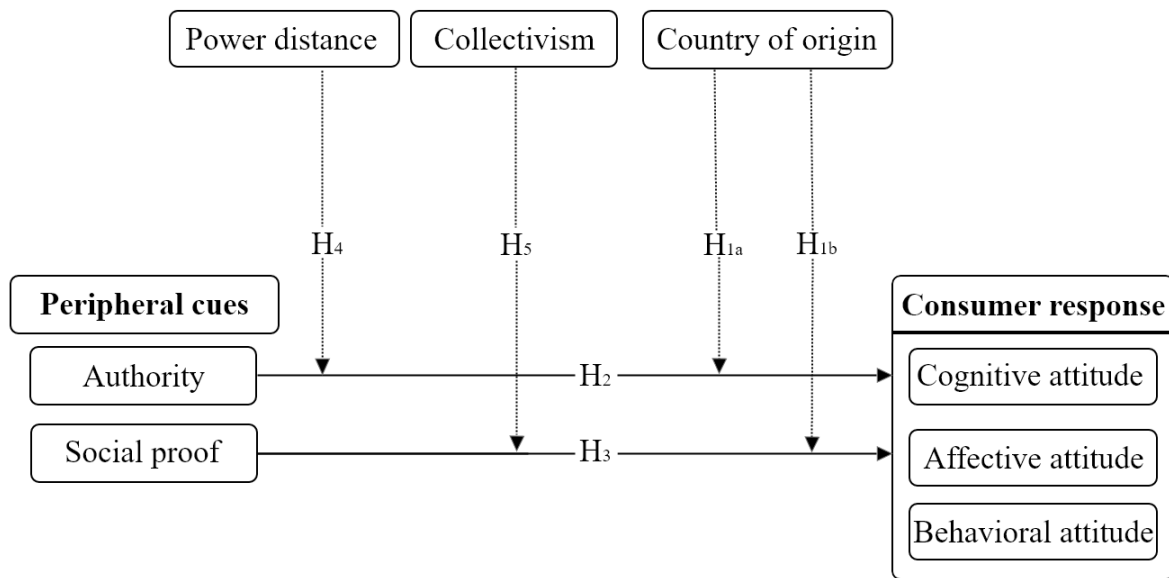


Table 3.10: revised hypotheses of conceptual research model

Hypothesis	Expected effects
H1a: Country of origin and authority cue Interaction effect	The country of origin of Turkish and Dutch consumers affects their response towards authority based peripheral cues within the e-commerce setting
H1b: Country of origin and social proof cue Interaction effect	The country of origin of Turkish and Dutch consumers affects their response towards social proof based peripheral cues within the e-commerce setting
H2: Effect of authority cue on attitude Main effect	Turkish consumers respond more positively towards authority based peripheral cues than Dutch consumers within the e-commerce setting
H3: Effect of social proof cue on attitude Main effect	Turkish consumers respond more positively towards social proof based peripheral cues than Dutch consumers within the e-commerce setting
H4: Power distance and authority cue Interaction effect	Power distance has a positive interaction effect on authority based peripheral cues within the e-commerce setting
H5: Collectivism and social proof cue Interaction effect	Collectivism has a positive interaction effect on social proof based peripheral cues within the e-commerce setting

4. Results

This chapter discusses the results of the experiment. First, the main effects of the authority and social proof cues on the dependent variables for the Turkish and Dutch groups are analyzed. Second, the effects of the participants' culture scores on their consumer responses were investigated.

4.1 Main effects of peripheral cues per country

The main effects of both the authority and social proof cues were determined for the Turkish and Dutch groups. For this objective, a repeated measures ANOVA was conducted. With this analysis it was possible to investigate if differences in effects between the countries and the product pages existed. This included multivariate and univariate tests.

Multivariate tests of effects for country

First, the multivariate tests determined which between- and within subjects' factors had a significant effect on the dependent variables of attitude. These tests gave the possibility to establish which dependent variables were worthy of further analysis. The results of the multivariate tests are visible in table 4.1:

Table 4.1: Multivariate tests results for difference in product pages per country

<i>Factor</i>	<i>df</i>	<i>Λ</i>	<i>F</i>	<i>p</i>	(η^2)
Country	3.313	.891	11.150	< .001	.109
Authority	3.313	.999	.116	.951	.001
Social Proof	3.313	.998	.184	.907	.002
Country * authority	3.313	.955	2.461	<.006	.045
Country * Social proof	3.313	.994	.541	.655	.006
Authority cue * Social proof	3.313	.974	2.484	.061	.027
Country * authority * Social proof	3.313	.979	1.977	.118	.021
Difference in product pages (within)	3.313	.844	16.857	< .001	.156
Difference in product pages * Country	3.313	.980	1.899	.130	.156
Difference in product pages * Authority	3.313	.991	.842	.472	.009
Difference in product pages * Social proof	3.313	.999	.100	.960	.001
Difference in product pages * Country * Authority	3.313	.988	1.066	.364	.012
Difference in product pages * Country * Social proof	3.313	.987	1.167	.323	.013
Difference in product pages * Authority * Social proof	3.313	0.998	.138	.937	.013
Difference in product pages * Country * Authority * Social proof	3.313	.995	.426	.735	.005

Table 4.1 shows that the consumer responses differs between the two countries of origin. Second, a significant difference for the effect of the authority cue between the two countries exist. In other words, the authority cue affected the Turkish and Dutch groups differently. These were further analyzed via univariate tests. Third, the participants responded differently towards each product page. However, the effects of the peripheral cues and country of origin did not differ between the product pages. Therefore, further analysis of the within-subjects' effects is unnecessary. Moreover, the interaction effect between the authority- and social proof cue is marginally significant. Hence, significance for any of the three components of attitude is likely and worthy of further analysis. In short, H1a is supported, as country of origin influences the effectiveness of the authority cue. H1b is rejected as no significance difference is measured between the two countries.

Univariate tests of cues per country

The effects of the peripheral cues on the Turkish and Dutch participants were further investigated via a univariate analysis. For this, the effects of the cue on the three dependent variables of cognitive, affective and behavioral attitude were analyzed. The results of the univariate analysis are visible in table 4.2:

Table 4.2: Univariate tests for effect of authority cue per country and product pages

<i>Factor</i>	<i>df</i>	Cognitive attitude			Affective attitude			Behavioral attitude		
		<i>F</i>	<i>p</i>	(η^2)	<i>F</i>	<i>p</i>	(η^2)	<i>F</i>	<i>p</i>	(η^2)
Country	1	.022	.811	<.001	1.209	.272	.004	20.542	<.001	.069
Country * Authority	1	1.070	.302	<.001	8.368	<.004	.004	9.520	<.002	.033
Authority * Social proof	1	.862	.354	<.001	5.550	<.019	.003	5.323	<.022	.004
Difference in product pages (within)	1	38.983	<.001	.124	35.382	<.001	.114	15.663	<.001	.053

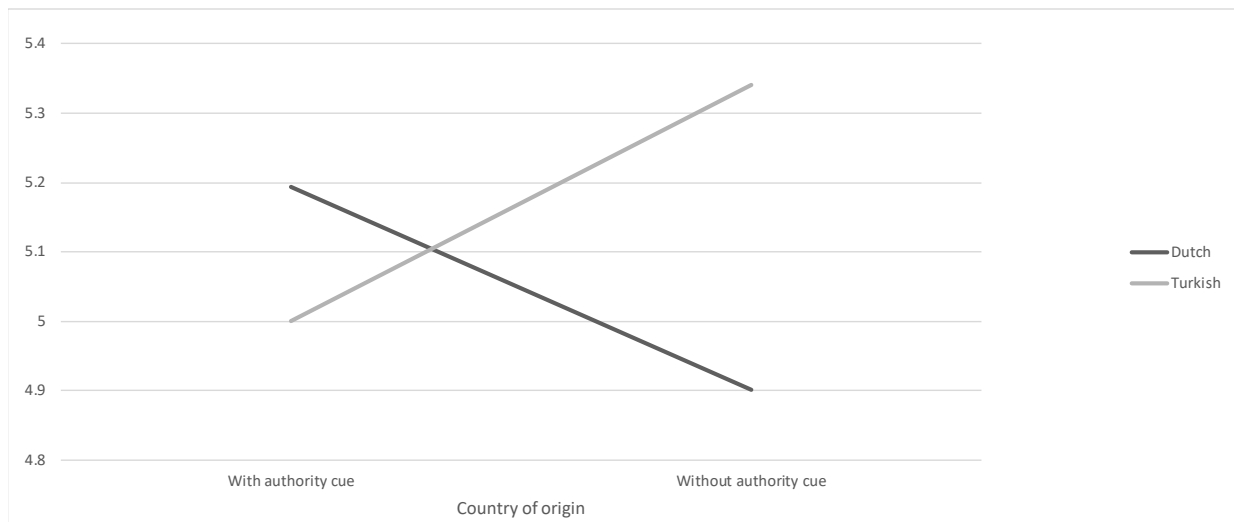
In table 4.2 a significant effect of country on behavioral attitude is visible. Also, the effect of the authority cue differs per country for affective and behavioral attitudes, but not for cognitive attitude. As suspected, an interaction effect between both peripheral cues exists. Affective and behavioral attitudes are affected by this effect, while cognitive attitude is not.

