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**RELATIONSHIP BETWEEN PERSONALITY AND EFFECTIVE
DECISION MAKING IN ONLINE SHOPPING - INTRODUCING A
HOLISTIC PERSONALITY SYSTEM: ENNEAGRAM**

by

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ISTANBUL, 2023

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ABSTRACT

Online shopping offers a different experience than traditional store shopping, and consumer behavior on this platform may change depending on different factors. Enneagram personality types help better define consumers' online shopping preferences and Purchase Intentions. This can help businesses better target customers and offer products and services that suit their needs. This study measures the effect of Enneagram personality types on online shopping decisions in Turkey. In the study, analyzes were made based on the answers of 392 participants who shopped online. According to the regression analysis results, Enneagram personality types of Type 2 (Helper), Type 8 (Challenger) and Type 9 (Peacemaker) do not have a significant effect on the online purchasing decision. The effect of other personality types on the purchasing decision is significant among the analysis findings. At the same time, the perception of reliability for the participants also affects the purchasing decision.

Keywords: *Online Shopping, Enneagram, Regression Analysis*

ÖZET

Online alışveriş, geleneksel mağaza alışverişinden farklı bir deneyim sunmakta ve bu platformda tüketici davranışları farklı etkenlere bağlı olarak değişebilmektedir. Enneagram kişilik tipleri, tüketicilerin online alışveriş tercihlerinin ve satın alma niyetlerinin daha iyi tanımlanmasına yardımcı olmaktadır. Bu, işletmelerin müşterileri daha iyi hedeflemelerine ve ihtiyaçlarına uygun ürün ve hizmetler sunmalarına yardımcı olabilmektedir. Bu çalışma, Türkiye'de online alışveriş kararlarının verilmesinde Enneagram kişilik tiplerinin değişkenlik gösteren etkisini ölçmektedir. Çalışmada online alışveriş yapan 392 katılımcının yanıtları doğrultusunda analizler yapıldı. Elde edilen regresyon analiz sonuçlarına göre Enneagram kişilik tiplerinden Tip 2 (Yardımsever), Tip 8 (Meydan Okuyucu) ve Tip 9 (Barışçı)'un online satın alma kararı üzerinde belirgin etkisi bulunmamaktadır. Diğer kişilik tiplerinin ise satın alma kararı üzerindeki belirgin etkisi analiz bulguları arasında yer almaktadır. Aynı zamanda katılımcılar için güvenilirlik algısı da satın alma kararı üzerinde etkili olmaktadır.

Anahtar Kelimeler: *Online Alışveriş, Enneagram, Regresyon Analizi*

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CHAPTER 1. INTRODUCTION

1.1 Background

Personality is important for analyzing consumer behavior. However, traditional marketers did not get expected result from personality. And it was not economical to individualize or customize products and advertisements to fit the consumer behavior of each personality (Tybout, 1995). Therefore, traditional marketers were left to use demographic or geographic variables to segment the market and specify consumer behaviors. Using psychological information, traditional marketers only used the knowledge of personality types to set up brand personality, because some marketers believed that a consumer's personality influenced the brands of products purchased (Lamb, Hair, and McDaniel, 1998). For example, Porsche successfully targeted five personality types by establishing brand personality instead of utilizing demographic variables.

Furthermore, Porsche envisioned the percentage of owners based on these five personality categories: top gun owners make up 27%; elitist owners, 24%; proud patron owners, 23%; bon vivant owners, 17%; and fantasizer owners, 9%. A major problem of traditional personality studies in the marketing arena was that personality traits were used mostly as a reflection of brand personality. Marketing researchers have long ignored the personality determining the decision-making process of consumers. According to Cattell's (1957) theory, personality traits are the delineation of surface characteristics or observable behaviors that are similar and cluster together and represent traits, in other words, consumers demonstrate firm types of behavior in the decision-making process. However, the traits and personality factors theory is criticized for two reasons. First, the derived personality factors are not sufficient for or useful in describing human behavior. Second, factor analysis statistically affects the result and makes it less meaningful (Hall and Lindzey, 1970). This research will sample from well-defined personality factors that, at an elemental level, will provide a more rational basis. In addition, the personality factors in this research are referred to and extracted from many empirical personality studies that fit into this marketing research. The accumulation of personality findings will make this research as meaningful as when used in psychology studies.

It has been argued that traditional marketers did not fully utilize information about personality due to limitations in knowledge of personality and how it functions. However, the situation began to change as on-line stores rapidly increased. Furthermore, consumers also

adapted instantly to the techniques of shopping on the Internet As consumers change their shopping behaviors, marketers must develop a new system that will understand precisely this new type of consumer behavior. Greater understanding of the impact of personality may be the answer to this question.

1.2 Purpose and Objectives of the Study

The aim of this study is to examine the relationship between personality types and effective decision-making in online internet shopping and to contribute to the understanding of this relationship using a holistic personality system called Enneagram. In line with this purpose, the following goals have been determined:

1. Examination of the Basic Principles of the Enneagram: The thesis aims to explain the basic principles of the personality system called Enneagram. Understanding these principles will help us better understand how this system can impact online shopping decisions.

2. Defining Personality Types: The thesis will describe in detail the 9 different personality types of the Enneagram and investigate the potential effects of each type on online shopping decisions.

3. Examining the Effects on Online Shopping Decisions: The thesis will investigate how Enneagram personality types can affect online shopping decisions and analyze the potential effects of each personality type on online shopping preferences and habits.

4. Data Collection and Analysis: The aim of thesis is to define data collection and analysis methods to understand the relationship between Enneagram personality types and online shopping decisions. This will be accomplished by examining various online shopping experiences and assessing participants' personality types.

5. Evaluation of Results and Advances: The thesis will evaluate the effects of Enneagram personality types on online shopping decisions and present the findings in a general framework.

1.3. Conceptual Framework

The theoretical framework of the thesis titled "The Relationship Between Personality Types and Effective Decision Making in Online Internet Shopping - Enneagram, a Holistic Personality System" can be explained under the following main headings:

1. Relationship Between Personality Theories and Online Shopping Decisions:

- Theoretical foundations on personality types and behaviors.
- Psychological and behavioral effects of online shopping.
- The effects of personality types on consumer decision-making processes.

2. Enneagram Personality System:

- Historical development and basic principles of the Enneagram.
- Definitions and characteristics of nine different personality types.
- Areas of use of the Enneagram and its place in psychological research.

3. Effects of Personality Types on Online Shopping Decisions:

- Online shopping preferences and habits of each Enneagram personality type.
- The effects of personality types on factors affecting online shopping decisions such as product selection, brand loyalty, price sensitivity.

4. Data Collection and Analysis Methods:

- Data collection methods: surveys, observation, focus group studies.
- Enneagram scales to be used to determine the personality types of the participants.
- Statistical analysis methods: regression analysis, factor analysis.

5. Previous Research and Findings:

- Summarizing similar studies and summarizing the findings.
- Comparison of previous research on the relationship between personality types and online shopping decisions.

6. Research Hypotheses:

- Formulating hypotheses that Enneagram personality types may have certain effects on online shopping decisions.

This theoretical framework explains the basic concepts and connections of the study.

CHAPTER 2. LITERATURE REVIEW

The Internet opened a new channel for selling products, and it became the trend for future commerce, no matter whether it involved business-to-business or business-to-customer transactions. Researchers have strived to find a way to increase market share and profit in digital competition.

First, the Internet provided a new direct marketing mode for producers. Further, it supplied convenience and privacy to customers (Gupta and Pitkow, 1995). Consumers can stay at home and, with several simple clicks, shop without showing up at the store, in other words, it is difficult to identify the demographic and geographic variables of customers and know whether the current marketing strategy is successful.

Second, the Internet broke the boundary of distance. Geographic differentiation is no longer as useful as in the traditional path. Customers throughout the world can buy products worldwide via the Internet in no time.

Third, another major reason causing the demographic and geographic variables to be outdated is the surge of information that the Internet provides. The Internet provides for the exchange of knowledge and information, unlimited by time or space. Pine, Peppers, and Rogers (1995) discussed an incredible learning relationship in the digital environment uniting culture, preferences, and personality into several groups, or communities. It is now much easier to target personality variables. Moreover, personalities have been condensed into several major categories as the psychological studies advance (Wiggins, 1996). Some psychology studies indicated that certain personalities were able to co-exist or were highly related to each other, in other words, targeting personality groups was easier than targeting a combination of demographics.

Fourth, the Internet provided the ability to interact on a one-to-one basis between marketers and consumers (Peppers and Rogers, 1997). The Internet allowed for a semi-face-to-face meeting and an immediate response. Fierce competition in the digital environment also reinforces the advantages of one-to-one interaction. In order to outmatch their competitors, marketers have to target the personal preferences of their customers. Therefore, modification of their product is mandatory for success in the digital environment.

This research investigates Internet consumer behaviors from the viewpoints of personality and demographics. Internet consumer behavior contained information behavior, reference group influences, product characteristics, and Internet-related factors. Nine major personalities will be tested for specific consumer behaviors as demographics. The findings of this research are expected to assist marketers in understanding the relationship between personalities, demographics, and consumer behavior in digital marketing. This research compares the Internet consumer behavior of personalities and demographics.

There were four major deficiencies in the current Internet consumer behavior research, requiring four major corrections. First, an adjustment of the research model and variables was required. Second, the old model needed a critical marketing paradigm that integrated all fields of knowledge in Internet consumer behavior studies. It had to incorporate Internet characteristics, traditional consumer research, personality features, and entirely new marketing concepts that could be adopted by the digital environment. Third, a research model that revealed both the consumer behavior rationality and irrationality in personality influences should be developed.

2.1. Factors Affecting on Online Shopping

Consumers, both individuals, as well as the social aspects (environmental, family, etc.), are under the influence of many factors. These factors, consumer purchasing behavior affects decisions in various formats. The prediction of the effects on consumer buying behaviour directly affects the products or services produced by marketers. The marketing mix that will be generated after the identification of target markets is emerging due to this effect.

Consumer behaviour is the process by which individuals make decisions about which goods and services are to be purchased, from whom, how, where, when and whether to buy. Consumer behaviour, which is a sub-section of human behaviour, is a person's decision to buy and use economic products and services, in particular, and related activities. According to another definition, consumer behaviour is the behaviour that individuals exhibit when choosing, buying and using goods or services in order to satisfy the wishes and needs of individuals (Wilkie, 1986: p. 8).

In some societies, due to the effect of over-consumption and the availability of these societies, they buy in large quantities more frequently (Khan, 2006). Until recently, the factors affecting consumer behaviour in the United States have not been the subject of much research,

but leading companies in many industries were unaware that they would benefit from such a discipline.

In order to highlight the economic gains and advantages of market research, the researches made on this discipline and the companies benefiting from the American Customer Satisfaction Index (ACSI) system are developing both physical and psychological marketing strategies by considering consumer behaviours in their sectors. (Ittner, Larcker and Taylor, 2009).

2.1.1. Psychological Factors

Psychological factors that affect the buying behaviour of consumers are personality, learning, motivation, perception and attitudes (McGuire, 1976).

2.1.1.1. Personality

Personality as a whole, which depends on the psychological characteristics of the person and is also influenced by environmental factors, is a distinctive, consistent and structured form of relationship established with the inner and outer environment of the person (Gajjar, 2013). Another way is defined as:

As a fundamental and original trait that distinguishes one person from another and from one consumer to another, personality is the individual's knowledge of the physiological, mental, and spiritual characteristics of the individual. In this case, personality is the evaluation of what is going on in one's own self and wants to bring him into a situation that will provide him with satisfaction and benefit (Ramya, & Mohamed Ali, 2016).

2.1.1.2. Learning

From a marketing perspective, learning is the process through which individuals acquire knowledge and experiences related to purchasing and consumption, which subsequently influence their future buying behavior. In essence, the information and experiences gained from consumption during the learning phase shape one's attitudes and judgments about themselves and their surroundings as a result of the learning process (Sata, 2013).

The key factors that impact human behavior, in terms of content and characteristics of their learning style, are primarily determined by the psychological presence and experiences

accumulated during the learning process. Individuals leverage learning and experiences to form perceptions and concepts related to their existence and environment, aiding in solving human problems. In general, human needs and desires, particularly those driven by physical instincts, are once again influenced by the process of learning.

Many theories have been developed as a result of research on learning. These theories contain some basic elements. These elements, generally accepted by scientists, are impulse, clue, reaction, reinforcement and remembering (Javadi, et al.2012).

2.1.1.3. Motivation

The basis of human behaviour is the requirements. Needlessness is the deprivation felt by the individual and the tension he feels as a result. This tension leads the individual to behaviour, the purpose of which is to satisfy the need. It is the motivation that man should turn to behaviour in order to relieve this need and the tension he feels as a result (Vinitzky & Mazursky, 2011).

These requirements must be stimulated in order to be a motive. This stimulus can be internal or external. For example, drinking a baby's milk is an internal warning. It is an external warning for a woman to see different products in the shop window (Vinitzky & Mazursky, 2011). In other words, if we want to explain the motivation, the motives that a consumer always buys the goods they buy from the same place are called customer motives (Hsu & Lu, 2007; Strader & Hendrickson, 2008).

If people's needs are not met, people feel uneasy. There is an impulse for pressure to dispel. Even when the requirements have to be fulfilled, there are even life-threatening risks. It is called motive for people to consciously move towards the goal in which ways and means they can meet their needs (Haugtvedt, Herr & Kardes, 2018). When the human needs are satisfied and the restlessness is satisfied, they return to a peaceful and balanced state. A satisfied need will have no effect on behaviour until the effect of this satisfaction has passed (Kaufmann, Panni & Orphanidou, 2012).

In other words, motivation is the stimulated need and this need must be fulfilled and the need must be reduced. Motivation; it is the action of the individual through the action of an internal and external stimulus that determines the direction, strength and order of priority of the action. The motives affecting the purchasing decision are generally divided into three. The first

is the primary purchasing instincts, that is, the instincts that lead to the purchase of a particular type of product. The second is selective buying motives (Domina, Lee, & MacGillivray, 2012).

The third is rational motives. They are inputs that allow the purchase of goods according to observable or measurable characteristics. For example, quality, robustness, price, such as features that we pay attention to when buying. It affects purchasing behaviour in emotional motivations such as frequency, attention, and appreciation. These requirements are as follows in the order of Maslow's hierarchy (Domina, Lee, & MacGillivray, 2012).

2.1.1.4. Perception

There are numerous interpretations of perception. According to one of these definitions, perception involves acquiring information about objects, events, and relationships based on stimuli received from the environment through sensory organs. In another definition, perception is described as the process of conveying environmental stimuli to the brain via our sensory organs and then interpreting and assigning meaning to them (Font-i-Furnols & Guerrero, 2014).

In another definition, perception is expressed as the process of interpreting the senses and making them meaningful, while a similar definition is interpreted as perceiving with the help of senses. The most accepted formal definition of perception is as follows. Perception should not be considered as receiving information with only five senses (Mourad & Serag, 2012).

Perception is not only a physiological process but also includes the individual's own personal characteristics and gives different meanings to this information. Information about objects is perceived by individuals in various ways. Although the perception is partly based on learning, the organization of products or services in different ways determines the effects of trends (Mirabi, Akbariye & Tahmasebifard, 2015). The main organized tendency of individuals to perceive objects is related to the separation of shape and ground. For example, an individual looking through the window of a toy store may not be able to see the object someone is looking for, although it is in the window (Mourad & Serag, 2012).

This is because the shape and the ground are separated by a very weak line. Another organizing tendency in object organization is grouping tendency. Sometimes similar substances are also perceived by grouping within themselves. Grouping is also based on continuity. If the

same kind of stores or shops is opened in certain regions, it is perceived that the new stores or shops will be the same kind. For example, a new store, which will be opened in an area where luxury goods stores are located, is thought to sell luxury goods. The detection process consists of three stages (Bilgihan, Barreda, Okumus & Nusair, 2016; Monga, Chaudhary & Tripathi, 2012).