Lastly, the difference between both product pages is significant for all three components for attitude. However, country * authority and authority * social proof are worthy of further analysis, as these cover the peripheral cues.

The direction and nature of authority cue effects

The effects of country on the authority cue per country were further analyzed. Figure 4.3 shows this effect for affective attitude between the Turkish and Dutch participants:

Figure 4.3: Effect of authority cue on affective attitude of the Turkish and Dutch groups (scale 1-7)



In figure 4.3 a difference in direction of the relationship between the authority cue and affective attitude is visible. For the Dutch participants, inclusion of the cue led to a higher mean affective attitude ($M = 5.19$, $SD = .921$) than when excluded ($M = 4.90$, $SD = .843$). The Turkish participants showed a negative relationship, meaning the cue led to a lower affective attitude when included ($M = 5.00$, $SD = 1.05$) than when excluded ($M = 5.34$, $SD = .987$). Thus, both groups seem to respond to the cue in an opposite manner. In figure 4.4, the effects of authority on behavioral attitude are visible:

Figure 4.4: Effect of authority cue on behavioral attitude of the Turkish and Dutch groups (scale 1-7)

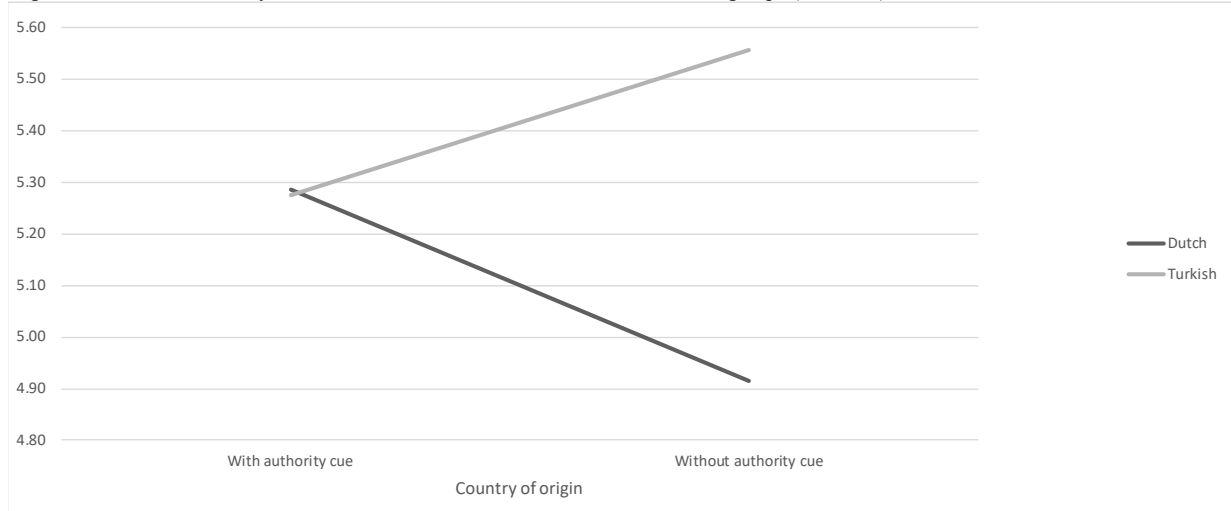


Figure 4.4 demonstrates a similar pattern as seen in figure 4.4. For the Turkish participants, the exclusion of the authority cue led to a lower behavioral attitude ($M = 5.81$, $SD = .732$) than when present ($M = 5.48$, $SD = .91$). For the Dutch participants however, a positive relationship was established. The behavioral attitude was higher when the authority was included on the product page ($M = 5.31$, $SD = 1.14$) than when excluded ($M = 4.92$, $SD = 1.07$). To conclude, the authority cue showed similar effects on affective and behavioral attitudes. Contrary to the expectations, the effects were positive for the Dutch- and negative for the Turkish participants. To conclude, H2 and H3 are not supported, as the peripheral cues did not demonstrate a more positive effect towards the Turkish participants.

Interaction effects between the peripheral cues

The interaction effect between the two peripheral cues was further analyzed. A simple effects analysis showed that the interaction effect within the Dutch group exists of the social proof cue on the authority cue ($F(1) = 7.105$, $p < .001$ 95% CI [.275, 1.020]). For the Turkish group, no significance was detected ($F(1) = 1.494$, $p = .224$ 95% CI [-.389, .450]). Figure 4.5 shows the interaction effect of the Dutch group for affective and behavioral attitudes:

Figure 4.5: interaction effect for the Dutch group on attitude (scale 1-7)

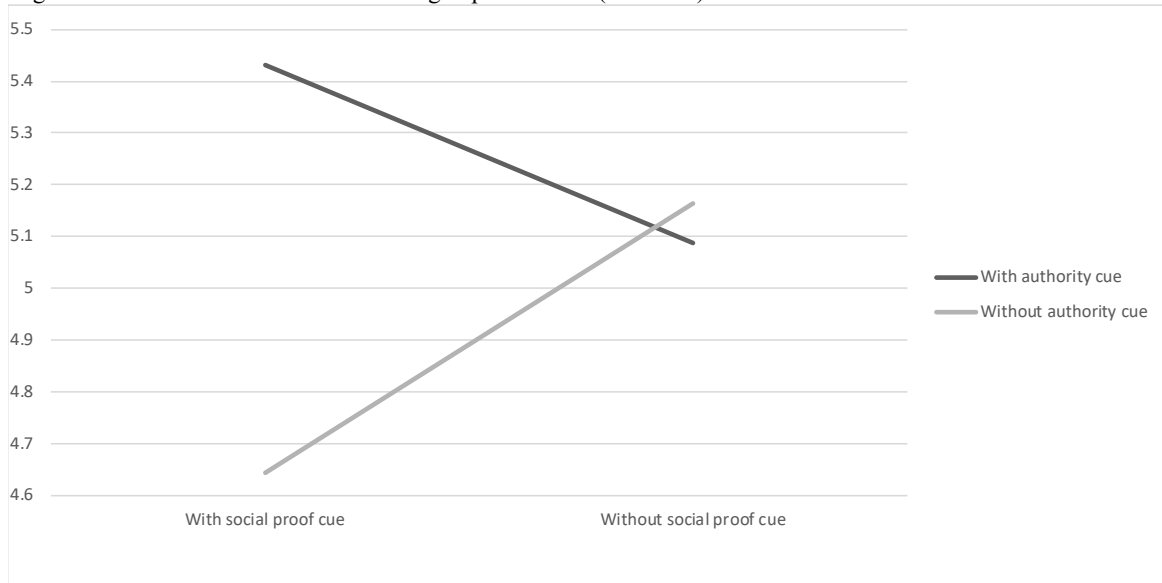


Figure 4.5 shows that a positive interaction effect exists between the peripheral cues. Affective and behavioral attitudes are highest when both cues are present. Without the authority cue, the social proof cue seems to negatively influence attitude. In all, these interaction effects again demonstrate that the peripheral cues were less effective towards the Turkish participants.

4.2 Effects of culture scores on participant responses

Next, the moderation effects of the culture scores on the peripheral cues were researched via a repeated measures ANOVA. The possible moderation effects of the culture scores on the peripheral cues were investigated via multivariate tests. In this manner, it was possible to investigate differences in effects between the two product pages in relation to the culture scores. For this objective, the power distance and collectivism scores of the participants were divided into high/low to create fixed factors. A mean score from 0 to 3.5 on the culture scales was determined as low, while a mean score from 3.5 to 7 was high.

Multivariate tests for cultural effects

First, the multivariate tests determined if any cultural effects on the peripheral cues and attitude existed. The results of the multivariate tests are visible in table 4.6:

Table 4.6: Multivariate tests results for difference in product pages and culture scores

<i>Factor</i>	<i>df</i>	<i>Λ</i>	<i>F</i>	<i>p</i>	(<i>η</i> ²)
Power distance	3.305	.982	1.659	.176	.018
Collectivism	3.305	.974	2.327	.075	.026
Authority	3.305	.995	.420	.739	.005
Social Proof	3.305	.999	.092	.964	.001
Power distance * authority	3.305	.996	.332	.802	.004
Power distance * social proof	3.305	.998	.144	.934	.002
Collectivism * authority	3.305	.998	.199	.897	.002
Collectivism * social proof	3.305	.990	.894	.445	.101
Authority * social proof	3.305	.971	2.626	.051	.029
Power distance * collectivism	3.305	.990	.909	.437	.010
Power distance * authority * social proof	3.305	.984	1.430	.234	.016
Collectivism * authority * social proof	3.305	.989	1.004	.391	.011
Power distance * collectivism * authority * social proof	3.305	.987	1.127	.339	.013
Difference in products (<i>within</i>)	3.305	.845	16.258	<.001	.155
Difference in products * power distance	3.305	.958	3.854	<.010	.042
Difference in products * collectivism	3.305	.996	.340	.979	.004
Difference in products * authority	3.305	.992	.692	.557	.008
Difference in products * social proof	3.305	.997	.273	.845	.003
Difference in products * power distance * authority	3.305	.993	.664	.575	.007
Difference in products * power distance * social proof	3.305	.992	.689	.554	.008
Difference in products * collectivism * authority	3.305	.996	.318	.812	.004
Difference in products * collectivism* social proof	3.305	.990	.921	.431	.010
Difference in products * authority * social proof	3.305	.989	.217	.885	.002
Difference in products * power distance * collectivism	3.305	.986	1.232	.298	.014
Difference in products * power distance * collectivism * authority * social proof	3.305	.996	.382	.766	.004

Table 4.6 shows a significant effect of power distance on the difference in attitude scores between the product pages. In other words, the power distance score of the participants influences their response towards the product pages. As expected, a difference in attitude between the product pages was again detected.

Univariate tests for cultural effects

The cultural influence on the peripheral cues were further investigated via a univariate analysis. For this, the effects of the cue on the three dependent variables of cognitive, affective and behavioral attitude were analyzed. The results of the univariate analysis are visible in table 4.7:

Table 4.7: Univariate tests for effect of authority cue per country and product pages

Factor	df	Cognitive attitude			Affective attitude			Behavioral attitude		
		F	p	(η^2)	F	p	(η^2)	F	p	(η^2)
Difference in products * power distance	1	4.701	.032	.005	.014	.905	<.001	.407	.525	<.001
Difference in product pages (within)	1	40.320	<.001	.124	35.382	<.001	.114	15.663	<.001	.053

In table 4.7 the effect of power distance on the within subjects difference only seems to exist for cognitive attitude. Thus, power distance affects how differently cognitive attitude is formed between the product pages. However, these effects do not relate to any of the peripheral cues. For both the authority and social proof cue, no effect of the culture scores was determined. Thus, H4 and H5 were not supported.

4.3 Overview of hypotheses

Table 4.8: Overview of hypotheses and effects

Hypothesis	Expected effects	
H1a:	The country of origin of Turkish and Dutch consumers affects their response towards authority based peripheral cues within the e-commerce setting	Accepted
H1b:	The country of origin of Turkish and Dutch consumers affects their response towards social proof based peripheral cues within the e-commerce setting	Rejected
H2:	Turkish consumers respond more positively towards authority based peripheral cues than Dutch consumers within the e-commerce setting	Rejected
H3:	Turkish consumers respond more positively towards social proof based peripheral cues than Dutch consumers within the e-commerce setting	Rejected
H4:	Power distance has a positive interaction effect on authority based peripheral cues within the e-commerce setting	Rejected
H5:	Collectivism has a positive interaction effect on social proof based peripheral cues within the e-commerce setting	Rejected

5. Discussion

This study had the objective of determining the influence of national culture on the persuasiveness of peripheral cues within the e-commerce setting. Specifically, the influence of Hofstede's (2016) cultural dimensions of power distance and collectivism on the effectiveness of authority- and social proof-based techniques (Cialdini, 2007) were investigated. This study was realized by conducting a comparative analysis between the Dutch and Turkish online consumer cultures. According to Hofstede's findings (2020) the Turkish culture is more collectivistic and higher in power distance than the Dutch culture. Thus, the Turkish participants were expected to respond more positively towards these persuasive techniques because of their cultural background. However, no cultural influence on the effectiveness of these techniques was measured. Also, the two groups did not respond to the peripheral cues as expected.

5.1 Main findings

No effect of the of the participants' cultural traits in power distance and collectivism on the social proof- and authority cues was measured. Moreover, the expectation that the Turkish participants would score higher in these cultural values was not met. To the contrary, the Dutch participants showed more traits in power distance than the Turkish participants. For collectivism, no difference was measured between the two groups. Furthermore, only the authority cue had a significant effect on the participants' consumer responses. More specifically, the inclusion of the authority cue positively affected affective and behavioral attitudes for the Dutch group. Also, both cues combined led to the highest attitude for the Dutch group, as they positively interacted with each other. However, for the Turkish group, a negative effect on affective and behavioral attitudes was measured. The country of origin of the participants did play a role in their susceptibility towards the cues. Yet, the presumption that the Turkish consumers would be more positively affected by these cues was not

supported. Furthermore, purchase interest seemed to have an interaction effect on the participants' responses, but again only for the Dutch group. For individuals with a low purchase interest, the cues seemed to more effective. However, the findings regarding purchase interest were not taken into consideration, as the groups became too small to be statistically valid. To conclude, no link could be established between the cultural traits of the two groups and their responses towards these persuasive techniques.

There are various hypothesized reasons as to why the results of this study did not meet the expectations and contradicts existing theory. First, it is possible that susceptibility to persuasive techniques is affected by other cultural or national characteristics besides power distance and collectivism. Differences in effects between the countries were measured, yet unrelated to these cultural dimensions. Second, It is possible that the meaning and context of the manipulation materials simply could not be fully identical due to inherent linguistic differences between both languages. Also, the participant's platform use could have hampered their ability to view effectively view the content on the product pages. These pages were designed to simulate a desktop environment on larger screens, but mobile web pages. The product pages could have been too small to effectively read.. Furthermore, the results could stem from a discrepancy in e-commerce trust between the Turkish and Dutch markets. Consumer trust in is regarded as one of the key factors in e-commerce adoption (Basarir-Ozel, Mardikyan; 2017). According to Tusiad's 2014 report, lack of consumer trust is one of the main factors hampering the Turkish e-commerce market. The Turkish government started with quality control seals in 2017 (Güven Damgası, 2020), while these have existed a decade longer in the Netherlands (WebwinkelKeur, 2020). Moreover, it was assumed that the peripheral cues had a universal positive effect on consumer responses, as claimed by Cialdini (2007). However, the results show this is not true. One explanation could be that some participants regarded the cues as ingenuine or as a false promotion of the quality of the

products. Even though the manipulation materials were based on common techniques used within the e-commerce domain (Referralcandy, 2020; Convertise, 2020), there were some differences in content and presentation. For example, customer reviews on e-commerce websites are predominantly facilitated by third-party specialized companies, such as Google Reviews or Trustpilot. A consumer may equate these companies with the notion of independence and trustworthiness of customer reviews. Also, the participants of this study were aware that the presented scenarios were not real and no actual purchase had to be made. Therefore, it is possible that their response towards the scenarios differed from their actual consumer journey. Furthermore, the lack of effect on cognitive attitude could stem from the inability of peripheral cues to provide about the products. Cognitive attitude could be more formed by the central route instead, as this provides inherent information regarding the quality and effectiveness of the products (Petty, Cacioppo's, 1986).