These; selective perception, perceptual organization and perceptual interpretation. In selective perception, individuals accept some of the stimuli they are exposed to and some of them ignore or ignore them. Selective perception results from the fact that the individual is different in terms of needs, attitudes, experiences and personal characteristics (Lowe & Alpert, 2015).

The perceptual organization organizes by grouping the stimuli to which they are exposed after receiving the principle of selectivity. In perceptual interpretation, it loads meaning by interpreting the stimuli to which the individual is exposed. With perceptual interpretations, the individual can generalize about the stimulus.

2.1.1.5. Attitudes

The beliefs and attitudes of the consumers in the selection of the type of goods and the brand are closely related to the buying behaviour. Attitude is a person's positive or negative appraisal, emotions or tendencies towards objects or thoughts. Belief includes information, opinions and opinions. Faith means knowledge that is proved by people by experiment or by external sources. The view was unproven belief (Ajzen, 2015; De Mooij, 2019).

Beliefs can be based on belief, belief, knowledge or thought. Beliefs can be emotional. Here, the role of beliefs and attitudes for consumers is different. For example, it is impossible for a person living in India to sell cow meat products at a restaurant opened. The emergence of impossibility also dulls beliefs and attitudes. In India, it is wrong to consume cows that are sacred by their beliefs as food (Mullen & Johnson, 2013).

Some researchers have tried to explain attitudes as a relationship between belief and value. However, it is argued that such an approach is insufficient to fully explain the concept of attitude, and therefore the three-component attitude statement is more widely accepted (Rucker, Galinsky & Dubois, 2012).

The first dimension of the attitude is the cognitive component dimension that constitutes the individual's thoughts, knowledge and beliefs about a product or brand. The second dimension is the emotion component dimension that evaluates a product or brand as positive or negative and feeds emotions accordingly. And the final dimension is the behavioural component dimension, which is defined as the individual's tendency to behave in relation to a product or brand, or the tendency to act in accordance with emotion and cognitive components (Vinerean, et al. 2013).

Attitudes are learnable. Family, knowledge, experience and social relations affect the development of attitudes. Attitudes are also changeable. Individuals do not form a single attitude but a set of attitudes. Each attitude has power and established attitudes have high power. Marketers' interest in attitudes stems from the unpredictability of purchasing behaviour. The direction of the attitudes and the degree of strength will provide important clues about the buying behaviour (Juster, 2015).

Attitudes towards a product or brand can be either positive or negative. Therefore, the task of the marketing manager is to reinforce positive attitudes, to replace negative attitudes with advertisements or to create new attitudes.

2.1.2. Demographic Factors

Personal factors that determine the buying behavior of consumers are age, gender, occupation, education level, income level, marital status.

2.1.2.1. Age

It is a crucial determinant of an individual's buying behavior. Specific needs emerge during particular stages of life. These requirements evolve with changing life stages. Age is a significant factor that impacts an individual's purchasing behavior and shapes how the acquired products or services are utilized. Necessities and desires related to items such as food, clothing, furniture, entertainment, and more are strongly linked to consumer life stages (Jisana, 2014; Pham & Ho, 2015).

In terms of the psychology of consumption, the four important age groups are adolescents, students, children, and the elderly. During these periods, similar requests and needs arise. The grouping of consumers by age is important in defining the market of certain goods and in terms of market segmentation. Age factor is accepted as a strong determinant of

consumer behaviour. While age differentiates the needs and desires of individuals, it also affects the selection of brands that will meet a certain need. The age of the individual also determines the stage of life in general (Lantos, 2015).

It is observed that the proportion of elderly people in developing societies increases gradually, which increases demand for services such as rest, holiday, health, nursing homes and insurance. For the elderly, the spiritual element in products is probably more valuable than for other segments of society. Elderly people are more insistent on using the brand names they know and shopping to trusted vendors because they feel more vulnerable to deceit than others. In addition, marketers now show a strong interest in children as consumers. Children spend significant amounts of money through direct purchase and are increasingly influencing some consumption decisions made by adults. Children are indirectly consumers, for example, diaper advertisements are for children, families buy and children consume (Nwankwo, Hamelin & Khaled, M. 2014).

2.1.2.2. Gender

Gender significantly influences both purchasing decisions and product and brand selection. Men take the lead in making purchasing decisions for certain products, while women play a significant role in the purchase of others. Gender stands out as a pivotal factor in consumer behavior, with numerous studies demonstrating differences between men and women in terms of their consumer behavior (Otnes & Zayer, 2012).

Gender serves an important social category in all cultures, and in every culture, it forms a broad network of knowledge within the framework of femininity and masculinity. In fact, men and women can act both feminine and masculine. There are often differences in whether the consumer is a man or a woman when choosing a brand. Individuals make brand choices according to their own psychological structure and gender-based social value judgments due to their gender and in accordance with social value judgments based on gender (Otnes & Zayer, 2012).

As the income of female consumers rises, so does their demand in the market. Working women are spending less time at home, and when they return in the evening, they are not watching as much television as they used to. This shift reduces marketing communication efforts through television. Linking gender roles to the realm of consumption, Dittmar

categorized products based on certain characteristics and identified gender-based preference differences in the purchase of these product categories (Ishak & Zabil, 2012).

According to these findings, while women prefer products that make them feel better emotionally and symbolize their relationships in their social lives, it is seen that men give priority to products that are more practical for use, activity-related and which help them to express themselves. Nevertheless, some sources suggest that women and men are increasingly similar in terms of their buying behaviour because women are trying to get out of their old nesting roles and gain a place in their working and social life. Their male participation in household chores and childcare and the exchange of food for home-cooked meals are increasing. All these factors show that the two genera are more similar to each other. The gender distribution of the population also has an impact on the demanded goods and buying habits. The goods purchased by men and women may be different from each other, as well as the preference and tendency of buying the same goods (Moschis, 2012).

Although gender is a biological condition, gender is formed when culture builds it. The social definition of the roles of men and women varies according to the historical and cultural values of society.

2.1.2.3. Occupation and Education

The profession of the consumer creates the need and desire for certain goods. An employer and an employee need clothes are not the same. An engineer and a doctor need a wide range of tools and equipment related to their profession. In addition, as the level of education of consumers increases, their needs and aspirations gradually increase and diversify. Professions and levels of education of consumers create need and desire for certain goods (Moschis, 2012).

An employer and an employee need clothes are not the same. In addition, as the consumer's level of education increases, their needs and aspirations also increase and diversify. The occupations of individuals are linked to the status and role imposed on them. Since a businessman needs to pay attention to his clothing on the way to a meeting, he will exhibit a suit-buying behaviour. An auto mechanic, on the other hand, will prefer to wear overalls as he deals with an oil change from morning to evening (Rath, et al. 2014).

2.1.2.4. Marital status

Marital status is a key factor that significantly impacts purchasing behavior. There are notable distinctions between a married consumer and an unmarried one. Consumption patterns vary among individuals based on time and age, and one of the factors influencing this shift over time and with age is marital status. Until the phenomenon of marriage, whether they are male or female, they spend all their expenses from the basic requirements in line with their special tastes. This is because their parents meet these requirements (Shavitt, Jiang & Cho, 2016).

Since certain responsibilities are assumed after the marriage event occurs, they make these consumption expenditures in order to meet the basic requirements of their nests. As this marriage period passes, the children are quite shifting towards these expenses. Then, with the exceeding of a certain age, these expenditures are slowing down, creating savings and making new expenditures in the direction of investment. Marriage of a single man puts him in the role of husband, and when he has children, he becomes a father and the status changes again. In other words, it is seen that the needs and desires change according to the family life curve (Shavitt, Jiang & Cho, 2016).

2.1.2.5. Income rate

The income level is a highly significant factor that directly influences consumer buying behavior. Once personal income is subject to the deduction of direct taxes, the remaining income is referred to as disposable income. This income serves as an indicator of the consumer's purchasing power. A portion of this disposable income is allocated to fixed obligations and essential life necessities. While the definition of these essentials may vary, costs such as housing, food, clothing, transportation, and healthcare expenses typically remain consistent. After expenditure on these essential needs, the remaining income is considered discretionary income, which the consumer can use as they see fit (Hsee & Tsai, 2018).

One of the primary factors affecting economic circumstances is income, which, in turn, influences product and brand choices. Economic circumstances are influenced by factors such as the level of disposable income, savings practices, credit availability, and the preferences between spending and saving. Both consumers and product sellers, especially those whose products are income-sensitive, closely monitor these economic indicators. The following categorization effectively illustrates consumer spending power (Hsee & Tsai, 2018):

- The poor (unemployed, needy people and very low wages)
- Disposal income below average
- Earnings above average
- Very wealthy In most countries, the majority of the population is divided into the first two groups.

Only one of the two married people who work in the same job sometimes has a wife who is a housewife and the other one works. Therefore, the spending power of both families may be different. This point needs to be taken into consideration. Low-income consumers are more affected by the advertising of mandatory consumer goods. It is understood that individuals with higher levels of education limit their consumption less because of higher income.

2.1.3. Social-Cultural Factors

The socio-cultural factors that determine the buying behaviour of consumers are family, group, social class and culture.

2.1.3.1. Family

Since the mid-20th century, the concept of the nuclear family has shifted away in favor of the extended family concept. In this context, we think of parents and pre-adolescent children. The family's requirements and expenses are contingent on the number of children within the family and the extent to which parents engage in work outside the home to contribute to the household budget (Bashir, 2013).

As family members age or the family size fluctuates, product preferences and needs also undergo changes. It can be inferred that with advancing age, family income is likely to increase, leading the family to gravitate towards more sophisticated and high-quality products. Given that the family is a unique social institution in many respects, it is imperative to comprehend its role in influencing purchasing decisions (Shareef et al., 2013). Autonomous family: An example of products that the husband or woman independently decides to purchase when spouses are independent; non-prescription drugs, beverages, personal care products.

As a result, one's family and close friends have an important role in behaviour. The habits gained in the family affect the present and future behaviour of the family members.

Among the family members, the male is also interested in the functional characteristics of the property and the female appearance. The roles of children change as they grow.

2.1.3.2. Group

Relationships occur between two or more people. It is possible to talk about a social grouping when their attitudes and behaviours are affected by these relationships gaining continuity. Social grouping is a community of people with a certain relationship and continuity among members. Note that there are two important features in this definition:

- There are certain relationships between members (for example, common interests, beliefs, expectations).
- There is a phenomenon of continuity (for example, bus passengers or people flying by plane are not groups).

Those who shop at a supermarket within a time period do not form groups. Because they came together by chance for a short time and this situation is temporary. There are six groups that can affect the buying behaviour of consumers (Assael, 1995).

The family is often in the best position to influence one's consumption decision. There are two important variables. The first is the level and frequency of the relationship with family members. The other is the effect of family values, attitudes and behaviours. There are also advisory groups that influence consumer purchasing decisions. Advisory groups are groups that function as value provisions in individuals' purchasing decisions. It is possible to examine the advisory groups in two main sections (Cohen & Areni, 1991).

- **Group Contact group:** This type of group has the effect of individual consultation. By observing the other members of the group, the person establishes the norms that may apply to him/her. The developed norms affect the consumption structure of the person (Cohen & Areni, 1991).
- **The group to which the person wants to be connected:** The person, although not a member, wants to establish a relationship with the group by adopting the tastes and norms of the group they admire. For example, a young and new manager longing to be among the senior executive group in the institution where he works dressed as symbolizing success (Cohen & Areni, 1991).

2.1.3.3. Social Class

The reason for their effectiveness is that the speech, culture and dress of the people living in this class, a family living in the upper class, will be different. In the first of the methods to be used in social class examinations, people are specifically selected and asked to rank the values around them according to their social status. This method is based on social relations. The Relationship Diagrams obtained as a result of the studies are checked to determine the social position of the particular person (s) (Hawkins, Mothersbaugh & Best, 2010).

The studies and their results are subject to subjective effects and are very open to criticism since they are judicial. The second method is more objective than the first one. The variables considered were occupation, income level, source of income, education, home and environment. The social classes are divided into three categories by sociology. It is classified vertically in upper, middle and lower classes. The upper class consists of large-rooted families. Those in the upper layer work voluntarily in private hospitals or schools. They are members of the best associations and clubs (Solomon & Panda, 2011).

Certain health assurances are people who work towards owning a house or car. As an example of the differences that distinguish it from the upper class, the upper-class consumers now shop on the internet, while the middle level follows newspapers, magazines or television. Consumption expenditures of the subclass of another class are at a level that can maintain the standard of living (Solomon & Panda, 2011).

For example, it can be given as skilled workers or low educated persons. The marketing place in these three classes is different. The most important thing is to work for the group addressed and to reach the result and choose the appropriate advertising tool.

2.1.3.4. Culture

Culture is the main determinant of consumer's wishes and behaviours. Children who live in a certain culture will continue to grow from the culture they receive when they are small, even if they do not know which society they grow and model. As a social entity, a person spends his life as a member of a certain society. Society is a group of people who are in constant contact with each other regularly. The social structure, which was extremely simple in primitive times, started to form more complex groups with developing the technology (De Mooij, 2019).

This confusion has led to some differences between societies and each society has its own characteristics. This characteristic of society varies according to the people living in different groups, environmental conditions and the skills created to solve some problems. These changes emerge in some of the approaches common to each society. These approaches within society have revealed the concept of culture. For example, while the British people can drink tea with milk, tea is consumed only in Turkish culture. In addition, while home-made meals are common in most foreign countries, fast-food snack-style eating habits are common (De Mooij, 2019).

The concept of culture is divided into two. These are general culture and subculture. It is the general culture with the widest boundaries. It is the culture used by a large part of a country or society. Today, the countries that have returned to the cosmopolitan structure no longer have a single culture. Here, subcultures of differences come into play. Culture in a country or market may differ in terms of different values, habits, traditions and other behaviors. Almost no market has a homogeneous culture in all aspects (Williams, 2014).

When a product is put on the market, one of the most basic studies is to conduct the cultural research of that society. In this way, it helps to learn the details and enter the market with different interesting methods (Williams, 2014). The most beautiful marketing example regarding the cultural understanding of society is the misapplication of a famous beverage company on the Arabian Peninsula. The newly appointed advertising manager, who has no knowledge of the culture of the region, is preparing a huge campaign. The campaign consisting of three parts is hung on billboards (Laros, & Steenkamp, 2005).

In the first picture, one crawling through the desert drinks soft drinks in the second picture and walks quickly in the third picture. Lined up from left to right. But the campaign has the opposite effect and sales go to zero. The reason is investigated and as a result, it is reminded that the Muslim community reads and writes in Arabic, not from left to right, but from right to left. Of course, the theme is completely reversed. This causes the advertising manager to lose his job. As a result, the behavioral characteristics of that society should be known and appropriate work should be done (Laros, & Steenkamp, 2005).

2.1.3.5. Subculture

Every individual grows within a specific society and absorbs their value judgments, preferences, behaviors, and perceptions from the social environment they are raised in and the

cultural norms of that environment. A person's race, religion, nationality, and geographic region determine the subculture groups to which they belong. The subculture to which an individual belongs also profoundly influences their needs, desires, and choices, ranging from clothing style to food and beverage preferences (Laros & Steenkamp, 2005).

Subculture encapsulates the individual, social, and organizational characteristics of the context it exists in. Within a subculture, members are not obligated to share the same race or religion with one another. This distinguishes subcultures from broader communities. The social impact of subcultures on group members, especially within consumer groups, is crucial in shaping purchasing decisions and the choices of individual consumers.