5.2 Theoretical implications

The results of this research imply that a relationship between culture and persuasion may not exist within e-commerce setting. The findings of previous studies on the link between the dimensions of collectivism and power distance on authority and social proof techniques were not replicated. Previous studies have claimed a relationship between culture and persuasion exists (Orji, 2016; Adaji, Oyibo & Orji, 2018). However, these studies do not specifically focus on e-commerce as this research did. Moreover, the cultural influence on susceptibility to persuasive techniques is a novel subject in social science. It is still not well understood how culture affects persuasiveness in general, let alone in e-commerce. The results of this study seem to have uncovered a schism between a general- and e-commerce centered understanding of culture and persuasion. This study may have shown that persuasion functions independent from culture within the e-commerce domain. Factors that play a role in a more general setting are perhaps irrelevant to e-commerce culture. Furthermore, is it

possible that previously applied methodologies are flawed in that they attempted to measure susceptibility to persuasion via item scales. This method increases the possibility of self-reporting bias. This research attempted to replicate an e-commerce environment by presenting the participants with product pages. Items scales were also used, but to measure the participants' attitude of the pages instead of asking directly about their susceptibility to persuasion.

Second, this study has shown that Hofstede's (2016) findings on the Dutch and Turkish national cultures may not be applicable to the e-commerce domain. The expectation that the Turkish group would portray a higher degree of power distance and collectivism than the Dutch group was not met. In other words, the current understanding of both national cultures does not seem to be congruent with this study's findings. The Turkish and Dutch online consumer cultures could have drifted apart from their national cultures. The e-commerce environment differs in that distribution of information, access to content and infrastructure are not bound to national borders. Therefore, this research may have demonstrated the limiting perspective Hofstede's dimensions offer for e-commerce cultures. Country borders and national culture could be less important in forming an online consumer culture that previously regarded. It could even limit theorists in their understanding of the formation of online consumer cultures. Other factors could play a more important role in forming cultures that were overlooked by previous studies.

Third, this study has demonstrated the necessity to question the current beliefs regarding peripheral cues and persuasive strategies. The results have shown that Cialdini's (2007) peripheral techniques of authority and social proof do not always increase persuasiveness of product pages. Individuals may differ in their response towards these techniques and can even reject them. These findings sheds doubt on Cialdini's claims that these persuasive techniques capitalize on universal traits everyone possesses. The current

theoretical understanding of persuasion seems to be unable to incorporate individual or national differences in susceptibility to persuasion. There is a strong indication that susceptibility to Cialdini's (2007) techniques require certain factors to be effective that may not be present in every country. Country of origin seems to play a role for the Dutch and Turkish consumers' susceptibility to these techniques. However, the expectation that collectivism and power distance assert influence was not fulfilled. Thus, what factors do influence persuasion within these two countries is still unknown.

From a methodological perspective, this study's value to theorists is that it is a first attempt to establish a link between culture and susceptibility to persuasive peripheral cues on product pages. This study could function as an example of how comparable research could be structured and executed. Additionally, this research demonstrated how Rosenberg and Hovland's tri-partite model of attitude (1960) could be used to measure persuasiveness. With this model, it was possible to operationalize consumer responses towards peripheral cues. Cognitive attitude, however, was not significantly affected by the peripheral cues. It could be that peripheral cues simply do not affect beliefs and convictions about inherent properties of a product. Moreover, the findings on purchase interest showed possible relevance of Petty and Cacioppo's ELM (1986) for the e-commerce domain. Participants scoring low in purchase interest, who are likely less motivated to process information on the product pages, were more affected by the peripheral cues.

5.3 Practical implications

The findings of this study have shown that common marketing techniques are not ubiquitous in their effectiveness. They may differ across countries and cultures. Marketing- or other types of B2C professionals can now tailor their communicative messages towards their Turkish Dutch target groups appropriately. First, less usage of authority cues for Turkish target groups is a suitable approach, as a negative effect on attitude was measured.

Contrastingly, a positive effect of the authority cue for the Dutch consumers was measured. However, uncertainties regarding the usefulness of social proof based peripheral cues have sprung from this study's results. Social proof- based techniques, such as customer reviews, may not be as effective as previously thought for these two cultures. Moreover, this research could be useful for industry professionals in a B2B role. With the results of this study, business advisors or other types of consultants can adapt and improve their services to clients active in these countries. For example, industry expert in the domain of market research or cross-cultural trade can use the findings to optimize the business strategies they propose to international retailers. For consumers, this study may shed a light on how peripheral cues are used to influence their decision-making. Acquiring the knowledge that their purchases were not based on the inherent properties of the acquired product or services can aid them in making better business decisions.

5.4 Limitations

Although overall statistical validity has been established, this research still has several limitations. First, the internal consistency of the collectivism scale was insufficient. This sheds doubt on the trustworthiness of the findings regarding collectivism. For example, the notion that the Dutch and Turkish groups do not significantly differ in their collectivism scores could be a result of the low reliability of this scale. Second, it may be that the used peripheral cues were ineffective due to incongruence with widely used applied marketing techniques. The social proof cues used in this study were based on actual examples yet differed in some regards. Real life e-commerce retailers commonly use third-party programs for gathering and presenting customer reviews, for example Google my Business or Trustpilot. It may be that the Dutch and Turkish consumers associate these brands with trustworthy and impartial reviews yet take in doubt other methods of presenting customer reviews. Furthermore, the methodology of this study relied upon simulating the customer

journey through the creation of artificial product pages that had to be viewed in Qualtrics.

The participants, although not fully aware of the complete research methodology, were conscious that no actual purchases would have to be made. Therefore, it is possible that their measured attitude formation is not reflective of real-life situations. Moreover, the product pages were designed to simulate a desktop environment. However, a significant portion of participants completed the experiment on mobile devices, such as smartphones. E-commerce websites are commonly optimized for mobile in design and functionality, including product pages. Thus, it is possible that the participants were not used to reading a product page with a desktop design on a mobile device, possibly hampering their ability to effectively process content.

5.5 Recommendations for future research

As stated, the domain of the cultural influence on e-commerce persuasion is a relatively uncharted one. This study has shown that differences in consumer responses are affected by still unknown factors. Future research could build on this study by investigating what factors do influence susceptibility to authority and social proof techniques. Also, the setting and corresponding manipulation materials could be expanded by including blog articles, advertorials or marketing emails as manipulation materials. For the specific context of Turkey and the Netherlands, no linkage with culture was found. Yet it is possible that global trends congruent with Hofstede's (2020) culture scores emerge when researching a larger number of cultures. A larger study containing participants from more than two countries could present a more universal image of cultural influences. Other cultural dimensions, such as masculinity or uncertainty avoidance could also be researched. As stated, this research attempted to simulate the participant's actual customer journey but was unable to fully do so. Therefore, A/B testing on real-life e-commerce websites is recommended. In this manner, a genuine e-commerce environment is researched. The peripheral cues used as manipulation

materials would consist of actual customer reviews and real-life authority figures. Intensive cooperation with industry professionals is advised. Moreover, the possible influence of purchase interest within this setting is worthy of scrutiny, as the findings indicate more effect of the cues for individuals with low purchase interest. Also, a significant effect of purchase interest on the effectiveness of the authority cue was established for Omnifort. A high purchase interest seemed to negate the effect of the authority cue. However, due to too low sample sizes, it was not possible to investigate this effect. Subsequent research could further focus on the influence purchase interest has on peripheral cues within this context.

5.6 Conclusion

This study had the goal of researching the possible cultural influences on the susceptibility to persuasion in an e-commerce environment. This objective was realized by performing a comparative research between the Dutch and Turkish online consumer cultures. Contrary to expectations, the Dutch participants scored higher in power distance and no significant difference between the two groups for collectivism was measured. Also, the peripheral cues of social proof and authority were not universally effective. For the Dutch group, a significant positive effect of the authority cue on affective and behavioral attitude was measured. For the Turkish group, a significant negative effect of the authority cue on affective and behavioral attitudes was measured. However, these effects could not be linked to the participants' culture scores. Thus, the expected positive interaction effect of collectivism and power distance on the peripheral cues was not found. In short, this study did find some differences in susceptibility to persuasion between two distinct cultures yet has not been able to link it to specific cultural values. Further research on this subject could be conducted by researching multiple countries in various e-commerce settings.