Considering that each member of a group is also a consumer, activities undertaken collectively by subculture groups exhibit distinct consumer behaviors. For example, dining together at a restaurant chosen by the group is a subcultural consumer activity, while one member of the group ordering a drink alongside the agreed-upon meal constitutes an individual consumer activity. From this perspective, it becomes evident that an activity or product decided upon within a group doesn't always exert the same influence on all group members (Laros & Steenkamp, 2005).

2.2. Personality and Character in the Context of Customer Perception

Perception in human psychology is a fascinating topic that explores how we perceive the world around us and how our perceptions shape our behavior and cognition. Perception is not a passive process of receiving sensory inputs, but an active and creative one that involves interpreting, organizing, and selecting information based on our prior knowledge, expectations, and goals. Perception can be influenced by many factors, such as attention, context, culture, emotions, motivation, and personality (Cowart, 1981: 43).

There are different theories of perception that attempt to explain how we construct our reality from sensory stimuli. One of the most influential theories is Gregory's theory of perception, which proposes that perception is a hypothesis based on prior knowledge. According to Gregory, we use top-down processing to make inferences about what we see based on our stored information and experiences. For example, when we see an ambiguous figure like the Necker cube, we can perceive it in different ways depending on our perspective and assumptions. Another influential theory is Gibson's theory of perception, which proposes that perception is a direct process that relies on bottom-up processing. According to Gibson, we use

the information available in the stimulus itself to perceive the world without the need for prior knowledge or inferences. For example, when we see a surface with texture gradient, we can perceive its depth and distance based on the changes in the size and density of the texture elements (Carbon, 2014: 566).

Perception is not reality, but rather our interpretation of reality. Perception can be distorted by various errors and biases that affect how we perceive ourselves and others. Some common perceptual errors are:

- Selective perception: The tendency to focus on certain aspects of a stimulus while ignoring others based on our interests, needs, or expectations.
- Halo effect: The tendency to form a general impression of a person or thing based on a single trait or characteristic.
- Stereotyping: The tendency to assign attributes or behaviors to a person or group based on their membership in a certain category.
- Projection: The tendency to attribute our own feelings, thoughts, or motives to others.
- Self-serving bias: The tendency to take credit for our successes and blame external factors for our failures.

Perception is an important process that affects how we communicate, learn, think, and act. By understanding how perception works and what factors influence it, we can improve our perceptual skills and avoid perceptual errors. We can also appreciate the diversity of perceptions among different people and cultures. Perception is not only a way of seeing, but also a way of being (Pelau et. al., 2021: 122).

2. 2. 1. Perception

Perception is the process of interpreting, organizing, and selecting sensory information to form a meaningful representation of the world. Perception involves both bottom-up processing, which is based on the stimulus itself, and top-down processing, which is based on prior knowledge, expectations, and goals. Perception can be influenced by many factors, such as attention, context, culture, emotions, motivation, and personality. Perception can also be distorted by various errors and biases that affect how we perceive ourselves and others. Perception is not reality, but rather our interpretation of reality. Perception is an important

process that affects how we communicate, learn, think, and act. Perception is not only a way of seeing, but also a way of being (Siegel, 2005).

Perception is a complex and fascinating process that involves both the physical and the psychological aspects of our experience. Perception is not just a passive reception of sensory inputs, but an active and creative construction of our reality. Perception is influenced by many factors, such as (Ittelson & Kilpatrick, 1951: 53):

- Attention: The process of selecting and focusing on certain stimuli while ignoring others. Attention can be voluntary or involuntary, and it can affect how we perceive the salience, intensity, and duration of stimuli.
- Context: The situation or environment in which perception occurs. Context can provide cues or clues that help us interpret stimuli and make sense of them. Context can also create expectations or assumptions that influence our perception.
- Culture: The set of beliefs, values, norms, and practices that are shared by a group of people. Culture can shape how we perceive the world and ourselves, as well as how we communicate and interact with others. Culture can also affect our perception of time, space, color, emotion, and beauty.
- Emotions: The feelings or affective states that are associated with stimuli or events. Emotions can influence how we perceive stimuli and how we respond to them. Emotions can also affect our attention, memory, and judgment.
- Motivation: The drive or desire that guides our behavior and actions. Motivation can affect how we perceive stimuli and how we pursue our goals. Motivation can also influence our attention, learning, and performance.
- Personality: The set of traits or characteristics that define who we are as individuals. Personality can influence how we perceive stimuli and how we express ourselves. Personality can also affect our preferences, attitudes, and behaviors.

Perception is not a fixed or objective process, but a dynamic and subjective one. Perception can vary from person to person, from moment to moment, and from situation to situation. Perception can also be distorted by various errors and biases that affect how we perceive ourselves and others.

Perception is an important process that affects how we communicate, learn, think, and act. By understanding how perception works and what factors influence it, we can improve our perceptual skills and avoid perceptual errors. We can also appreciate the diversity of perceptions among different people and cultures. Perception is not only a way of seeing, but also a way of being (Loomis & Lederman, 1986: 2).

2. 2. 2. Personality

Personality is a term that describes the set of traits and patterns of thought, behavior, and feelings that make you who you are. Personality is influenced by both biological and environmental factors, and it tends to remain fairly consistent throughout your life. Personality is important because it affects how you interact with others, how you cope with stress, how you learn, and how you achieve your goals (Kernberg, 2016: 149).

There are different ways of studying and understanding personality. Some of the most influential theories of personality are:

- Trait theories: These theories focus on identifying the basic dimensions or characteristics of personality, such as openness, conscientiousness, extraversion, agreeableness, and neuroticism. Trait theories assume that personality traits are relatively stable and consistent across situations, and that they can be measured by personality tests. Trait theories also try to explain how personality traits influence behavior and outcomes.
- Psychodynamic theories: These theories emphasize the role of unconscious forces, conflicts, and motives in shaping personality. Psychodynamic theories are based on the work of Sigmund Freud, who proposed that personality consists of three components: the id (the instinctual and primitive part), the ego (the rational and realistic part), and the superego (the moral and idealistic part). Psychodynamic theories also suggest that personality develops through a series of stages in childhood, each involving a different challenge or conflict. For example, the oral stage involves the conflict between the child's desire to suck and the parent's demand to wean.
- Humanistic theories: These theories emphasize the role of free will, self-awareness, and personal growth in shaping personality. Humanistic theories are based on the work of Carl Rogers and Abraham Maslow, who proposed that personality is driven

by the need to fulfill one's potential or self-actualization. Humanistic theories also suggest that personality is influenced by one's self-concept (how one sees oneself) and self-esteem (how one values oneself).

- Social-cognitive theories: Social-cognitive theories are based on the work of Albert Bandura, who proposed that personality is influenced by the interaction between one's environment (such as social influences and rewards), one's behavior (such as actions and reactions), and one's cognition (such as thoughts and feelings). Social-cognitive theories also suggest that personality can change through learning and experience. For example, people who have high self-efficacy (the belief that they can achieve their goals) tend to be more motivated, persistent, and successful (Ishihara & Brayne, 2006: 1069).

These are some of the major theories of personality psychology that attempt to explain how personality develops and influences our thoughts and behaviors. Personality is a complex and fascinating topic that can help us better understand ourselves and others.

2. 2. 3. Character

Character is a term that describes one's emotional world and how it shapes one's behavior and attitude. Character is influenced by one's beliefs, values, morals, and experiences, and it can change over time through reflection and learning. Character is different from personality, which is more visible and stable, and refers to the patterns of thinking, feeling, and behaving that make one who one is. Character is revealed in situations that challenge one's principles or integrity, and it shows how one responds to adversity, conflict, or temptation. Character is not a fixed or objective trait, but a dynamic and subjective one that varies from person to person and from situation to situation (Weinsheimer, 1979: 192).

Character can be positive or negative, depending on how one's emotional world aligns with the norms and expectations of society. Some examples of positive character traits are honesty, courage, kindness, and resilience. Some examples of negative character traits are dishonesty, cowardice, cruelty, and fragility. Character can be assessed by observing one's actions and words, as well as by listening to one's inner voice and feelings. Character can also be improved by developing self-awareness, self-regulation, empathy, and ethical reasoning. Character is an important aspect of human psychology that affects how we relate to ourselves and others. Character is not only a way of feeling, but also a way of acting (Taufik, 2020: 93).

CHAPTER 3. Enneagram As a Holistic System in the Context of Online Shopping

3.1. Enneagram System

Enneagram, which literally means 'nine personality types', is derived from the Latin words enne (nine) and agram (line) (Keskin, 2019: 27). The Enneagram consists of nine different personalities (type 1 - perfectionists, type 2 - do-gooders, type 3 - achievers, type 4 - individualists, type 5 - researchers, type 6 - devoted questioners, type 7 - go-getters, type 8 - challengers, type 9 - peacemakers) describes the characteristic mental, emotional, and behavioral patterns of each (Maitri, 2018: 21). This system is a personality type model that examines nine categorically classified personality types and their healthy, average, and unhealthy behaviors and complex relationships with each other (Erçin, 2018: 21).

Examining nine different types of Enneagram personalities forms the basis of the teaching (Keskin, 2019: 27). There is a circle, nine points on the circle, and a diagram showing the relationships of these points with each other (Daniels and Price, 2016: 26). The Enneagram is certainly a unique figure in terms of both geometry and mathematics, but this uniqueness is mainly due to its symbolic perspective (Bernier, 2003: 147). It is a powerful, accurate and dynamic system that reveals the model personality type (Daniels and Price, 2016: 15).

It is assumed that each individual is born belonging to one of these nine different personality types. The type it belongs to; It reveals the dominant characteristics, emotions, motivation sources, right or wrong behaviors, good or bad habits inherent in the individual. According to this theory, although individuals mature over the years and acquire new characteristics and habits, they basically retain many of their characteristics until the end of their lives (Turan, 2020: 150). In other words, according to the model, every person is born with a psychological core, and the basic features of this core structure do not change throughout life (Acarkan, 2019: 43). In other words, the enneagram suggests that every person has an essence (Keskin, 2019: 27). But the enneagram model; While it can predict and interpret psychological development or regression, it does not foresee a fixed and rigid category (Acarkan, 2019: 46). The dynamic structure of the Enneagram, that is, being in constant motion, leads the individual to his true self (Keskin, 2019: 27).

3.2. Description and Brief History of Enneagram

The Enneagram is part of an oral teaching tradition that is considered a demonstrator and instructor of personality tendencies and abilities that emerge when a high level of

consciousness is reached (Palmer, 2014: 17). The historical roots of the Enneagram are based on the Central Asian Sufi tradition (Keskin, 2019: 25). It is known that it is known by Sufis and Islamic scholars and transferred from language to language (Acarkan, 2019: 42). Therefore, the enneagram has no written history (Palmer, 2014: 19). This system is an anonymous system and there are traces of all civilizations in its roots (Acarkan, 2019: 42).

There are various opinions about the history of the Enneagram. According to some sources, the enneagram of personality styles is a modern synthesis of ancient wise traditions, but the person who brought this system together is Oscar Ichazo (Riso and Hudson, 2018: 37). It is Oscar Ichazo who transformed the Enneagram into its current form, dividing it into nine personality types and developing them. (Keskin, 2019: 25). Ichazo learned this teaching from the Sarmouni Brotherhood, a mystery school (Palmer, 2014: 12). While creating this theory, Ichazo used the idea of nine divine shapes, which is the mystical and philosophical tradition of the West and was influenced by Sufi Judaism and especially the teachings of Kabbalah while developing this idea (Riso and Hudson, 2018: 40).

Bolivian Sufi Oscar Ichazo uses the enneagram as a map of inner experience (Maitri, 2018: 24). The Enneagram model was written down and announced to large audiences in the second half of the 20th century with the contributions of Oscar Ichazo and psychiatrist Claudio Naranjo (Acarkan, 2019: 42). In other words, the enneagrams that people are familiar with today are it is the one related to the experience of the human soul, which has its roots in Ichazo's teachings and was prepared and developed carefully and in detail by Naranjo (Maitri, 2018: 26). According to them, the basis of the enneagram system is intuition and understanding. The Enneagram can be adapted to various religions and religious expressions because it is based on various spiritual and metaphysical traditions, but it is not religious (Riso, Hudson, 2018: 15-16).

According to some sources, the person who coined the term enneagram was George Ivananovich Gurdjieff, who pioneered the adaptation of spiritual Eastern teachings for use by modern Westerners (Palmer, 2014: 26). There is a consensus that Gurdjieff, an Ottoman citizen born in Kars, was the person who brought the enneagram teaching to the West. He wrote in his work "Encounters with Important People" that he learned the Enneagram in Babylon, where he met the Sufi elders in Central Asia (Keskin, 2019: 25). He, like Ichazo, states that he learned the enneagram from the Sarmoung Brotherhood, a mystical sect in Central Asia (Maitri, 2018: 22).

3.3. Structure of the Enneagram

The structure of the Enneagram is a way of representing the nine basic personality types and their interrelationships. The Enneagram consists of three parts: a circle, an inner triangle, and an irregular hexagon. The circle symbolizes the unity and wholeness of human nature, while the inner lines symbolize the dynamics and movements of the personality types.

The circle is divided into nine equal segments, each corresponding to one of the personality types. The types are numbered from one to nine, clockwise, starting from the top. Each type has a basic fear, a basic desire, a key motivation, a core weakness, a core longing, and a core virtue. Each type also has a wing, a center, and a level of development (Hook et. al., 2021: 873).

The inner triangle connects points 3, 6, and 9. These are called the primary types, because they represent the three basic centers of intelligence: the head (thinking), the heart (feeling), and the body (doing). The primary types are also related to the three basic instincts: self-preservation, social, and sexual (or one-to-one). The primary types form an equilateral triangle, indicating that they are equally balanced and harmonious.

The irregular hexagon connects points 1, 4, 2, 8, 5, and 7. These are called the secondary types, because they represent the six variations or combinations of the primary types. The secondary types are also related to the six passions or emotional patterns: anger, envy, pride, lust, greed, and gluttony. The secondary types form an irregular hexagon, indicating that they are asymmetrical and conflicted (Wagner and Walker, 1983: 714).

The inner lines also show the directions of integration and disintegration for each type. Integration means moving toward a higher level of health and functioning within one's type. Disintegration means moving toward a lower level of health and functioning within one's type. Each type integrates to another type when it is healthy and disintegrates to another type when it is unhealthy. For example, type One integrates to type Seven when it is healthy and disintegrates to type Four when it is unhealthy (Kam, 2022: 5).

The structure of the Enneagram can help you understand yourself and others better by showing you the strengths and weaknesses of each type, as well as how they interact and influence each other. You can learn more about the Enneagram system by reading the detailed descriptions of each type or taking a test to discover your own type. You can also explore the relationships between different types and how they can improve their communication and

compatibility. The Enneagram is a useful tool for personal growth and transformation that can help you understand your true nature and potential (Killen, 2009: 53).

3.4. Enneagram as a Holistic Personality System

The Enneagram is an ancient esoteric teaching that outlines nine distinct personality archetypes. Its historical origins have been a subject of debate, but it is known to draw from various sources. The Enneagram symbol and the associated personality system have distinct histories, converging into the Enneagram as we understand it today (Riso and Hudson, 1999).

The symbol's roots are believed to be ancient, though its exact origins remain veiled in mystery. It is deeply rooted in the Western tradition, which significantly influenced the development of Judaism, Christianity, and Islam (Riso and Hudson, 1999). The mathematical theories underlying the symbol can be traced back to classical Greek philosophy, with notable contributions from thinkers such as Pythagoras and Plato (Riso and Hudson, 1999).

The Enneagram symbol first appeared in the Western world in the early 20th century in Europe, thanks to the teachings of G.I. Gurdjieff (Palmer, 1988). Gurdjieff transmitted this system through oral instruction at an ancient mystical school, emphasizing its dynamic and living nature (Riso and Hudson, 1999).