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Appendix A - Omnifort Product pages

Turkish-language version

0 850 113 60 60

bilgi@omnifort.com.tr

14 gün ücretsiz iade

600 TL üzeri ücretsiz kargo

İletişim

mnifort

Çalışma masaları, ofis sandalyeleri, koltuklar ve dahalar ara

0.00

Hesabım

Yataklar


Kanepler

Çalışma masaları


Ofis sandalyeleri

Tekli koltuklar

Aksesuarlar



Anatomi Profesörü Sekuk tarafından ergonomik olarak test edilmiştir ve onaylanmıştır



Marino Elite Ergonomik teklî koltuk

1099.95 TL

Ediyon*

Kırmızı Siyah

2+1 huzulu teklî odâkâlı

1

Sepete koy


Ürün bilgileri

Şartlar & teslimat

Ürün Açıklaması


Marino Elite teklî koltuk zarîf bir tasarımı konforla birleştiriyor. Koltuğun başlığı, kolçakları ve arkılığı omurganızdaki fiziksel basıncı azaltmak ve en ideal kan akışını sağlamak amacıyla tasarlandı. Ayrıca Marino Elite'in oturma pozisyonu dik ve yatar pozisyon arasında ayarlanabilir. Bu şekilde kolaylıkla hem çalışmak, hem oturmak, hem de dinlenmek için kullanılabildiği hafif ve nefes alabilen materyallerden yapılmış olan koltuk vücudunuzun şeklini alır. Böylece omurganız nasıl oturursanız otursun, her zaman en uygun şekilde desteklenmiş olacaktır. Bu eşsiz özellikleri Marino Elite her oturduğunuzda vücudunuzu ve zihninizi tamamen odaklanmış ya da rahatlanmış duruma getiriyor.

İntibalar:



Alihan Gürsoy

"Eski koltuğum iyi olmadığı için sırtım devamlı ağrıyordu. Bu Omnifort koltuk sayesinde şu an tamamen yok oldu."



Neşe Çetin

Süreklî sırt problemleri nedeniyle birkaç sene rahat bir teklî koltuğu arıyordum. Marino Elite nihayet onu buldum."

Bu ürün hakkında bir soru sorunuz


Ad*

E-posta adresi*

Burada mesajınızı yazın *

Yolla


Bunlar da ilginiz çekebilir:



Ergonomik teklî koltuk Andorra

Beyaz | Gri | Siyah | Kırmızı


2+1 huzulu teklî odâkâlı



Ergonomik teklî koltuk Roma

Siyah | Gri | Kırmızı


2+1 huzulu teklî odâkâlı



Ergonomik teklî koltuk Londra

Beyaz | Gri | Siyah | Kırmızı

2+1 huzulu teklî odâkâlı



Ergonomik teklî koltuk Milano

Beyaz | Gri | Siyah | Kırmızı

2+1 huzulu teklî odâkâlı

Omnifort hakkında

Hikayemiz

Ekiplerimiz

Açık pozisyonlar

Satış noktalarımız

Müşteri hizmeti

Hesabınız

Genel şartlar

Sade politikası

SSS

İletişim

Demirbaş Demircioğlu

Açıkça Sok. No:14

14050 Etiler Mahallesi/Beşiktaş

0 850 113 60 60

bilgi@omnifort.com.tr

E-bültenimiz

Abone ol

E-posta adresi*

Yolla

Dutch-language version

088 1003457

Info@omnifort.nl

14 dagen gratis retour

Gratis verzending vanaf €200

Contact


mnifort

Zoek naar bureaustoelen, fauteuils, banken, bureaus en meer...


€0,00

Mijn account

BeddenBankenBureausBureaustoelenFauteuilsAccessoires



Ergonomisch getest en goedgekeurd door anatomie professor Huizinga



Marino Elite
Ergonomische fauteuil
€349,95

Uitvoering:
Klassiek zwart

1


In winkelwagen


Productspecificaties
Voorwaarden & levering

Productomschrijving


Deze prachtige fauteuil combineert een stijlvol design met comfort. De hoofdsteun, armleuningen en rugleuning zijn specifiek ontworpen om lichamelijke stress te verminderen. Daarnaast zorgt de fijne zijhouding voor een optimale bloedsomloop. Ook is de Marino Elite gemakkelijk te verstellen van een liggende tot een rechte positie. Dit maakt de fauteuil geschikt om erin te werken, te lezen of te relaxen. De Marino Elite is gemaakt van lichte en ademende materialen die zich vormen naar de contouren van je lichaam. Zodoende wordt je ruggengraat te allen tijde optimaal ondersteund, ongeacht je zithouding. Deze unieke eigenschappen van de Marino Elite zorgen ervoor dat je lichaam en geest zich optimaal kunnen ontspannen.

Sfeerimpressies





Toby de Vries
★★★★★
"Ik had last van constante rugpijn doordat mijn oude stoel niet goed was. Dankzij deze fauteuil van Omnifort is deze pijn helemaal verdwenen."



Mirjam Daarsen
★★★★★
"Al een paar jaar op zoek naar een comfortabele stoel door blijvende rugklachten. Met de Marino Elite Heb ik deze eindelijk gevonden!"

Stel een vraag over dit product


Voornaam*

E-mailadres*


Typ hier je bericht*

Verstuur


Wellicht ook interessant voor je




Ergonomische kruk Andorra
Wit | Beige | Zwart | Rood
Levensduur 10-15 jaar



Ergonomische lounge stoel Roma
Zwart | Grijs | Lila | Rood
Levensduur 10-15 jaar



Ergonomische stoel London
Wit | Beige | Zwart | Rood
Levensduur 10-15 jaar



Ergonomische fauteuil Milano
Wit | Beige | Zwart | Rood
Levensduur 10-15 jaar

Over Omnifort
Ons verhaal
Ons team
Vacatures
Onze verkooppunten

Klantenservice
Mijn account
Algemene voorwaarden
Privacy- & cookiebeleid
FAQ


Contact
Industriestraat 244
6502ZH Zoetermeer
Info@omnifort.nl
088 100 34 57


Onze nieuwsbrief
Meld je aan
E-mailadres*
Verstuur






Appendix B - Getyourticket product pages

Turkish-language version

Müşteri hizmetleri ile bağlantı kur

BilgilerBodrye kartıGizlilikE-köştenTR 





Lunaparklar Konservler Spor müsabakaları Müzeler ve sergiler Tatil parkları 






Anasayfa > Tatil parkları > Türkiye > Akdoğuş bungalov parkı Ölüdeniz

Zoeken...


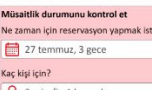
Akdoğuş bungalov parkı Ölüdeniz
Ocaklıy caddesi no. 24 Ölüdeniz Fethiye 48300








397,99 TL dan başlıyor 





Fotoğrafları görüntüle





Parkin açıklaması
Bu güzel manzaralı bungalov parkı direkt Ölüdeniz'in yanyandaki doğal bir bölgede yer alıyor ve bütün yıl boyunca eğlence için açıktır. Parktaki her bungalovun önüne bir sahane bir manzara var. Parkta 3-6 kişilik çeşitli boyutlardaki bungalovlar mevcuttur. Her Bungalovun kendi mutfak, banyo, oturma odası ve verandası var. Parkta aşıp arken dahil olduğu büyük bir yüzme havuzu bulunmaktadır. Ayrıca Ölüdeniz plajı sadece 5 dakika yürüme mesafesinde. Futbol sahası, voleybol kortu ve çocuk oyun parkı diğer aktiviteler arasında. Ayrıca parktaki süpermarkette ihtiyacınız olan her şeyi bulabilirsiniz.


diğerleri arasında oteli içerir
 Yüzme havuzu  Çocuk parkı  Restoran  Süpermarket  Rekreasyon


Müsaitlik durumunu kontrol et
Ne zaman için rezervasyon yapmak istiyorsunuz?
27 temmuz, 3 gece 
Kaç kişi için?
3 misafiri, 1 bungalov 
Kontrol et


Önemli bilgiler


 **Resepsyon**
Check-in
Check-out
Açılış saatleri
Daha erken check-in yapmak mümkün mü?
Saat 13:00 uyarı ile
Saat 11:30'a kadar
9:00 - 21:00
Ja


 **Adres**
Ocaklıy caddesi no. 24 Ölüdeniz Fethiye 48300


 **Park**
Müşteriler için ücretsizdir
Nakit, PIN ve kredi kartı

 **Ödeme yöntemleri**


 **Restoranlar**
Açılış saatleri
Açılış saatleri açık büfe restoran
Açılış saatleri A la carte restoran
Açılış saatleri Kafeterya
Her gün
08:00 - 21:00
16:00 - 21:00
12:00 - 19:00

 **WiFi**
Bütün parkta ücretsizdir


 **Sigara içmek**
Özel sigara içme alanlarında iznilidir

 **Ev hayvanları**
Ev hayvanları hakkında şartları burada okuyun

Müşterilerimizin deneyimi









Gökhan Güneş
28 mart 2020
"Rahatbilet sayesinde Ölüdenizde Akdoğuş Bungalov parkında unutulmaz bir tatil geçirdik"









Ayşegül Taşkıran
24 mart 2020
"Akdoğuş Bungalov parkındaki konaklamamızdan çok memnun kaldık. Ve güzel hizmet için Rahatbilet'e çok teşekkür ediyoruz!"