The key figures associated with the contemporary Enneagram are the Chilean psychiatrist Claudio Naranjo and his teacher Oscar Ichazo. Naranjo (2003) is often referred to as the "Mother" of the Enneagram, while Ichazo is the "Father." Naranjo credits Ichazo as the source, considering him the originator, and Naranjo brought it to life as its "Mother." Naranjo also acknowledges the influence of a Western prophetic tradition on Ichazo's understanding of the Enneagram. This tradition provided Ichazo with foundational knowledge and also left its mark on some of the founders of the Sufi school often attributed as the source of the Enneagram.

Naranjo (2003) credits Ichazo with providing the key to the system but believes he discovered its essence during a revelatory experience in the Arica desert in Chile. Naranjo subsequently integrated the spiritual Enneagram with modern psychology and introduced it to the United States (Almaas, 1998). Ichazo, in turn, acknowledges Naranjo's "excellent psychological insights into the passions and the fixations, and their relationship to the entire psyche" (Ichazo, 1998). Today, there are numerous influential teachers contributing to the expanding body of Enneagram knowledge, including Helen Palmer (1988), David Daniels (2004), Don Riso and Russ Hudson (1999), and A. H. Almaas (1998).

The Enneagram is believed to reveal unconscious personality patterns—habitual ways of engaging with the world. Understanding these patterns empowers individuals to work with their entrenched ego concerns. However, the theory goes beyond personality, viewing these preoccupations as teachers or indicators of latent abilities that unfold as higher consciousness develops (Palmer, 1988). According to this theory, each Enneagram point conceals an underlying Holy Idea, representing the true nature of reality (Almaas, 1998). People initially have contact with one of these Holy Ideas at birth, gradually losing their connection and replacing it with their ego structure. The ego is merely a reflection of the Holy Idea. The Enneagram characterizes the nine distinct personality styles the ego adopts to compensate for the loss of contact with Essence. It is believed that by addressing their Enneagram fixation, individuals can rediscover their connection with their Holy Idea (Maitri, 2000). The Enneagram symbol features nine points within a surrounding circle (see Appendix-1). The Enneagram of personality identifies nine fundamental types, each associated with one of these points. An individual's Enneagram type serves as their primary filter for processing experiences, guided by ingrained patterns of attention (Palmer, 1988).

3.5. Three Centers in Personality Types

According to the Enneagram teaching, personality types are based on three basic perception centers in the human body (Keskin, 2019: 27). These three basic perception centers are mentally centered (fear dominant), emotionally centered (love dominant) and physically centered (anger dominant) personality types. These are also called head, heart, and abdominal centers, respectively (Riso and Hudson, 2018: 29). Although each personality type is based on three basic centers, each type has its own attitudes and behaviors, defense styles, reactions, empathy levels and motivation methods (Keskin, 2019: 27-33). The nine styles are not random but related to a function or center of the human mind (Riso, Hudson, 2018: 29).

3.5.1. Physics Center

Physically centered people, who are very good at practice, are not willing to engage in mental activities (Keskin, 2019: 33). These types tend to perceive the world through the filters of physical intelligence such as physical sensations, kinesthetic intelligence and instinctive intuition (Daniels and Price, 2016: 98). For them, place is important (Keskin, 2019: 33). Personality types in the physical center use this center to reach the energy required to take

action, to determine how much power to use, and to gain the feeling of 'my feet are solid on the ground' (Daniels and Price, 2016: 98).

3.5.2. Mind Center

5-6-7 types are in the thinking triad (Riso and Hudson, 2018: 29). Logical, mentally centered individuals tend to constantly conceptualize (Keskin, 2019: 34). They try to perceive the world through the filter of the mind (Daniels and Price, 2016: 98). Those in this center have questioning and synthesis abilities (Keskin, 2019: 34). These types use this center to become a wise, knowledgeable, foresighted and thoughtful individual (Daniels and Price, 2016: 98).

3.5.3. Emotion Center

The emotions and feelings of intuitive, emotionally centered individuals are of primary importance (Keskin, 2019: 33). Types 2-3-4 are in the feeling triad (Riso and Hudson, 2018: 29). This type's intuition is ahead of reason and logic (Keskin, 2019: 33). They reconcile assets and liabilities with matters of the heart (Riso and Hudson, 2018: 29). They tend to perceive the world through the filter of emotional intelligence. They closely monitor the spiritual and emotional state of the people around them to show that they are connected to them. Personality types: use this center to develop emotion-related characteristics such as empathy, understanding, mercy and compassion (Daniels and Price, 2016: 97).

3.6. Online Shopping

With the widespread use of computers and developments in communication technology, the internet phenomenon has entered our lives. The Internet has been widely used to generate income since the 1990s. Recently, the internet has started to be used for e-commerce and an unrecognized shopping model has begun to be emphasized. The concept of online shopping was adopted very quickly and started to be used by consumers rapidly, adding new dynamics to marketing and companies (Turan, 2008: 723).

Internet shopping consists of five steps that are similar to traditional shopping-related behaviors. For the purpose of online shopping, consumers go to the internet and search for the products and services they need, then evaluate the alternatives and choose the product or service that they can benefit from most within their needs. Thus, after online shopping is completed, the after-sales service process begins (Li and Zhang, 2002: 508).

Online shopping is a concept that includes sub-processes such as information search, navigation, online transaction, customer service interactions, delivery of the ordered product and customer satisfaction (Chen, et al. 2013: 474). In other words, online shopping is the shopping behavior of the consumer through a virtual store, or a website used for online sales (Karaca and Gümüş, 2019: 54). Purchasing products and services via the internet is called online shopping (Armağan and Temel, 2018: 623).

3.6.1. The Development of Internet

The development of the Internet is a fascinating topic that covers the history, technology, and impact of the global network of networks. The Internet has its origin in the research and development of information theory and computer networks in the 1950s and 1960s, especially in the United States, the United Kingdom, and France. Some of the key concepts and technologies that enabled the Internet are packet switching, TCP/IP protocol suite, ARPANET, and the World Wide Web.

The Internet has evolved and expanded over time, as more networks joined the ARPANET and formed the Internet, and as new technologies and services emerged and changed the way people use the Internet. Some of these technologies and services include domain names, email, bulletin board systems, Usenet, FTP, Gopher, broadband, wireless networks, mobile devices, cloud computing, social media, online gaming, e-commerce, streaming services, artificial intelligence, big data, blockchain, internet of things (IoT), virtual reality (VR), augmented reality (AR), and 5G. The Internet has revolutionized many aspects of our society and culture. It has transformed communication, commerce, education, entertainment, activism, and social change. It has also created many opportunities and challenges for individuals and organizations (Sari & Setiawan, 2018: 111).

3.6.2. Internet Usage Methods

The internet is a global network of interconnected computers that allows users to access and share information, communicate with others, and enjoy various forms of entertainment. There are many ways to use the internet for different purposes, such as:

- **Information:** The internet provides a vast amount of information on various topics, such as news, education, health, science, history, culture, and more. Users can search for information using web browsers and search engines, such as Yandex or Google. They can also access online databases, libraries, encyclopedias, and other sources of

reliable and accurate information. For example, Britannica is an online encyclopedia that offers comprehensive articles on various subjects.

- **Contact:** The internet enables users to communicate with other people around the world through various means, such as email, instant messaging, social media, video calls, and online forums. Users can exchange messages, files, photos, videos, and voice notes with their friends, family, colleagues, and strangers. They can also join online communities and groups that share their interests, hobbies, opinions, and experiences. For example, Facebook is a social media platform that allows users to create profiles, post updates, chat with friends, and join groups.
- **Entertainment:** The internet offers a wide range of entertainment options for users to enjoy in their leisure time, such as watching videos, listening to music, playing games, reading books, and more. Users can stream or download content from various websites and platforms, such as YouTube, Spotify, Netflix, and Kindle. They can also create their own content and share it with others online. For example, Allconnect is a website that provides tips and guides on how to use the internet for entertainment (Le et. al, 2016).

3.6.2.1. Information

The Internet is a worldwide network comprising interconnected computers that provide users with access to information, facilitate communication with others, and offer various forms of entertainment. It operates as a network of networks, enabling communication between different networks and devices through the use of the TCP/IP protocol. This extensive network spans from local to global scales and includes private, public, academic, business, and government networks, connected through electronic, wireless, and optical network technologies. The Internet serves as a conduit for a vast array of information resources and services, notably the World Wide Web (WWW). The WWW is composed of interconnected hypertext documents and applications and offers additional services like email, telephone communication, and file sharing (Gershenfeld et al., 2004)."

3.6.2.2. Contact

There are many ways to communicate with customers using the internet. Some of the most common and effective methods are:

E-mail: E-mail is a convenient, cheap, and swift way to send newsletters, personalized messages, and order updates to your customers. It also allows your customers to contact you with their questions, complaints, or feedback. E-mail is an essential component of any business communication platform.

Website: A website is a business necessity that provides information about your products, services, and company. It can also enable your customers to order products online and check their delivery status. A website is a keyway to communicate with customers and attract new ones.

Phone Technology: Phone technology allows you to use automated menus, voice messages, and callback features to provide answers to customer queries and ensure they reach the right person in your organization. Phone technology can help you connect with the most customers in the least amount of time and improve customer satisfaction.

Text Messaging: Text messaging is a quick and convenient way to communicate with customers about meetings, orders, delivery schedules, offers, and deals. It can also allow customers to text you with their issues instead of calling. Text messaging can help you save time and money and increase customer loyalty.

Web Chat: Web chat is a feature that allows customers to type in a question on your website and start a conversation with you or your representative. Web chat can help you provide instant answers to common questions and resolve complex issues. Web chat can help you enhance customer service and increase sales.

Social Media: Social media is a powerful way to communicate with customers using platforms like Facebook, Twitter, Instagram, and YouTube. You can use social media to share news, updates, offers, and testimonials with your customers. You can also use social media to interact with your customers, answer their questions, address their complaints, and collect their feedback. Social media can help you build trust, reputation, and loyalty with your customers.

Video Conferencing: Video conferencing is a way to communicate with customers using live video calls over the internet. You can use video conferencing to demonstrate your products, conduct training sessions, hold meetings, and provide support to your customers. Video conferencing can help you create a personal connection with your customers and improve their experience.

Blogs: Blogs are a way to communicate with customers using written content on your website or other platforms. You can use blogs to share useful information, tips, insights, and stories with your customers. You can also use blogs to showcase your expertise, authority, and credibility in your industry. Blogs can help you educate, inform, and entertain your customers and drive more traffic to your website (Janoschka, 2004).

3.6.2.3. Entertainment

The internet is a great source of entertainment for many people. You can use the internet to enjoy various forms of content, such as movies, music, games, podcasts, blogs, and more. You can also use the internet to communicate with your friends and family, share your photos and videos, and stay updated on the latest news and events. Here are some of the methods you can use to access entertainment on the internet (Althaus & Tewksbury, 2000: 33):

Web browsing: Web browsing is the most common and basic way to use the internet for entertainment. You can use a web browser, such as Microsoft Edge or Mozilla, to visit different websites that offer entertainment content. For example, you can watch YouTube videos, listen to Spotify music, read Public Bookshelf eBooks, or play Miniclip games. You can also use web browsing to search for information on topics that interest you, such as sports, hobbies, celebrities, or trivia.

Streaming services: Streaming services are platforms that allow you to watch or listen to entertainment content online without downloading it. You can use streaming services to access a large library of movies, shows, music, podcasts, and more. Some of the popular streaming services are Netflix, Hulu, Amazon Prime Video, Disney+, Apple Music, and Pandora. You can also use streaming services to watch live events, such as sports, concerts, or news.

Social media: Social media are platforms that allow you to interact with other people online and share your opinions, thoughts, feelings, and experiences. You can use social media to communicate with your friends and family, follow your favorite celebrities or influencers, join online communities or groups, and express yourself creatively. Some of the popular social media platforms are Facebook, Twitter, Instagram, TikTok, and Snapchat. You can also use social media to discover new entertainment content based on your preferences and recommendations.

Video conferencing: Video conferencing is a way to communicate with other people online using live video calls over the internet. You can use video conferencing to have face-to-face

conversations with your loved ones, colleagues, or clients. You can also use video conferencing to participate in online events, such as webinars, workshops, or classes. Some of the popular video conferencing platforms are Skype, Zoom, Google Meet, and Microsoft Teams.

Blogs: Blogs are websites that contain written content on various topics, such as personal stories, opinions, insights, tips, or reviews. You can use blogs to read interesting and informative articles on subjects that appeal to you, such as travel, fashion, food, health, or technology. You can also use blogs to learn new skills or knowledge from experts or enthusiasts. Some of the popular blog platforms are WordPress, Medium, Blogger, and Tumblr (Althaus & Tewksbury, 2000: 41).

3.6.2.4. Shopping (E-Commerce, On-Line Shopping)

E-commerce is a broader concept that encompasses online shopping as well as other types of online transactions, such as online banking, online auctions, and online payments. Online shopping is one of the most popular and convenient ways to shop for products, as it allows customers to compare prices, read reviews, and access a wide range of items from different sellers. Online shopping also offers benefits for sellers, such as lower costs, wider reach, and better customer service (Purwanto, 2022: 52).

Some of the online shopping trends that are shaping the e-commerce industry in 2023 are:

- Online shoppers will demand more sustainability and transparency. Consumers are becoming more aware and concerned about the environmental and social impact of their online purchases. They are looking for brands that offer eco-friendly products, ethical practices, and transparent information about their supply chain and carbon footprint. Online shoppers are also willing to pay more for sustainable products or support brands that donate to social causes.
- Online shoppers will expect more personalization and customization. Customers want to have more control and choice over their online shopping experience. They want to see products that match their preferences, needs, and style. They also want to customize their products according to their taste, such as adding their name, initials, or logo. Online retailers will use data analytics, artificial intelligence, and augmented reality to offer more personalized and customized products and services to their customers.

- Online shoppers will use more voice and visual search. Voice and visual search are technologies that allow customers to use their voice or images to search for products online. Voice search uses speech recognition software to understand, and process spoken queries. Visual search uses image recognition software to identify and analyze objects in images. Both voice and visual search can make online shopping easier, faster, and more convenient for customers who want to find products without typing keywords (Svatosova, 2020: 143).

3.7. Online Shopping (Electronic Shopping-B2c)

Online shopping, also known as electronic shopping or B2C (Business-to-Consumer), is the term used to describe the process of purchasing and selling goods or services over the internet, connecting online businesses with consumers. It has become one of the most widely adopted and convenient methods for procuring products, as it grants customers the ability to compare prices, read reviews, and explore a wide array of items offered by various sellers. Online shopping also presents advantages to sellers, including reduced operational costs, broader market reach, and enhanced customer service.

Online shopping falls within the domain of e-commerce, a broader concept encompassing various online transactions such as online banking, internet auctions, and digital payments. E-commerce stands as one of the most rapidly growing sectors in the global economy and is projected to generate approximately 6.3 trillion USD in global sales by 2024 (Jing & Cai, 2019: 185).

3.7.1. Online Shopping Development

Several factors have played a pivotal role in driving the growth of online shopping. Among these factors, the most significant include population size, internet penetration rate, the development of secure payment systems, and the establishment of advanced logistics networks. Turkey's large and youthful population has facilitated the rapid adoption of new technologies, and the country benefits from a robust logistics infrastructure and a well-established banking system, which have further fueled the expansion of online shopping (Demirdöğmez et al., 2018: 2218).