Diğer tatil parklarımızı da gör








 Restoranlar
 Yüzme havuzu
 Oyun parkı
 Eğlence
229,95 TL gecelik fiyatı 
Müsaitliği kontrol et



 Restoranlar
 Yüzme havuzu
 Oyun parkı
 Yürüyüş yolu
199,95 TL gecelik fiyatı 
Müsaitliği kontrol et



 Restoranlar
 Yüzme havuzu
 Oyun parkı
 Wellness & Spa
299,95 TL gecelik fiyatı 
Müsaitliği kontrol et

Rahatbilet hakkında
Hikayemiz
Ekibimiz
İş fırsatları
E-bülten

Müşterilerimiz için
Hesabım
Hediye kartı
Gizlilik & çerezler politikası
SSS

Hizmetlerimiz
Lunaparklar
Konservler
Spor müsabakaları
Müzeler ve sergiler
Tatil parkları

E-bültenimiz
Abono ol
E-posta adresi*
Yolla

Mobil versiyonu | Site haritası | Bilgiler | Müşteri hizmeti | E-bülten

56

Dutch-language version

Bungalowpark Heidebergen Veluwe

Deelbeweg 114 8145 RT Epselo, Gelderland

[Bekijk op kaart](#)

Vanaf €129,00 per nacht



Gecontroleerd en goedgekeurd door onze senior toerisme manager Peter Spoelstra

Beschrijving van het park

Dit prachtige bungalowpark is gelegen in de omgeving van het Nationaal Park De Hoge Veluwe. Dit complex bevat bungalows in verschillende soorten en maten, van 3- tot 8-persoons. Elke bungalow beschikt over een eigen keuken, badkamer, woonkamer en open veranda. Bovendien zijn er in het complex een binnen- en buitenbad met waterpark te vinden. Onder de diverse sportfaciliteiten vallen onder andere een voetbalveld, een volleybalveld en een uitgebreide fitnessruimte. Bovendien heeft Park Heidebergen een eigen supermarkt, zodat je voor de nodige boodschappen het park niet uit hoeft.

Bevat onder anderen

Zwembad Speelpark Restaurant Supermarkt Recreatie

Check beschikbaarheid

Voor wanneer wil je boeken?

27 juli, 3 nachten

Voor hoeveel personen?

3 gasten, 1 huis

[Check beschikbaarheid](#)

Belangrijke informatie



Receptie

Check-in Vanaf 13:00 uur
Check-out Voor 11:30 uur
Openingstijden 9:00 - 21:00
Vroeger inchecken mogelijk? Ja



Restaurants

Openingstijden Elke dag
Openingstijden Buffetrestaurant 08:00 - 21:00
Openingstijden A la Carte restaurant 16:00 - 21:00
Openingstijden snackbar 12:00 - 19:00



Adres

Deelbeweg 114 8145 RT Epselo, Gelderland



Wi-Fi

Gratis in het gehele park



Parkeren

Gratis voor gasten



Roken

Toegestaan in speciaal aangewezen rookruimten



Betalingsmogelijkheden

Contant, PIN en Creditcard



Huisdieren

Lees hier meer over de [voorwaarden voor huisdieren](#)

De ervaringen van onze klanten



Maarten van der Voort
28 maart 2020

"Heerlijk verrast door de kwaliteit van dit bungalowpark. We komen zeker een keer terug!"



Roxanne Nijzink
24 maart 2020

"Ons verblijf in de Heidebergen was net de ontspanning die we nodig hadden. En prima service van Getyourticket!"



Bekijk ook onze andere vakantieparken

Vakantiepark Hoge Zand Vlissingen



Restaurants



Speelpark



Zwembad



Entertainment

Vanaf €139,00 per nacht

[Check beschikbaarheid](#)

Bungalowpark 't Groene Hart



Restaurants



Speelpark



Zwembad + zwembad



Hiking pad

Vanaf €119,00 per nacht

[Check beschikbaarheid](#)

Wellnesspark Thermen Oirschot



Restaurants



Speelpark



Eigen zwembad



Wellness & Spa

Vanaf €189,00 per nacht

[Check beschikbaarheid](#)

Over Getyourticket

[Ons verhaal](#)
[Ons team](#)
[Vacatures](#)
[Nieuwsbrief](#)

Voor onze klanten

[Mijn account](#)
[Cadeaukaart](#)
[Privacy & cookiebeleid](#)
[FAQ](#)

Ons aanbod

[Pretparken](#)
[Concerten](#)
[Sportwedstrijden](#)
[Musea](#)
[Vakantieparken](#)

Onze nieuwsbrief

Meld je aan

[Verstuur](#)

Appendix C – Turkish-language survey

Intro + informed consent

Sayın katılımcı,

Öncelikle master araştırmama katıldığınız için çok teşekkür ederim. Araştırmamın amacı tüketicilerin online satın alma davranışını belirlemektir.

Bu araştırmada size bir ürün veya hizmetin internet sayfası gösterilecek ve ardından sorular sorulacaktır. Soruları dikkatli bir şekilde incelemenizi ve dürüstçe cevaplamanızı rica ediyorum. Vereceğiniz cevaplar doğru ya da yanlış olarak değerlendirilmeyecektir. Sizin görüşlerinizi en iyi ifade eden cevabı seçmeye çalışınız.

Katılımınız tamamen gönüllüdür ve istediğiniz zamanda araştırmadan ayrılma kararı verebilirsiniz. Elbette araştırmamın bütünü tamamlamanızı umuyorum. Araştırmayı cevaplarken, arada başka eylemlerde bulunmadan, tek bir oturumda tamamlamanızı rica ediyorum. Topladığım veriler tamamen anonimdir.

Soruların cevapları asla belli kişileri işaret etmeyecektir. Araştırmanın amacı BMS fakültesinin etik komitesi tarafından değerlendirilmiş ve onaylanmıştır. Bu araştırma hakkında sorularınız veya yorumlarınız olursa, k.k.aksit@student.utwente.nl adresine e-posta gönderebilirsiniz. Saygılarımla, Kerim Akşit

Bu araştırma hakkında yeteri kadar bilgilendirildim ve araştırmaya gönüllü olarak katılıyorum. Bu araştırmaya katılmam için herhangi bir zorunluluk yoktur. Katılımı birneden belirtmeden istediğim zaman sonlandırabileceğimi biliyorum. (Evet/Hayır)

Demographic questions

- (1) Yaşınız kaç? (open question)
- (2) Cinsiyetiniz ne? (Kadın/ Erkek/ Diğer/Söylemeyi tercih etmiyorum)
- (3) En son mezun olunan okul nedir? (İlköğretim/ Ortaöğretim/ Lise/ Lisans/ Yüksek lisans/Doktora)
- (4) Kültürüme ve etnik grubuma göre (Türkiye'deki Kürt, Çerkez, Laz gibi etnik gruplar dahil) kendimi tamamen Türkiyeli olarak görüyorum ve Türkiye'de yaşıyorum. (Evet/Hayır)

Omnifort scenario

Introduction text:

Kendinizi aşağıdaki senaryoda düşünün: Son birkaç aydır evde sandalyede otururken sırt ağrısı ve fiziksel rahatsızlık çekiyorsun. Bu nedenle internette ergonomik bir tekli koltuk aramaya başladın. Bunun rahatsızlığını azaltacağını umuyorsun. Bir Google aramasından sonra, ergonomik mobilya üreten ve satan Omnifort markasının bir sonraki ürün sayfasına

denk geldin. Ürüne bakıyorsun ve fiyatının **bütçene uygun olduğunu düşünüyorsun**. Daha fazla bilgi için sayfayı incelemeye başlıyorsun.

<Omnifort product page displayed for 60 seconds>

Cognitive attitude items:

Aşağıdaki ifadelerle “Hiç katılmıyorum” ile “Tamamen katılıyorum” bir ölçekte değerlendiriniz (1 Hiç katılmıyorum / 7 “Tamamen katılıyorum”)

- (1) Bu koltuk yüksek kaliteli bir ürün
- (2) Üreticinin bu koltuk hakkındaki iddialarına inanıyorum
- (3) Bu koltuk sağlam bir ürün
- (4) Bana göre bu koltuk güvenilir bir ürün

Affective attitude items:

Aşağıdaki ifadelerle “Hiç katılmıyorum” ile “Tamamen katılıyorum” bir ölçekte değerlendiriniz (1 Hiç katılmıyorum / 7 “Tamamen katılıyorum”)

- (1) Bana göre bu güzel bir koltuk
- (2) Bu koltuk bana hitap ediyor
- (3) Bu koltuğun tasarımını zevkli buluyorum
- (4) Bu koltuktan hoşlanıyorum

Behavioral attitude items:

Aşağıdaki ifadelerle “Hiç katılmıyorum” ile “Tamamen katılıyorum” bir ölçekte değerlendiriniz (1 Hiç katılmıyorum / 7 “Tamamen katılıyorum”)

- (1) Bu koltuğu denemek isterim
- (2) Bu koltuğu olasılıkların yer aldığı ‘alternatif listeme’ eklerim
- (3) Bu koltukla ilgileniyorum

Getyourticket scenario

Introduction text:

Kendinizi aşağıdaki senaryoda düşünün: Yaz mevsiminin ortasındasın ve Korona krizi bitti. Birkaç ay evde kaldıktan sonra rahat bir tatili hak ettiğine karar verdin. Uluslararası seyahat hala zor olduğu için yurt içi tatil seçeneklerine bakıyorsun. Google’da aramaya başlıyorsun ve Rahatbileti (getyourticket) internet sitesini buldun. Bu internet sitesinde çeşitli aktivite ve tatiller için biletleri rezerve edebilirsin. Bu sitenin içinde bir bungalow parkın sayfasına denk geliyorsun ve fiyatının bütçene uygun **olduğunu düşünüyorsun**. Daha fazla bilgi almak için sayfayı incelemeye başlıyorsun.

<Getyourticket product page displayed for 60 seconds>

Cognitive attitude items:

Aşağıdaki ifadelerle “Hiç katılmıyorum” ile “Tamamen katılıyorum” bir ölçekte değerlendiriniz (1 Hiç katılmıyorum / 7 “Tamamen katılıyorum”)

- (1) Bu yüksek kaliteli bir bungalov park
- (2) Bungalov parkın teklifini sunanın iddialarına inanıyorum
- (3) Bunun bakımlı bir bungalov park olduğunu düşünüyorum
- (4) Bu parktaki bungalovların rahat olduğunu düşünüyorum

Affective attitude items:

Aşağıdaki ifadelerle “Hiç katılmıyorum” ile “Tamamen katılıyorum” bir ölçekte değerlendiriniz (1 Hiç katılmıyorum / 7 “Tamamen katılıyorum”)

- (1) Bu bungalov park bana hitap ediyor
- (2) Bu bungalov park iyi gözüküyor
- (3) Bu bungalov parktan hoşlanıyorum

Behavioral attitude items:

Aşağıdaki ifadelerle “Hiç katılmıyorum” ile “Tamamen katılıyorum” bir ölçekte değerlendiriniz (1 Hiç katılmıyorum / 7 “Tamamen katılıyorum”)

- (1) Bu bungalov park hakkında daha fazla bilgi edinirim
- (2) Bu bungalov parkı olasılıkların yer aldığı ‘alternatif listeme’ eklerim
- (3) Bu bungalov parkla ilgileniyorum

Culture items collectivism

Aşağıdaki ifadeler kültür hakkında. Onları “Hiç katılmıyorum” ile “Tamamen katılıyorum” bir ölçekte değerlendiriniz (1 Hiç katılmıyorum / 7 “Tamamen katılıyorum”)

- (1) Kişisel hedeflerimin peşinden giderken sosyal çevremdeki insanların hislerini her zaman göz önünde bulunduruyorum
- (2) Sosyal çevremdeki insanların refahı kendi refahımdan daha önemli
- (3) Kararlarım çoğunlukla kendi görüş ve düşüncelerim temelindedir
- (4) Başkalarından bağımsız olarak kendi kişiliğime sahip olmak benim için çok önemli

Culture items power distance

Aşağıdaki ifadeler kültür hakkında. Onları “Hiç katılmıyorum” ile “Tamamen katılıyorum” bir ölçekte değerlendiriniz (1 Hiç katılmıyorum / 7 “Tamamen katılıyorum”)

- (1) Bana göre bir müdür, sorumluluğu çalışanlarıyla paylaşmadan karar vermeil
- (2) Bana göre, çocuklara her zaman öğretmenleri ve ailelerine itaat etmeleri öğretilmeli
- (3) Bana göre, çalışanların müdürleriyle açıkça aynı fikirde olmaması mümkün olmalı

Manipulation checks for peripheral cues

- (1) Ürün sayfasında bir anatomi profesörünün resmini gördünüz mü? (Evet/Hayır)
- (2) Koltuğun ürün sayfasında müşteri değerlendirmeleri gördünüz mü? (Evet/Hayır)
- (3) Bungalov parkın ürün sayfasında müşteri değerlendirmeleri gördünüz mü? (Evet/Hayır)
- (4) Bungalov parkın ürün sayfasında bir kıdemli turizm müdürünün fotoğrafını gördünüz mü? (Evet/Hayır)

Checks for purchase interest

Aşağıdaki ifadelerle “ Hiç katılmıyorum” ile “Tamamen katılıyorum” bir ölçekte değerlendiriniz (1 Hiç katılmıyorum / 7 “Tamamen katılıyorum”)

- (1) Ergonomik tekli koltuğu satın almakla ilgileniyorum
- (2) Türkiye’de bir tatil parkında tatil yapmakla ilgileniyorum

Debriefing

Cevaplarınız kaydedilmiştir. Katıldığınız için çok teşekkür ediyorum! Bu araştırmanın amacı kültürün internet mağazalarının ikna gücü üzerindeki etkisini incelemektir. Araştırmanın hipotezleri, kolektivizm ve güç mesafesinin kültürel boyutlarının bir ürün sayfasının ikna gücü üzerinde ılımlı etkilerinin varolduğunu öneriyor. Bu kavramda Hollanda ve Türk tüketici kültürleri birbiriyle karşılaştırılmaktadır. Anket 4 ayrı koşulu kapsayan bir deneyden oluşmaktadır. Her koşulun içinde ürün sayfalarının ayrı bir versiyonu bulunmaktadır. Rastgele bir şekilde bu 4 koşuldan birisine yerleştirildiniz. Ardından gösterilen 2 ürün sayfası hakkındaki tutumunuz sorular ile belirlenmiştir. Bu bilgiler cevaplayanların cevaplarını yönlendirmemesi amacıyla araştırmanın başında tamamen verilmemiştir. Eğer katılımınızı geri çekmek isterseniz aşağıda yapabilirsiniz. O zaman cevaplarınız silinecektir.

- (1) Hala bu araştırmaya katılmak istiyor musunuz? (Evet/Hayır)
- (2) 50 Euro ödüllü çekilişe katılmak istiyor musunuz? (Evet/Hayır)

Appendix D – Dutch-language survey

Intro + informed consent

Beste deelnemer,

Allereerst hartelijk bedankt voor het deelnemen aan mijn Masteronderzoek. Het doel van mijn onderzoek is om het online koopgedrag van consumenten in kaart te brengen.

In dit onderzoek krijgt u een webpagina van een product of dienst te zien. Vervolgens worden er vragen gesteld. Ik wil u vragen om de betreffende webpagina **zorgvuldig te bekijken en om alle vragen eerlijk te beantwoorden**. Er zijn geen goede of foute antwoorden. Probeer steeds het antwoord te geven dat uw mening het beste uitdrukt.

Uw deelname aan het onderzoek is geheel vrijwillig en u kunt op elk gewenst moment besluiten te stoppen. Natuurlijk hoop ik dat u het hele onderzoek wilt doorlopen. Als u dat doet, wil ik u vragen om het onderzoek in één sessie af te maken en niet te onderbreken voor andere activiteiten.

De gegevens die ik verzamel, zijn volledig anoniem. Op geen enkele manier kunnen antwoorden op vragen worden gekoppeld aan specifieke personen. Het onderzoek is beoordeeld en goedgekeurd door de ethische commissie van de faculteit BMS.