When tracing the historical development of e-commerce, it becomes evident that e-commerce began to emerge around 1995. However, it gained substantial momentum with the inception of the Science and Technology Board's meeting in 1997. In Turkey, the Electronic

Commerce Coordination Board was established in 1998 under the leadership of the Undersecretariat of Foreign Trade. Subsequently, in 2001, the "e-Turkey" initiative, aimed at enhancing the effective utilization of the Internet, was launched under the coordination of the Prime Ministry. The board, chaired by the Undersecretariat of Foreign Trade, continued its work as the "e-commerce group." The e-commerce working group formulated an action plan for the years 2003-2004. Another initiative, driven by the EU Commission, was the Technical Assistance and Information Exchange Mechanism (TAIEX). The TAIEX project, initiated in 2007 and coordinated by the Undersecretariat of Foreign Trade, involved members of the e-commerce application group and was established to examine the EU's legislation in the field of e-commerce, receiving approval from the commission. Recognizing the need for legal regulations concerning electronic commerce in Turkey, the "Electronic Commerce Directive Working Group" was established in 2008, with contributions from the Undersecretariat of Foreign Trade and other relevant public institutions and organizations. In 2015, the "Law on the Regulation of Electronic Commerce" No. 6563 came into effect. According to this law, the Ministry of Customs and Trade is responsible for all legal regulations pertaining to e-commerce (Demirdöğmez et al., 2018: 2223).

E-commerce volume in our country grew by 34 percent between 2013 and 2015. According to 2016 TUBİSAD (Turkish Informatics Industrialists Association) data, e-commerce reached a volume of 17.5 billion TL.³⁰ According to TUBİSAD data, when we look at the 2018 annual growth values, a growth rate of 42 percent on TL basis is observed.

3.7.2. Consumer in Online Shopping

Consumer in online shopping is a term that refers to the behavior and preferences of customers who buy products or services over the internet. Online shopping has become a popular and convenient way to shop for many consumers, especially during the COVID-19 pandemic, which has increased the demand for online retailing. Online shopping also offers benefits for sellers, such as lower costs, wider reach, and better customer service (Ali, 2020: 273).

Online shopping is a method by which consumers can purchase products and services over the internet. With this type of shopping becoming more common, there are several important factors that consumers should pay attention to. First of all, security is important. Personal and financial information needs to be protected on online platforms. Reliable and certified e-commerce sites should be preferred. Product research is also a critical step. Online

review and comparison resources can be used to compare products and brands. Customer reviews and ratings provide more information about a product. Additionally, it is important to carefully review return and refund policies. Each store may offer different return policies, so it's important to understand these policies before shopping. Comparing prices is also a smart approach. It is possible to find the best price by comparing the same product in different online stores. Payment options and shipping process are also important for the consumer. Choosing stores that offer various payment options and keeping shipping tracking numbers can improve the shopping experience. Finally, it is important for consumers to keep their online shopping habits under control and not exceed their budgets. This way, they can enjoy online shopping. In general, as a consumer when shopping online, paying attention to factors such as security, product research, return policies, price comparison, payment options, shipping process and budget management can make your shopping experience positive (Sharma & Jhamb, 2020: 7).

3.7.3. Basic Shopping Strategies on the Internet

Consumers browse the internet for different purposes. Sometimes they browse the internet in a planned manner for the purpose of research during the purchasing process, while at other times they browse the internet unplanned for entertainment purposes. In this regard, types of shopping for different purposes will be explained (Gerlevik, 2012: 50).

3.7.3.1. Shopping without planning

Shopping without planning is a concept that has been researched by marketers in terms of consumer behavior since the 1950s. Unplanned shopping is when consumers buy products that they did not plan in advance when they go shopping. In other words, it is a purchase made by the consumer with the desire to have the product as soon as possible, thanks to a strong impulse coming from within (Rook, 1987: 190-191).

Manufacturers and retailers are attracted to impulsive buying in electronic commerce. Any analytical evaluation or purchasing resistance does not affect the purchasing behavior of a consumer experiencing a purchasing impulse. Even though consumers generally think that the product they purchase is unnecessary, they complete their shopping unplanned by paying for this product (Bressolles et al., 2007: 41).

Unplanned shoppers make sudden purchasing decisions by being influenced by external factors without thinking rationally. They do not use information while shopping, do not show interest in using information during the purchasing process, and are inadequate in this regard.

When purchasing, they act according to instant emotions and prefer well-known and identical brands, and they make their choices based on the recommendations of their acquaintances. Impulsive shoppers do not bargain while shopping, do not follow fashion trends, do not visit stores to do research before shopping, and prefer credit cards instead of cash when paying (Altunışık and Çallı, 2004: 238-239).

3.7.3.2. Planned Shopping

Planned shopping is when consumers do detailed research and evaluation when making a purchasing decision. In this type of shopping, before purchasing a product, consumers research both the product they will purchase and the equivalents of this product in detail. As a result of their research, consumers compare the products and decide to buy the best quality and affordable product for themselves (Yılmaz, 2015: 74).

Consumers who are cautious in their shopping generally do their shopping with a planned shopping strategy by researching, gaining information, and thinking. These consumers take great pleasure in the shopping decision they make by starting to research before shopping, by controlling the process until the shopping is completed, by researching the product or service subject to shopping in detail, and by being informed (Gerlevik, 2012: 53).

3.7.3.3. Hedonic Shopping

Hedonism is a word of Greek origin that means acting with a focus on pleasure in all areas of life. The concept of hedonism has been classified in different ways. Valuistic, psychological and ethical hedonism are among these classifications. According to another method, the concept of hedonism is classified as philosophical hedonism and psychological hedonism (Özsaçmacı et al., 2019: 82).

Individuals' expectations from products and services have changed over time, and they have begun to consider emotional dimensions in the shopping experience and make their purchasing decisions in this way. Individuals have abandoned their purchasing habits aimed at meeting basic needs and have begun to prefer purchasing products and services that will provide emotional satisfaction, entertain and please them while shopping. In this context, individuals' hedonic needs have begun to emerge, or rather, existing needs have become evident with the changes in the understanding of business management and the view that consumption has a more complex structure (Firat and Aydın, 2016: 1845).

Hedonic consumption is a form of consumption in which pleasure and happiness are derived from shopping. Nowadays, the emotion and thought that a product or service creates has become more important than the function it has. Rather than obtaining the product, the consumer becomes a slave to the pleasure he feels while purchasing the product (Aytekin and Ay, 2015: 141-142). Consumers who consume with hedonic impulses prefer products that stand out with their emotional and image dimensions. In the purchasing decision, the visual of the product is more important than the price and cost. These consumers determine features such as quality, image, fashion, and aesthetics as criteria rather than the functional features of the product (Altunışık and Çallı, 2004: 23-239).

With increasing competition, marketers who want to be successful in online marketing will be able to attract hedonic shopping customers by increasing the entertainment value and hedonic value of their sites (Sarkar, 2011: 64).

3.8. Consumer Needs in Online Shopping

The emergence and rapid progress of online marketing has made it necessary to restructure and evaluate the marketing mix elements (product, price, distribution, and promotion). From the consumers' perspective, the benefits of online marketing have led them to discover a new shopping environment. With this new environment defined as online shopping, customers have taken traditional shopping to a different dimension (Özgüven, 2011: 47).

Virtual consumers or e-consumers are basically individuals, private sector institutions or public institutions who carry out all their commercial activities over the internet (Uluçay, 2012: 17). For this reason, the concept of e-consumer emerged in connection with the form of commerce called online shopping and virtual shopping. This situation first necessitated the definition of the concept of online shopping.

Consumer needs in online shopping are the factors that influence and motivate customers to buy products or services online. Different consumers may have different needs depending on their preferences, goals, and situations. However, some of the common consumer needs in online shopping are:

Convenience: Convenience is one of the main reasons why consumers shop online. Online shopping allows customers to buy products or services anytime and anywhere, without having to visit physical stores, wait in lines, or deal with traffic. Online shopping also saves

time and energy for customers who can easily compare prices, read reviews, and access a wide range of items from different sellers.

Value: Value is another important factor that drives consumers to shop online. Online shopping offers customers the opportunity to find the best deals, discounts, and offers for the products or services they want. Online shopping also enables customers to save money on transportation, parking, and taxes. Online shopping also provides customers with more choices and variety, which can increase their satisfaction and perceived value.

Quality: Quality is a key factor that affects consumer satisfaction and loyalty in online shopping. Online shopping allows customers to access high-quality products or services from reputable brands and sellers. Online shopping also enables customers to check the quality of the products or services they buy through reviews, ratings, feedback, and guarantees. Online shopping also allows customers to return or exchange the products or services they are not satisfied with.

Security: Security is a crucial factor that influences consumer trust and confidence in online shopping. Online shopping requires customers to share their personal and financial information with online sellers and platforms. Therefore, customers need to feel safe and secure when they shop online. Online shopping provides customers with various security measures, such as encryption, authentication, verification, and privacy policies, to protect their information and transactions from fraud, theft, or misuse.

Experience: Experience is a factor that enhances consumer enjoyment and engagement in online shopping. Online shopping provides customers with a fun and interactive way to shop for products or services. Online shopping also allows customers to customize their products or services according to their preferences and needs. Online shopping also offers customers various features and tools, such as voice and visual search, augmented reality, social media integration, and live chat support, to improve their online shopping experience.

3.9. Consumer Motives in Online Shopping

Following various social and technological developments, the phenomenon of shopping has become widespread in all human-related processes today. Unlike before, shopping now leads to the satisfaction of not only utilitarian needs but also pleasure-oriented desires (Odabaşı, 2006: 40).

According to Odabaşı and Barış (2002), when a need arises, the consumer searches for two types of benefits: tangible benefits and hedonic benefits. Hedonic benefits include emotional, physical pleasures, dreams, and aesthetic features. He argued that consumers do not shop just to benefit from the products they buy, they see shopping as a pleasure and take action to satisfy this pleasure. Individuals not only respond to multisensory stimuli from external stimuli, but also create many images within themselves. For this reason, the traditional perspective and views that consider utilitarian shopping do not fully explain consumer behavior and purchasing action. Entertaining leisure activities, visual pleasures, daydreams, and aesthetics also have a say in shopping. In this context, various studies show that consumption has a dimension related to emotions and pleasures, as well as a rational dimension. In this two-way approach, "benefit" prevails in one direction and "pleasure" prevails in the other (Akca, 2010: 48; Odabaşı and Barış, 2002: 106).

Although shopping motivations are classified differently in the literature, it is suggested that there are two main motivations underlying the consumption phenomenon: utilitarian (product or goal-oriented) and hedonic (pleasure or experience-oriented). When looking at the dimensions that motivate online shopping, it is possible to talk about the same two dimensions: utilitarian and hedonic (Akturan, 2010: 109).

Zaichkowsky (1985), in line with the thoughts of Hirschman and Holbrook (1982), stated that today's consumers are more interested in consumption and purchasing processes than before, since their purchasing motivation is based on pleasure as well as benefits. Therefore, today's shopping and purchasing process includes both utilitarian (rational) and hedonic motivation (Köker and Maden, 2012: 101).

Especially in studies that emphasize the design of the online shopping environment, it has been pointed out that although the instrumental qualities of online shopping, that is, its utilitarian features (such as convenience and comfort), are important aids in predicting consumers' attitudes and purchasing behaviors, the hedonic features of the online environment also play an equally important role in shaping these behaviors. Childers et al., (2001:527) emphasizes that the online shopping environment should be made both useful for utilitarian shoppers and entertaining with interactive elements such as various images, videos, use of colors, music, games, and animations to motivate hedonic shoppers (Eroğlu et al., 2003: 140).

Online shopping is more than a utilitarian experience in meeting the need for a product/service. It can be used for various purposes such as alleviating loneliness, relieving

boredom, realizing fantasies, or escaping from daily life. Shopping can be inherently fun, and the pleasure of the shopping experience can be an important determinant of the consumer's shopping motivation (Koufaris et al., 2002:119).

3.10. Activities Providing Consumer Motivation in Online Shopping

Consumer motivation in online shopping is the term that refers to the factors that influence and motivate customers to buy products or services online. Different consumers may have different motivations depending on their preferences, goals, and situations. However, some of the common activities that can provide consumer motivation in online shopping are (Parsons, 2002: 387):

Providing information and education: Online shopping allows customers to access a lot of information and education about the products or services they are interested in. Customers can compare prices, read reviews, watch videos, and learn more about the features and benefits of the products or services. Providing information and education can help customers make informed and confident decisions and increase their perceived value.

Creating a sense of urgency and scarcity: Online shopping can create a sense of urgency and scarcity for customers by using persuasive strategies such as limited-time offers, countdown timers, low-stock alerts, and exclusive deals. Creating a sense of urgency and scarcity can motivate customers to act quickly and avoid missing out on opportunities.

Building trust and credibility: Online shopping requires customers to trust online sellers and platforms with their personal and financial information. Therefore, building trust and credibility is essential for online shopping. Online shopping can build trust and credibility by using security measures, providing guarantees, displaying testimonials, and showing social proof.

Enhancing convenience and comfort: Online shopping offers customers the convenience and comfort of buying products or services anytime and anywhere, without having to visit physical stores, wait in lines, or deal with traffic. Online shopping also saves time and energy for customers who can easily find what they want and get it delivered to their doorstep.

Offering personalization and customization: Online shopping allows customers to personalize and customize their products or services according to their preferences and needs. Online shopping also provides customers with personalized recommendations, suggestions, and

offers based on their browsing history, behavior, and profile. Offering personalization and customization can increase customer satisfaction, loyalty, and retention (Parsons, 2002: 391).

3.10.1. Experiential Shopping Activities

Experiential shopping activities are activities that provide customers with memorable and engaging experiences in physical retail spaces. Experiential shopping activities can include things like:

- Using advanced technology, such as augmented reality, virtual reality, or interactive displays, to create immersive and interactive experiences for customers. For example, IKEA uses augmented reality to let customers see how furniture would look in their homes.
- Offering exclusive in-store services or events, such as free classes, workshops, demonstrations, or consultations, to educate and entertain customers. For example, Lululemon offers free yoga classes and fitness events in its stores.
- Providing knowledgeable and friendly staff who can offer personalized advice, recommendations, and assistance to customers. For example, Apple employs experts who can help customers with their products and services.
- Creating a sense of community and belonging among customers who share similar interests, values, or lifestyles. For example, REI hosts outdoor adventures and activities for its members and customers.
- Allowing customers to test or try products before buying them, such as sampling food and beverages, trying on clothes and accessories, or playing games. For example, Sephora offers free beauty services and samples to its customers (Bäckström, 2011: 205).

3.10.2. Aim Oriented Shopping Activities

Aim oriented shopping refers to consumers shopping to meet a specific purpose or need. This type of shopping is not done randomly or impulsively, but to achieve a specific aim. In aim-oriented shopping, the consumer predetermines a specific goal or objective. These goals can often be to purchase a specific product or service, stay within a certain price range, or meet a specific need. The consumer searches for the product or service needed to achieve his aim. It

tries to choose the product in the best possible way by reading product reviews on the internet, making comparisons, and examining user comments. Price is important in aim-oriented shopping. Consumers make price comparisons to find the product or service that offers the best price within the budget they set. The consumer uses advantages such as discounts, coupons and promotions to achieve his aim more cost-effectively. The consumer chooses the store that offers the product or service that best suits his aims. This store can be a physical retail store or an online e-commerce platform. Aim-oriented shopping requires a controlled and conscious approach. The consumer is careful not to deviate from his/her goal while shopping and avoids unnecessary expenses. After purchasing the targeted product or service, the consumer has the opportunity to make an exchange or refund, if necessary, by reviewing the return and warranty policies. He evaluates the payment options and chooses the one that best suits his budget (Isham & Jackson, 2023).

Aim-oriented shopping requires the consumer to develop a shopping strategy that addresses his needs and goals. This approach can help you make more informed and effective purchases.

3.10.3. Consumer Motivation Process in Online Shopping

The consumer motivation process in online shopping includes factors that direct a person's intention and behavior in purchasing products or services on online platforms. This motivation process usually occurs in a series of stages.

- **Need Identification:** The motivation process often begins with a need or want. The consumer recognizes his need or desire for a product or service. This may occur as a shortage of a product or the need to meet a need.
- **Information Collection:** The consumer collects the information necessary to meet his need or request. At this stage, one may use online resources such as reading product reviews, using comparison sites, and researching brands.
- **Evaluation:** The consumer evaluates different options using the information he has collected. It tries to decide which option is most suitable by considering factors such as price, quality, features and user experience of the product or service.

- **Decision:** The consumer decides at the end of the evaluation phase. He decides which product or service to buy and creates a purchase intention in the process.
- **Purchase:** The consumer purchases the product or service from the online store or platform. At this stage, he makes payment and completes the order.
- **Usage and Evaluation:** After receiving the product or service, the consumer uses and experiences it. Evaluates whether the product or service meets expectations.
- **Feedback and Sharing:** Consumer can share their experience with others or provide feedback about the product or service. This feedback can provide important information for other consumers.
- **Repeat Shopping:** If the consumer is satisfied, they may tend to shop again from the same platform or store. Has the potential to become a loyal customer.

Consumer motivation process in online shopping is a complex process that directs the consumer to purchase a product or service. Understanding this process can help businesses better understand consumer behavior and improve the online shopping experience (Topaloglu, 2012: 12).

3.10.4. Consumer Motivations and Perceptions on Online Shopping

Consumer motivations and perceptions in online shopping play an important role in understanding online shopping behavior and helping businesses better respond to consumer needs. Consumers may prefer online platforms because they think online shopping is faster and easier compared to physical stores. This may include shopping via their computer or mobile device rather than going to the store to shop. Online shopping often offers a wider range of products and services. Consumers can derive motivation from the advantage of choosing the product or service they want from a variety of options. Online shopping platforms make it easy to compare prices. Consumers can easily see prices and promotions from different sellers, which can provide motivation to save money. Consumers can make more informed decisions by reading reviews of other users about products and services. Positive feedback can increase consumer motivation (Suri et al., 2003: 383).

Consumers want to be confident that their online purchases are safe. Security measures such as SSL certificates and secure payment transactions can positively influence consumer perception. If websites or applications are user-friendly and easy to navigate, consumers will

have a positive perception. Presenting products with clear and attractive images can help consumers find the products more attractive and attractive. Good customer service can positively impact consumers' online shopping experience. Quick responses and resolution of problems can increase customers' satisfaction. Consumers' interaction with online advertisements and marketing strategies can shape their perceptions of products or services. Original and striking advertisements can attract consumer attention.

All these factors can influence consumers' motivation to shop online and their perception of products or services. By paying attention to these motivations and perceptions of consumers, businesses can optimize their online marketing and shopping experiences (Alwhaibi et. al., 2021: 168).

3.10.5. Consumer Motivation Model in Online Shopping

Various models exist to elucidate consumer motivation for online shopping, and one such model is the Value-Based Adoption Model (VAM). According to VAM, consumers are required to strike a balance between perceived advantages and perceived trade-offs, enhancing their overall net perceived value, before arriving at the ultimate decision to embrace online shopping. The perceived benefits include utilitarian and hedonic motivations, while the perceived sacrifices include risk, privacy, and effort. Another model is the hedonic adventure model (HAM), which focuses on the emotional motivations of online shoppers, such as control, curiosity, joy, focused immersion, and temporal dissociation (Topaloğlu, 2012: 12).

These motivations aim to create a pleasurable and enjoyable experience for consumers, potentially impacting their intention to make a purchase. Another model in this context is the E-Commerce Shopping Motivation Model (ESMM), which combines both utilitarian and hedonic motivations with persuasive techniques like scarcity, authority, consensus, liking, reciprocity, and commitment. These techniques are employed to influence the behavior and attitudes of online shoppers without coercion. The ESMM suggests that persuasive strategies can be customized or personalized for e-commerce shoppers based on their specific motivations for online shopping. For instance, scarcity strategies may be more effective for convenience shoppers, while the authority strategy may be more effective for those seeking variety (Kim & Eastin, 2011: 75).

3.10.6. Effect of Website on Increasing Consumer Motivation

The effect of websites on increasing consumer motivation is an interesting topic to explore. Consumer motivation is the drive or desire that influences consumers to purchase products or services online. There are different factors that can affect consumer motivation, such as personal, social, psychological, and environmental factors. Websites are one of the environmental factors that can have a significant impact on consumer motivation. Website refers to the design, layout, content, functionality, and interactivity of an online platform that offers products or services to consumers. According to some studies, website can influence consumer motivation in various ways, such as:

- Website can promote a sense of “we are all in this together” through content and messaging, which can enhance consumers’ trust, loyalty, and emotional attachment to the online brand.
- Website can enhance its capabilities to focus on those familiar with the brand, such as providing personalized recommendations, feedback, and rewards, which can increase consumers’ satisfaction, engagement, and retention.
- Websites can provide high-quality information, system, and service to consumers, which can increase their satisfaction and positive word-of-mouth (eWOM) in online purchase intention. The effect of website quality can also be moderated by gender and risk-taking propensity of consumers.
- Websites can guide consumers to search for products that match their preferences and needs, which can increase their online choice intention and purchase probability (Kabadayi & Gupta, 2011: 157).

3.10.7. Being a Successful Site and Creating Consumer Demand

Being a successful site and creating consumer demand are two important goals for any online business. There are different strategies and techniques that can help achieve these goals, such as (Gil-Or, 2010: 11):

Building awareness and authority: A successful site should attract and retain the attention of potential customers by providing valuable and relevant information, content, and reviews that showcase the benefits and solutions of their products or services. A successful site should also

establish itself as a leader and expert in its industry by offering insights, opinions, and advice that can help customers solve their problems or achieve their goals.

Developing a content strategy: A successful site should create and distribute engaging and informative content that addresses the needs, interests, and pain points of their target audience at different stages of the buyer's journey. A successful site should also use different formats and channels to deliver their content, such as blogs, videos, infographics, podcasts, webinars, social media, email, etc. A successful site should also measure and optimize their content performance based on key metrics, such as traffic, conversions, leads, sales, etc.

Using persuasive strategies: A successful site should use various psychological techniques to influence the behavior or attitude of their customers without coercion. Some of these techniques include scarcity (creating a sense of urgency or limited availability), authority (demonstrating credibility or expertise), consensus (showing social proof or popularity), liking (building rapport or trust), reciprocity (offering something valuable or helpful), and commitment (encouraging consistency or loyalty).

Creating a digital customer experience: A successful site should provide a seamless, convenient, and enjoyable online experience for their customers that drives loyalty and revenue. A successful site should also personalize and customize their offerings based on the preferences, behaviors, and feedback of their customers. A successful site should also ensure that their website is fast, secure, responsive, and easy to navigate (Gil-Or, 2010: 13).

3.10.8. Having High Shot Super Site Features

Having high shot super site features is a topic that refers to the functionalities and capabilities of high-performing online stores that can attract and retain customers, increase sales, and generate revenue. Some of the features that are considered essential for a successful e-commerce website are:

- **Simplicity and ease of use:** A website that has a simple, clutter-free, and responsive design that loads fast and helps customers find what they want quickly and easily. A website that also provides clear and relevant information, such as product details, reviews, FAQs, policies, etc., to help customers make informed decisions.

- **Quality photos and videos:** A website that showcases the products or services with high-quality images and videos that highlight their features, benefits, and solutions. A website that also allows customers to zoom in, rotate, or view the products from different angles or in different scenarios.
- **Persuasive strategies:** A website that uses various psychological techniques to influence the behavior or attitude of customers without coercion. Some of these techniques include scarcity (creating a sense of urgency or limited availability), authority (demonstrating credibility or expertise), consensus (showing social proof or popularity), liking (building rapport or trust), reciprocity (offering something valuable or helpful), and commitment (encouraging consistency or loyalty).
- **Digital customer experience:** A website that provides a seamless, convenient, and enjoyable online experience for customers that drives loyalty and revenue. A website that also personalizes and customizes its offerings based on the preferences, behaviors, and feedback of customers. A website that also ensures that its website is secure, easy to navigate, and compatible with different devices and browsers (Miles et. al., 2000: 145).

3.10.9. Fun User Interface

Fun user interface refers to a design approach that encourages users to comfortably navigate online shopping sites, discover and purchase products. Fun user interface makes the page look attractive and engaging by using visual elements such as colors, images, and graphics. An eye-catching design attracts users' attention and drives more interaction. Fun user interface offers a structure where users can easily navigate and quickly find what they are looking for. Menus, filters, and search options allow users to easily find the products they want. This type of interface aims to create an emotional connection with users. Features designed in harmony with the brand identity and products can help users feel closer to the brand.

Animations can make users' interactions on the site more entertaining. For example, features such as growth effects when you click on product images or animations when adding to cart can be added. Some fun UI designs make shopping feel like a game. Gamification elements such as rewards, points or surprises can encourage users to engage more. It is important to provide fast loading times to minimize user waits. Pages that take a long time to

load may cause users to lose interest. Fun user interface should be suitable for both computers and mobile devices. It should provide an optimized experience for mobile users (Kabadayi & Gupta, 2011: 162).

Fun user interface encourages users to spend more time on the site, review more products, and eventually make purchases. Therefore, online shopping sites often use design and visual elements to make the user experience enjoyable.

3.10.10. Demand Dependent Results

Demand dependent results in online shopping is a topic that explores how the demand for online shopping varies depending on different factors, such as consumer behavior, product characteristics, website quality, and external conditions. The COVID-19 pandemic has caused a significant increase in online shopping, as consumers shifted to digital channels for convenience, safety, and variety. However, consumer loyalty has also declined, as buyers switched brands at unprecedented rates. The pandemic also influenced consumer preferences for more healthy and eco-friendly options, as well as hoarding behavior for non-perishable goods.

Trust and product factors are important moderators in online shopping behavior, as they affect consumer satisfaction and purchase intention. Trust refers to the perceived credibility, security, and reliability of the online seller and the website. Product factors refer to the perceived quality, value, and suitability of the online product or service. Consumers tend to prefer online shopping for products that are standardized, low-risk, and low-involvement.

Online shopping behavior is also influenced by various psychological factors, such as social influence, variety seeking, advertising, and persuasion. Social influence refers to the effect of other people's opinions, recommendations, or actions on one's own decisions. Variety seeking refers to the desire to explore new or different options or experiences. Advertising refers to the exposure to promotional messages or stimuli that can affect one's awareness, attitude, or behavior. Persuasion refers to the use of various techniques or strategies to influence one's behavior or attitude without coercion (Hsu & Li, 2006: 487).

3.10.11. Personalized Information

Personalized information in online shopping is a topic that explores how online retailers can customize their products, services, and interactions based on the preferences, behaviors,

and feedback of their customers. Personalized information can enhance the online shopping experience by providing relevant, valuable, and engaging content that matches the needs and interests of each customer. Personalized information can also increase customer loyalty, satisfaction, retention, and revenue for online retailers. Some of the ways that online retailers can provide personalized information to their customers are:

- Using artificial intelligence (AI) to analyze customer data and behavior, such as browsing history, purchase history, search queries, ratings, reviews, etc., and generate personalized recommendations, offers, discounts, or coupons that suit each customer's taste, style, budget, or occasion.
- Creating a content strategy that delivers engaging and informative content to customers at different stages of the buyer's journey, such as blogs, videos, infographics, podcasts, webinars, social media posts, emails, etc., that address their needs, interests, and pain points.
- Implementing persuasive strategies that influence the behavior or attitude of customers without coercion, such as scarcity (creating a sense of urgency or limited availability), authority (demonstrating credibility or expertise), consensus (showing social proof or popularity), liking (building rapport or trust), reciprocity (offering something valuable or helpful), and commitment (encouraging consistency or loyalty).
- Providing a digital customer experience that is seamless, convenient, and enjoyable for customers drives loyalty and revenue. This includes personalizing and customizing the website design, layout, functionality, and interactivity based on the preferences, behaviors, and feedback of customers. This also includes ensuring that the website is fast, secure, responsive, and easy to navigate (Poushneh, 2018: 172).

3.10.12. Community And Nearby Environment

Community and nearby environment in online shopping is a topic that explores how online shopping affects the social and ecological aspects of the local areas where consumers live. Online shopping can have both positive and negative impacts on the community and nearby environment, depending on various factors, such as consumer behavior, product characteristics, website quality, and external conditions. Online shopping can reduce the need for consumers to travel to physical stores, which can lower their carbon footprint and traffic congestion.

However, online shopping can also increase the demand for fast and frequent deliveries, which can generate more emissions, pollution, and congestion from delivery vehicles. The environmental impact of online shopping depends on the mode, distance, and frequency of transportation, as well as the packaging and disposal of products (Fachrurazi et. al., 2022: 1657).

Online shopping can offer consumers more convenience, variety, and affordability, which can enhance their satisfaction and well-being. However, online shopping can also reduce the social interactions and sense of community that consumers experience when they shop at local stores. Online shopping can also affect the livelihoods and businesses of local retailers, especially small and medium enterprises, who may struggle to compete with large online platforms.

Online shopping can provide consumers with more information and choices, which can enable them to make more informed and sustainable decisions. However, online shopping can also increase consumerism and impulse buying, which can lead to more waste and overconsumption. Online shopping can also create ethical issues, such as labor exploitation, data privacy, and counterfeit products.

Online shopping can be more environmentally friendly and socially responsible if consumers adopt certain practices, such as choosing slower or consolidated deliveries, opting for reusable or recyclable packaging, buying from local or ethical sellers, donating, or reselling unwanted products, and supporting community initiatives (Mees et. al., 2019: 203).

CHAPTER 4. RESEARCH DESIGN

This study aims to investigate the feasibility of applying a typological approach based on Enneagram personality types to elucidate and predict distinct aspects of online consumers' decision-making styles during the purchase process.

The conceptual framework employed in this study focuses on examining the online shopping behaviors of Turkish consumers. The primary objective of this research is to assess the relationship between personality types and effective decision-making in the realm of online shopping, employing the Enneagram methodology.

In alignment with the study's objectives and the literature review elaborated upon in preceding sections, an online questionnaire will be administered. Primary data will be gathered

from a potential sample frame of 350 online shoppers, with an anticipated response rate ranging from 60 to 80 percent.

4.1. Scale Development

In this part of the study, the research model, the data collection method used in the research, the main mass and sampling process, and the development of the questionnaire questions and the stages of the questionnaire form are mentioned. This research, which will be conducted for the stated purposes, has been applied to the consumers who shop online. In this research, the relationship between personality and effective decision making in online shopping for Enneagram as a holistic personality system will be tried to be measured.

In the study, firstly, the models available in the literature were examined during the scale development phase. The necessary scales will be developed after the results obtained from the literature review on online purchasing behaviors.

First and foremost, upon reviewing the literature, the presence of adoption theory becomes evident. The adoption theory aims to elucidate the significant factors that drive individuals to engage in specific behaviors (Shen et al., 2016). The Theory of Reasoned Action (TRA), initially formulated by Fishbein and Ajzen (1975), is a well-known model in this context. The TRA model operates on the premise that the primary determinant of an individual's behavior is their intention, which is largely shaped by the subjective norm associated with the behavior and their attitude toward its performance (Wallace & Sheetz, 2014). Nevertheless, Ajzen (1991) critiqued the TRA model, noting that its components may prove insufficient in predicting behaviors over which individuals have limited voluntary control. In response, Ajzen (1991) expanded the TRA model by introducing perceived behavioral control, thus giving rise to the Theory of Planned Behavior (TPB). The TPB model posits that an individual's perception of control, attitude toward the behavior, and subjective norm are all factors influencing the intention to engage in a specific behavior (Morteza et al., 2011). Both TRA and TPB have found widespread application in understanding behavior adoption, particularly in the contexts of information technology and advice (Wallace and Sheetz, 2014).