Bij vragen en/of opmerkingen over dit onderzoek kunt u een e-mail sturen naar k.k.aksit@student.utwente.nl

Met vriendelijke groet,

Kerim Aksit

Ik ben voldoende geïnformeerd over dit onderzoek en neem vrijwillig deel aan dit onderzoek. Er is geen expliciete of impliciete dwang voor mij om aan dit onderzoek deel te nemen. Het is mij duidelijk dat ik deelname aan het onderzoek op elk moment, zonder opgaaf van reden kan beëindigen. (Ja/Nee)

Demographic questions

- (1) Wat is je leeftijd? (Open question)
- (2) Wat is je geslacht? (Vrouw/Man/Anders/Dat wil ik liever niet zeggen)
- (3) Wat is je hoogst behaalde opleidingsniveau? (Basisschool/Middelbare school/Middelbaar beroepsonderwijs/Bachelordiploma/Masterdiploma/PhD.)
- (4) Ik beschouw mezelf als volledig Nederlands (Fries, Twents etc. inbegrepen) als het op etniciteit en cultuur aankomt en ik woon momenteel in Nederland (Ja/Nee)

Omnifort scenario

Introduction text:

Stel jezelf in de volgende situatie voor: Sinds een paar maanden heb je last van rugpijn en fysiek ongemak wanneer je thuis in een stoel zit. Daarom ben je begonnen met het online zoeken naar een ergonomische stoel. Je hoopt dat deze zal helpen je klachten te verminderen. Na een Google search kom je terecht op de volgende productpagina van Omnifort, een producent en verkoper van ergonomisch meubilair. Je bekijkt het product en je ziet dat de prijs **prima binnen je budget valt**. Je begint de productpagina te lezen voor meer informatie.

<Omnifort product page displayed for 60 seconds>

Cognitive attitude items:

Op een schaal van "helemaal mee oneens" tot "helemaal mee eens", in hoeverre ben je het eens met de volgende stellingen? (1 “helemaal mee oneens”, 7 “helemaal mee eens”)

- (1) Deze fauteuil is een kwalitatief hoogstaand product
- (2) Ik geloof de producent in zijn claims over deze fauteuil
- (3) Deze fauteuil is een degelijk product
- (4) Ik vind deze fauteuil een betrouwbaar product

Affective attitude items:

Op een schaal van "helemaal mee oneens" tot "helemaal mee eens", in hoeverre ben je het eens met de volgende stellingen? (1 “helemaal mee oneens”, 7 “helemaal mee eens”)

- (1) Ik vind dit een mooie fauteuil
- (2) Deze fauteuil spreekt me aan
- (3) Ik vind het design van deze fauteuil smaakvol
- (4) Deze fauteuil bevalt me

Behavioral attitude items:

Op een schaal van "helemaal mee oneens" tot "helemaal mee eens", in hoeverre ben je het eens met de volgende stellingen? (1 “helemaal mee oneens”, 7 “helemaal mee eens”)

- (1) Ik zou deze fauteuil willen uitproberen
- (2) Ik zou deze fauteuil op mijn ‘shortlist’ van mogelijkheden zetten
- (3) Ik heb belangstelling voor deze fauteuil

Getyourticket scenario

Introduction text:

Stel jezelf in de volgende situatie voor: De zomer is in volle gang en de Coronacrisis is voorbij. Na een aantal maanden thuis te hebben gezeten, besluit je om op een ontspannende

vakantie te gaan. Omdat internationaal reizen nog steeds moeilijk is, kijk je naar vakantieopties in eigen land. Je begint met het zoeken op Google en komt op de website van Getyourticket. Op deze website kun je vakanties en evenementen boeken. Je komt vervolgens op een pagina met informatie over een bungalowpark en ziet dat de prijs **binnen je budget past**. Je begint de pagina voor meer informatie te lezen.

<Getyourticket product page displayed for 60 seconds>

Cognitive attitude items:

Op een schaal van "helemaal mee oneens" tot "helemaal mee eens", in hoeverre ben je het eens met de volgende stellingen? (1 "helemaal mee oneens", 7 "helemaal mee eens")

- (1) Dit is een kwalitatief hoogstaand bungalowpark
- (2) Ik geloof de aanbieder van dit bungalowpark in zijn claims
- (3) Ik denk dat dit bungalowpark goed onderhouden is
- (4) Ik denk dat de bungalows in dit park comfortabel zijn

Affective attitude items:

Op een schaal van "helemaal mee oneens" tot "helemaal mee eens", in hoeverre ben je het eens met de volgende stellingen? (1 "helemaal mee oneens", 7 "helemaal mee eens")

- (1) Ik vind dit een mooi bungalowpark
- (2) Dit bungalowpark spreekt me aan
- (3) Dit bungalowpark bevalt me

Behavioral attitude items:

Op een schaal van "helemaal mee oneens" tot "helemaal mee eens", in hoeverre ben je het eens met de volgende stellingen? (1 "helemaal mee oneens", 7 "helemaal mee eens")

- (1) Ik zou meer willen weten over dit bungalowpark
- (2) Ik zou dit bungalowpark op mijn 'shortlist' van mogelijkheden zetten
- (3) Ik heb belangstelling voor dit bungalowpark

Culture items collectivism

De volgende stellingen gaan over cultuur. Op een schaal van "helemaal mee oneens" tot "helemaal mee eens", in hoeverre ben je het met ze eens? (1 "helemaal mee oneens", 7 "helemaal mee eens")

- (1) Ik denk altijd aan de gevoelens van mensen in mijn sociale kring bij het nastreven van mijn persoonlijke doelen
- (2) Het welzijn van de mensen in mijn sociale kring is belangrijker dan mijn eigen welzijn
- (3) Mijn beslissingen zijn voornamelijk gebaseerd op mijn eigen denkbeelden en meningen
- (4) Het hebben van een eigen identiteit onafhankelijk van anderen is erg belangrijk voor mij

Culture items power distance

De volgende stellingen gaan over cultuur. Op een schaal van "helemaal mee oneens" tot "helemaal mee eens", in hoeverre ben je het met ze eens? (1 "helemaal mee oneens", 7 "helemaal mee eens")

- (1) Ik vind dat een leidinggevende beslissingen moet nemen zonder deze verantwoordelijkheid met ondergeschikten te delen
- (2) Ik vind dat het kinderen aangeleerd moet worden om altijd hun ouders en leraren te gehoorzamen
- (3) Ik vind dat het voor werknemers mogelijk moet zijn om het openlijk oneens te zijn met hun leidinggevend

Manipulation checks for peripheral cues

- (1) Heb je een foto van een anatomie professor gezien op de pagina van de fauteuil? (Ja/Nee)
- (2) Heb je een blok met klantbeoordelingen gezien op de pagina van de fauteuil? (Ja/Nee)
- (3) Heb je een foto van een senior manager van Getyourticket gezien op de pagina van het bungalowpark? (Ja/Nee)
- (4) Heb je een blok met klantbeoordelingen gezien op de pagina van het bungalowpark? (Ja/Nee)

Checks for purchase interest

Op een schaal van "helemaal mee oneens" tot "helemaal mee eens", in hoeverre ben je het eens met de volgende stellingen? (1 "helemaal mee oneens", 7 "helemaal mee eens")

- (1) Ik ben geïnteresseerd in een verblijf in een Nederlands vakantiepark
- (2) Ik ben geïnteresseerd in kopen van een ergonomische fauteuil

Debriefing

Uw antwoorden zijn geregistreerd. Hartelijk bedankt voor uw deelname!

Dit onderzoek heeft als doel om de invloed van cultuur op de overtuigingskracht van webshops in kaart te brengen. De hypothesen van dit onderzoek stellen dat de culturele dimensies collectivisme en machtsafstand een modererende invloed op de overtuigingskracht van een productpagina hebben. Hierbij worden de Nederlandse en Turkse consumentenculturen met elkaar vergeleken.

De enquête bestond uit een experiment met 4 verschillende condities die elk een verschillende versie van de productpagina's bevatten. U werd op een willekeurige wijze in 1 van deze 4 condities geplaatst. Hierna werd uw attitude over deze productpagina's middels enquêtevragen gemeten.

Deze informatie werd bij de briefing van dit experiment achtergehouden, zodat u als respondent niet in uw beantwoording gestuurd zou worden. Indien u uw deelname aan dit onderzoek alsnog wilt intrekken kunt u dat hieronder doen. Uw antwoorden zullen dan verwijderd worden.

- (1) Wilt u nog steeds aan dit onderzoek deelnemen? (Ja/Nee)
- (2) Wilt u meedoen aan de loting van 50 euro? (Ja/Nee)