Davis (1989), building upon his earlier work, developed the Technology Acceptance Model (TAM) as an extension of the TRA model. The TAM model asserts that beliefs play a pivotal role in determining an individual's intention to embrace a particular technology. These beliefs encompass two key variables: perceived ease of use and perceived usefulness. Perceived

ease of use is defined as 'the extent to which an individual believes that using a specific system does not demand physical and mental exertion' (Davis, 1989). On the other hand, perceived usefulness refers to 'the extent to which an individual believes that using a specific system will enhance job performance' (Davis, 1989). Therefore, an individual's acceptance or rejection of a technology hinges on the degree to which the technology is perceived to enhance their performance.

In this study, research is carried out based on the TAM model. At the time of online purchase, the individual's acceptance of technology also affects his or her purchase intention. For this reason, the TAM model was used in the study.

In the next stage, studies relevant to the subject were examined and appropriate studies were based on to develop scales for both online purchasing and enneagram personality types in line with the subject. The following describes both scales designed for online purchasing and scales developed for enneagram personality types.

4.1.1. Online Shopping Scale

Dang and Pham (2018) carried out a research study applying the TAM model within the context of two cities in Vietnam. The primary objective of this study was to examine the associations between consumer perceptions concerning web design, reliability, privacy, and customer service and their influence on purchase intention. The study involved the development and utilization of scales for web design, reliability, privacy, customer service, and purchase intention.

The scales to be used in line with the said study are explained below, respectively.

4.1.1.1. Perception of Website Design

The design of online shopping sites is as important to consumers as the design of traditional stores (Hasan, 2016; Rosen and Purinton, 2004). The important point here is that all products and services of consumers during traditional shopping it is possible for them to see and hear directly. So they can be in direct contact. However, during online shopping, consumers only see products on online shopping sites (Solomon, 2017). For this reason, experts have brought up the issue of website design so that consumers can approach products and services warmly during online shopping (Wells et al., 2011). Web design directs consumers' purchasing behavior (Mcdowell et al., 2016). Studies in this literature indicate that website design is a very

important factor on the Purchase Intention of consumers (Demangeot & Broderick, 2010; Hasan, 2016).

4.1.1.2. Perception of Reliability

The reliability of online shopping sites shows that the service offered is correct and reliable (Berry et al., 1988). The concept of reliability affects the Purchase Intentions of consumers (McKnight & Chervany, 2001). Online shopping servers with a high level of reliability offer their services in the best way (Tan, 1999). Also, online shoppers consider a trusted seller or website to be an important driver for online shopping. At the same time, individuals who shop online are investigating the online shopping servers they use (Aghdaie et al., 2011; Goode and Harris, 2007).

Online sellers should ensure that all links on their websites are valid and working properly; and they also make sure that none of the pages on their website have invalid or dead ends. As a result, online consumers perceive reliability as the ability of the online seller to deliver the right products not only in the promised quantity and quality, but also at the right place, price and time (Wolfenbarger and Gilly, 2003).

4.1.1.3. Perception of Privacy

Privacy refers to the concerns of consuming individuals about the misuse of private information by service and product providers (Dinev and Hart, 2006). Privacy concerns during online shopping indicate that one's information is collected and misused (Mohamed & Ahmad, 2012). According to the perspectives of online shoppers, the privacy concern during online shopping is higher than when shopping in a physical store (Suki, 2007). Concern for privacy and perceived risk also affect online purchasing behavior (Glover & Benbasat, 2011). Therefore, privacy is an important factor affecting consumer behavior in the online shopping environment (Chen et al., 2017; Li et al., 2011; Liao et al., 2011).

4.1.1.4. Perception of Customer Service

Customer service is an important component of online shopping. Customer service refers to the support that online shopping providers provide to individuals before, during and after purchasing a product or service (Yang and Fang, 2004). Consumers who shop online need customer service because they are not in direct contact with products and services (Hamad et al., 2017).

Online shopping providers are required to guarantee that they will support their customers throughout the entire shopping period (Akar and Nasir, 2015). In this context, online customer service can be offered to those who shop through a website by touching the senses of the customers. For example, live chat can be provided to online shoppers as an option to reach customer service representatives. Online shoppers prefer to shop from websites that can respond to their requests quickly, deliver their products on time, and provide ease of return and payment (Chidambaram, 2001).

4.1.1.5. Online Purchase Intention

The desire of consumers to shop online is known as purchase intention in the literature. Purchase Intention is briefly defined as OPI (Morwitz et al. 2007). Over time, the TAM model was developed and entered the literature as the TAM 2 model. The TAM 2 model states that behavioral outcomes are a prelude to possible future purchase intention (Akram et al., 2021; Lee & Lee, 2015). In addition, there are various factors that affect OPI.

During the literature review, many researchers mentioned the positive impact of online shopping's competitive advantages such as finding products easily, having more product options, shopping 24/7 from anywhere, saving and ordering easily, and pursuing promotions. and so on (Ferreira, 2016; Ghalandari, 2012; S.-H. Hsu & Bayarsaikhan, 2012). Online shopping makes consumers' lives easier and enables consumers to buy more quickly and efficiently compared to offline shopping.

Scales related to online purchasing behavior were obtained from the study of Dang and Pham (2018). In Köktekin's (2022) study, scales related to online purchasing behaviors were developed based on the study of Dang and Pham. In the study, the scale selection was made by examining Köktekin's work in order to properly translate the scales into Turkish.

4.1.2. Enneagram Personality Scale

Value is defined as an individual's beliefs regarding what holds significance or insignificance in life, and values are personal constructs characterized by their enduring and unchanging nature (Solomon, 2014). Numerous theorists across various disciplines have emphasized the significance of people's value priorities in comprehending and forecasting attitudinal and behavioral decisions (Kohn, 1959; Schwartz, 1992). Kohn (1959) conceptualized values as enduring personal constructs that persist throughout an individual's lifetime. Human values are also delineated by Schwartz (1992) as concepts or beliefs pertaining

to desirable end-states that transcend specific situations, guide the selection or evaluation of behaviors and events, and are ranked according to their relative importance.

Schwartz's value typology encompasses two key aspects: the content of values and the structure of values. The content of a value pertains to its motivation, while the structure of values pertains to the interrelationships among values. Schwartz's value typology was founded on 57 distinct values abstracted into 10 value types that encapsulate similar content (Schwartz, 1992). The 10 value types incorporated in the theory include universalism, benevolence, conformity, tradition, security, power, achievement, hedonism, stimulation, and self-direction. Schwartz and Boehnke categorized individuals based on these 10 value types, understanding that conflicts and compatibilities may arise when the motivation goals inherent in these values intersect. The determining factor in these value relationships is whether the motivational goals are harmonious (Schwartz and Boehnke, 2004). Conflicts between specific values (e.g., power versus universalism or tradition versus hedonism) have been identified as "nearly universal" recently. They have identified various dynamic processes that elucidate the circular structure, developing a unifying theory for understanding consumer behavior (Schwartz et al., 2012).

The Enneagram personality model appears to adopt a similar approach to Schwartz's value classification in two distinct ways. Firstly, the Enneagram formulates abstract value systems referred to as core values, mapping the connections and contradictions among these core values. A particularly striking similarity lies in the emergence of a comparable circular structure of relationships among values. Additionally, the Enneagram model delves into the degree of self-restraint, akin to Schwartz's exploration of the validity of scale measurements derived from individuals' conflicts in discerning what constitutes self-enhancement versus transcendence (Schwartz, 1992). The Enneagram model of personality integrates nine specific personality-related value variables into more comprehensive and integrated frameworks. The Enneagram personality model consolidates nine dimensions of personality, each associated with a core belief representing the pursuit of specific values, namely, (1) excellence, (2) altruism, (3) achievement, (4) sensitivity, (5) intelligence, (6) security, (7) hedonism, (8) power, and (9) conformity (Lapid-Bogda, 2009).

While core values in the Enneagram are yet to be universally abstracted, they are closely tied to an individual's self-assessment. Given that values are intrinsic to a person's self-definition and contribute to their sense of identity, scholars have adopted the term 'core value' to focus on self-worth rather than mere importance, considering that a value may be perceived

as significant not only due to its role in self-concept but also owing to internal self-presentation motives as a rationalization strategy (Rohan, 2000).

In their study, Subas and Çetin (2017) developed a scale for Enneagram personality characters based on the article of Riso, D. R., and Hudson, R. (1999). In this study, which was carried out in line with both studies, scales were prepared and used for 9 enneagram personality characters.

4.2. Data Collection and Analysis Method

4.2.1. Data Collection

A questionnaire was applied to consumers who use the internet and shop online. The data obtained in the application part of the study were obtained from the answers given by the participants to the questionnaire consisting of 46 questions. The survey consists of 3 parts. The questionnaire was prepared using previously developed scales in a way that the participants could understand.

In the first part of the questionnaire used in the study, there are questions covering the demographic characteristics of the participants. These include questions regarding gender, age, marital status, educational status, average monthly income, and occupation.

The questions in the second part of the questionnaire were designed to determine which Enneagram personality type consumers have. In line with these questions, the personality types of the participants were determined.

Finally, questions were asked in the survey to determine the online shopping behaviors of the participants. In this direction, the level of reliability perception in the purchasing behaviors of the participants was determined.

4.2.2. Analysis Method

Frequency analysis is a statistical analysis technique that shows the observation frequency and percentage distribution of data. Demographic factors, survey items, categorical or integer research questions can be evaluated by frequency analysis. In the first study, frequency analysis was performed to determine the demographic characteristics of the participants. Frequency analysis is very important to examine the distribution of the participants and to obtain general information about the survey. At the same time, using frequency analysis,

it is also possible to examine whether there are missing observations or extreme values in the survey answers (Souza et. al., 2022).

In the next stage of the study, the reliability of the scales was examined. Reliability is an indicator of how consciously the questions asked to measure a variable are answered. Within the scope of the research, Cronbach's Alpha model was used while performing the reliability analysis. The scale is considered reliable when Cronbach's Alpha value is 0.70 and above (Sipahi et al., 2010). However, Bagozzi and Yi (1988) stated the lowest value to be taken into account for the coefficient as 0.6 (as Gurel referred to in 2011). Hair et al. (2009) stated that 0.7 and above are reliable, but between 0.6-0.7 is also acceptable as a reliability level.

The figure below shows the Cronbach Alpha values suggested by Hair et al (Joseph F. Hair, Arthor H. Money et al., 2007).

RULES OF THUMB ABOUT CRONBACH-ALPHA COEFFICIENT SIZE		
<i>Alpha coefficient</i>	<i>range</i>	<i>strength of association</i>
<0.6		Poor
0.6 to <0.7		Moderate
0.7 to <0.8		Good
0.8 to <0.9		Very good
>=0.9		Excellent

Figure 1. Rules of thumb about Cronbach's Alpha coefficient size

Correlation analysis is a method that shows whether there is a relationship between two or more variables and, if there is, the degree of this relationship (Sungur, 2010). The correlation coefficient (r) calculated as a result of the correlation analysis takes a value between -1 and +1. A correlation coefficient of +1 indicates that there is a perfect linear relationship between the two variables (as the x value increases by one unit, the y value increases by one unit). On the other hand, if the correlation coefficient is -1, it is accepted that there is a perfect relationship between the variables, but this means that the direction of the relationship is negative (as the x value increases, the y value decreases). When the coefficient is 0 (zero), it indicates that there is no relationship between the variables. The null hypothesis of H_0 and the alternative hypothesis of H_1 can be written as follows.

H_0 : There is no significant relationship between perceived reliability and purchase intention

H_1 : There is a significant relationship between the perception of reliability and purchase intention

In the study, regression analysis was used to determine the significance of effects of Enneagram personality types on the effect of participants' perception of reliability on purchasing behavior. Regression analysis is an analysis method used to examine the relationship between the dependent variable and one or more independent variables. The regression model is called simple linear regression when there is one dependent and one independent variable, and multiple regression when there is more than one independent variable (Sipahi et al., 2010). At the same time, Enneagram personality types were used as a moderator variable in the regression model. In this direction, the effects of moderator variables on the said relationship were examined according to the results of the regression analysis.

4.3. Research Hypotheses

In this section, the theoretical framework will be explained about the hypotheses and hypotheses established in the study to measure the relationship between personality types and effective decision making in online shopping.

Online shopping method is a newer method than traditional shopping. Here, consumers can only see and hear the products and services in the store. In other words, they do not have the opportunity to touch, taste or try them. For this reason, online shopping time may always have a high expectation of risk (Bilgihan and Bujisic, 2015; Doherty and Ellis-Chadwick, 2010; Miyazaki and Fernandez, 2001). After purchasing a certain product or service, the consumer may realize that the product does not meet their expectations. At this point, customer service should intervene. In order to minimize the risk perception in the mind of the consumer, customer service should be optimally effective (Demangeot & Broderick, 2010; Pappas et al., 2016).

Many online consumers exhibit a preference for shopping on the internet primarily because of their trust in the dependability of online stores (Liu and Arnett, 2000). Ha and Stul (2009) have asserted that reliability is a cornerstone of consumer confidence in the quality of an online store. When consumers perceive an online store as reliable and trustworthy, they tend to harbor a positive attitude toward customer service (Gefen et al., 2003). McKnight and Cervani (2001) have also posited that shopping behavior takes on a positive hue when individuals perceive online stores as reliable and trustworthy. As a result, if online stores fulfill their commitments by delivering goods and services as promised, consumers can sustain a positive attitude and trust in these online retailers. Conversely, if online shopping proves to be unreliable, consumers may experience a heightened sense of risk, which in turn diminishes their

inclination to shop online (Bhatnagar et al., 2000). Drawing on the foundation of prior research, it is evident that consumers' perception of an online store's reliability profoundly influences their intention to make a purchase. The research's hypothesis is as follows.

H₁: “The effect of perception of Reliability in the context of web design on purchase intention varies with different Enneagram personality types”

4.4. Research Model

While developing the research model, appropriate studies in the literature were examined. Dang, V.T. and Pham, T.L. (2018) in their article "An empirical investigation of consumer perceptions of online shopping in an emerging economy: Adoption theory perspective" in *Asia Pacific Journal of Marketing and Logistics* examined the model as shown in Figure 2:

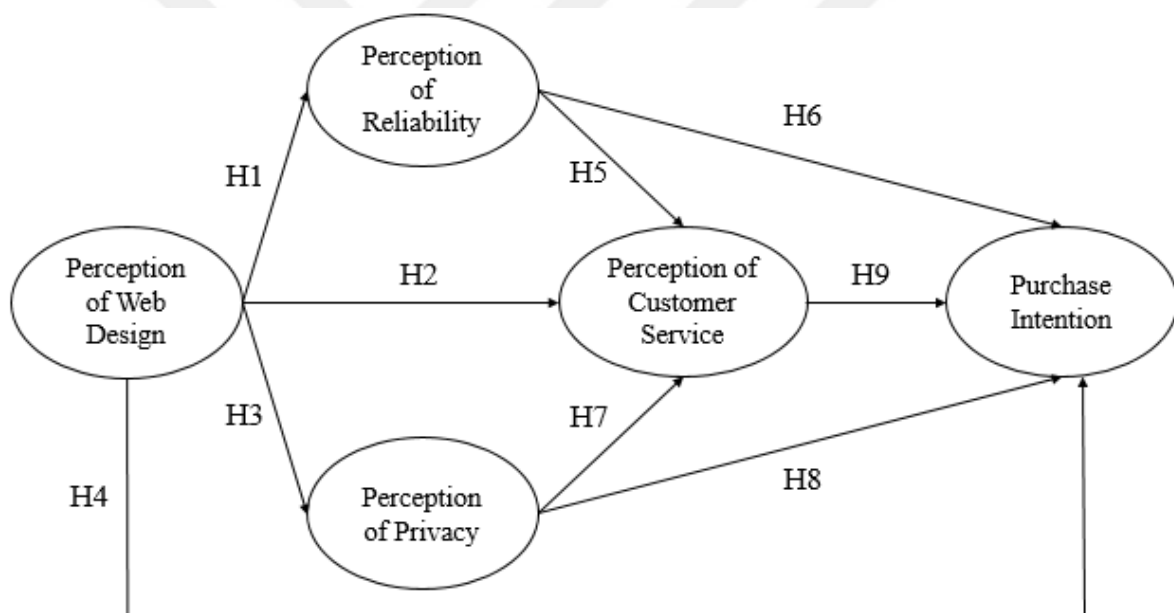


Figure 2. Sample Research Model of (Dang & Pham, 2018)

Considering the studies on the subject, the model suitable for the study was designed as follows.

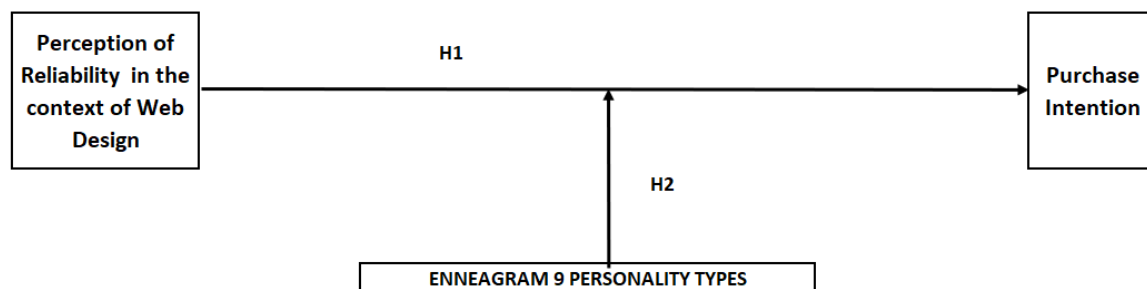


Figure 3. Research Model of the Thesis

As can be seen from the figure above, there is a sequence from web design to purchase intention. The point to be noted here is that web design also has an effect on other scales. In the figure given, the relationships between the scales are shown as hypotheses.

4.5. Target population

The population of this study consists of people who shop online. The population is limited to the people who shop online in 2022-2023. Enneagram is accepted as a universal typology that applies to all humans.

Primary data will be collected from 392 online shoppers as a possible sampling frame of this research. The expected response rate of the sample is 60 to 80 per cent. 392 online customers from schools and companies will be used in this research.

CHAPTER 5. RESULTS AND DISCUSSION

5.1. Results

The questions in the first part of the research are aimed at getting information about the socio-economic and demographic characteristics of the survey participants. The questions in question; gender, marital status, age group, education, monthly average income, occupation. The other group of questions are about the online shopping habits of the participant. The second group of questions includes the participant's online shopping status, the frequency of online shopping and the reasons for shopping online. These questions are summarized in the table below.

Table 1. Socio-Economic and Demographic Variables

Gender	Marital Status
☐ Female	☐ Single
☐ Male	☐ Married
Age	Average Monthly Income
☐ 18-25	☐ 0-8500 TL
☐ 26-35	☐ 8501-10500 TL
☐ 36-45	☐ 10501-12500 TL
☐ 46-55	☐ 12501-14500 TL
☐ 55+	☐ 14501+ TL
Education	Do You Shop Online?
☐ Middle School	☐ Yes
☐ High School	☐ No
☐ Associate Degree	How often do you shop online?
☐ Bachelor	☐ Several times a week
☐ Post Graduate (Master and Ph.D.)	☐ Several times a month
Occupation	☐ Several times a year
☐ Student	Your Reasons for Shopping Online?
☐ Retired	☐ I can shop whenever I want without going to the store
☐ Public Employee	☐ Possibility to compare products
☐ Private Sector Employee	☐ Because I cannot reach the products/stores I want to buy in the region where I live
☐ Business owner	☐ Online shopping is fun
☐ Self-employment	☐ Easier to shop than stationary stores
☐ Other	☐ More affordable than stationary stores
	☐ Availability of different payment options in shopping

The third group questions of the research constitute the questions to determine the Enneagram personality types in the research model. The sources of the scales used in the study and the abbreviations used in the analysis are shown below.

Figure 4. *The Enneagram Nine types of Personality – Riso-Hudson*



Source: Riso, D. R., & Hudson, R. (2000)

The abbreviations used in the analysis of the Enneagram personality types given above are as follows:

The Reformer – **REF**

The Helper – **HELP**

The Achiever – **ACH**

The Individualist – **IND**

The Investigator – **INV**

The Loyalist – **LOY**

The Enthusiast – **ENTH**

The Challenger – **CHAL**

The Peacemaker - **PEACE**

The survey questions created for Enneagram personality types are given in the table below.

Table 2. Enneagram Personality Scale

Factor Name	Variable Code and Question Item
REF	REF ₁ : Certain standards and rules are very important to me. I am a planned and detail oriented person
	REF ₂ : I am a principled person who cares that the work done is done perfectly in accordance with certain rules
	REF ₃ : I am an idealist who cares about all individuals doing their jobs perfectly
HELP	HELP ₁ : By recognizing the needs of individuals in advance, I provide the necessary support
	HELP ₂ : I am someone who cares about being needed, being validated, getting attention, and spending time with people
	HELP ₃ : I am an indispensable individual in line with the interest, love and help I have made for my environment
ACH	ACH ₁ : Competition, image and status are indispensable elements and I am an internally motivated person
	ACH ₂ : I am a person who dynamically finishes the work I need to do, eliminates my competitors and can stand out
	ACH ₃ : I am someone who applies fast and practical methods in business solutions
IND	IND ₁ : I am a person who uses my own style in my works and has an original and deep style
	IND ₂ : I am a person who can overcome all obstacles with my personal style and special talents
	IND ₃ : Although I am an emotional person, I have a structure that cares about aesthetics and difference
INV	INV ₁ : I am a researcher and observer who avoids communication with people
	INV ₂ : I am someone who always manages to control my emotions when communicating
	INV ₃ : I am a rational and planned person who considers specialization in my work
LOY	LOY ₁ : I am a distrustful and responsible person who first notices possible dangers
	LOY ₂ : I have an inquiring nature that follows the rules set
	LOY ₃ : I'm always an inquisitive and loyal person
ENTH	ENTH ₁ : I am a cheerful person who likes change and I have a structure that can think quickly and find practical solutions
	ENTH ₂ : I have a structure that likes spontaneous life, multiplies options and has energy
	ENTH ₃ : I am a person who ignores risks, likes to joke and is positive towards innovation
CHAL	CHAL ₁ : I am strong, resilient, confident and tough (charismatic) looking
	CHAL ₂ : I am a determined person who is perceived as a brave and natural leader in my environment, who analyzes the power balances well
	CHAL ₃ : I am a self-confident person who comes forward boldly to solve problems and does not like rejection
PEACE	PEACE ₁ : I am a harmonious, understanding and non-angry person who avoids conflict and always maintains peace and tranquility
	PEACE ₂ : I am a habitual, integrative and accommodating person who never makes a decision without exploring all options
	PEACE ₃ : I am a forgiving and sharing person who is fond of comfort, sees a share of truth in everyone's opinion, does not like to talk about other people's mistakes

The survey questions created in line with the perception of reliability (**REL**) and purchasing decision (**PURCH**) that affect online purchasing behavior are given in the table below.

***Table 3.** Online Purchasing Behavior*

Factor Name	Variable Code and Question Item
REL	REL₁: Online shopping sites are more interested in selling me products and making a profit
	REL₂: Online shopping sites have no limits on solving problems I may encounter
	REL₃: Online shopping sites are truly customer satisfaction oriented
	REL₄: Most of the information about products on online shopping sites is not correct
	REL₅: Some of the claims of online shopping sites about their services are exaggerated
	REL₆: I think I know what to expect from online shopping sites
	REL₇: I can trust online shopping sites
PURCH	PURCH₁: If I need a product, I would consider buying it from online stores
	PURCH₂: I intend to continue online shopping in the future
	PURCH₃: I will use online stores regularly in the future

5.1.1. Demographic Characteristics of Participants

Frequency and percentage distributions for the demographic and socio-economic characteristics of the participants are given in detail in the tables below.

***Table 4.** Distribution of Research Participants by Gender*

Gender	Frequency	Percentage (%)
Male	123	31,4
Female	269	68,6
Total:	392	100,0

The distribution of the participants in the research by gender is given in the table above. Accordingly, 31.4% of the participants in the research are men and 68.6% are women. In summary, majority of the individuals participating in the research are women. According to the survey results, a high proportion of the respondents are women. Although it is not a purposeful choice, the fact that women constitute the majority has a positive effect in terms of survey study. Considering that women shop more, this result will contribute more to the survey study.

Table 5. *Distribution of Research Participants by Age*

Age	Frequency	Percentage (%)
18-25	26	6.6
26-35	121	30.9
36-45	159	40.6
46-55	69	17.6
55+	17	4.3
Total:	392	100,0

The distribution of the participants in the study by age groups is given in the table above. Accordingly, 6.6% of the participants in the study are between the ages of 18-25, 30.9% are between the ages of 26-35, 40.6% are between the ages of 36-45, 17.6% are 46-55 In the age range, 4.3% of them are over 55 years old. In this context, the research sample includes all age groups, including young, middle-aged and elderly. In summary, the majority of the individuals participating in the research are in the 36-45 age group.

Table 6. *Distribution of Research Participants by Marital Status*

Marital Status	Frequency	Percentage (%)
Single	111	28,3
Married	281	71,7
Total:	392	100,0

The distribution of the participants in the study by their marital status is given in the table above. Accordingly, 71.7% of the participants in the research are married and 28.3% are single individuals. In summary, the majority of the individuals participating in the research are married.

Table 7. *Distribution of Research Participants by Education*

Education	Frequency	Percentage (%)
High School	3	0.8
Associate Degree	2	0.5
Bachelor	114	29.1
Post Graduate (Master and Ph.D.)	273	69.6
Total:	392	100,0

The distribution of the participants in the study by their educational status is given in the table above. According to the findings, 0.8% of the participants in the research were high school, 0.5% associate degree, 29.1% undergraduate, 69.6% postgraduate education. In

summary, the majority of the individuals participating in the research are those with a postgraduate education degree.

Table 8. *Distribution of Research Participants by Working Status*

Occupation	Frequency	Percentage (%)
Student	23	5.9
Retired	2	0.5
Public Employee	94	24.0
Private Sector Employee	163	41.6
Business owner	33	8.4
Self-employment	68	17.3
Other	9	2.3
Total:	392	100,0

The distribution of the participants in the study by their employment status is given in the table above. According to the results, 5.9% of the participants were students, 0.5% were retirees, 24.0% were public employees, 41.6% were private sector employees, 8.4% were business owners, 17.3% were self-employed and 2.3% are other professionals.

Table 9. *Distribution of Survey Participants by Monthly Average Income*

Average Monthly Income	Frequency	Percentage (%)
0-8500 TL	27	6.9
8501-10500 TL	30	7.7
10501-12500 TL	16	4.1
12501-14500 TL	24	6.1
14501+ TL	295	75.3
Total:	392	100,0

The frequency distributions expressing the monthly average income of the participants are summarized in the table above. According to the results, 6.9% of the participants 0-8500 TL, 7.7% 8501-10500 TL, 4.1% 10501-12500 TL, 6.1% 12501-14500 TL, 75.3% of them have a monthly income of 14501+ TL.

5.1.2. Reliability Analysis of the Scale Used in the Research

The internal consistency or reliability of the scale was determined by finding the Cronbach's alpha coefficient. Cronbach's alpha is a reliability index associated with calculating the reliability of items that are not scored as true versus false (Wallen 2003). The higher the score, the more reliable the scale. The Cronbach Alpha coefficient (α) takes a value between 0 and 1 (Hair et. al., 2007: 336).

Table 10. *Values for the Reliability Analysis of the Enneagram “The Reformer” Personality Scale*

Factor	Arithmetic Mean	Standard Deviation	Sample Size
REF ₁	3.5995	.85244	392
REF ₂	3.7959	.83662	392
REF ₃	3.6352	.85948	392

Table 11. *Statistical Values for the Reliability Analysis of the Enneagram “The Reformer” Personality Scale*

Factor	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
REF ₁	7.4311	2.205	.464	.695
REF ₂	7.2347	1.991	.600	.528
REF ₃	7.3954	2.076	.522	.626
Cronbach's Alpha Value = 0.709				

In Table 10, the arithmetic mean, standard deviation and sample size values of the Enneagram “The Reformer” personality scale are given. The reliability value of “The Reformer” personality scale is Cronbach's Alpha of 0.709. This value shows that the research factor is quite reliable ($0.61 < \alpha < 0.80$). In Table 11, the reliability results of the factor as a result of subtracting the appropriate value from the scale are included. When the Cronbach's Alpha values in the last column of this table are examined item by item, it is seen that these values vary between 0.526 and 0.695. Since these values are smaller than the alpha values found, it was not necessary to exclude any variable from the model.

Table 12. *Values for the Reliability Analysis of the Enneagram “The Helper” Personality Scale*

Factor	Arithmetic Mean	Standard Deviation	Sample Size
HELP ₁	3.5893	.73089	392
HELP ₂	3.5153	1.03384	392
HELP ₃	2.9949	.85822	392

Table 13. *Statistical Values for Reliability Analysis of the Enneagram “The Helper” Personality Scale*

Factor	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
HELP ₁	6.5102	2.378	.288	.482
HELP ₂	6.5842	1.538	.373	.347
HELP ₃	7.1046	1.986	.347	.386
Cronbach's Alpha Value = 0.715				

In Table 12, the arithmetic mean, standard deviation and sample size values of the Enneagram “The Helper” personality scale are given. The reliability value of “The Helper” personality scale is Cronbach's Alpha of 0.715. This value shows that the research factor is quite reliable ($0.61 < \alpha < 0.80$). In Table 13, the reliability results of the factor as a result of subtracting the appropriate value from the scale are included. When the Cronbach's Alpha values in the last column of this table are examined item by item, it is seen that these values vary between 0.347 and 0.482. Since these values are smaller than the alpha values found, it was not necessary to exclude any variable from the model.

Table 14. *Values for the Reliability Analysis of the Enneagram “The Achiever” Personality Scale*

Factor	Arithmetic Mean	Standard Deviation	Sample Size
ACH ₁	2.9286	1.18170	392
ACH ₂	2.9592	1.07678	392
ACH ₃	4.0281	.74787	392

Table 15. *Statistical Values for the Reliability Analysis of the Enneagram “The Achiever” Personality Scale*

Factor	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
ACH ₁	6.9872	1.793	.399	.082
ACH ₂	6.9566	1.597	.623	-.450 ^a
ACH ₃	5.8878	4.177	-.093	.776
Cronbach's Alpha Value = 0.450				

In Table 14, the arithmetic mean, standard deviation and sample size values of the Enneagram “The Achiever” personality scale are given. The reliability value of the “The Achiever” personality scale, Cronbach's Alpha, is 0.450. This value shows that the reliability of the research factor is low reliable ($0.41 < \alpha < 0.60$). In Table 15, the reliability results of the factor as a result of subtracting the appropriate value from the scale are included. When the Cronbach's Alpha values in the last column of this table are examined item by item, it is seen that the reliability of the scale will increase to 0.776 if the ACH₃ item is removed. For this reason, the ACH₃ item was excluded in the study.

Table 16. *Values for Reliability Analysis of the Enneagram “The Individualist” Personality Scale*

Factor	Arithmetic Mean	Standard Deviation	Sample Size
IND ₁	3.9209	.73729	392
IND ₂	3.7474	.69708	392
IND ₃	3.9515	.66724	392

Table 17. *Statistical Values for the Reliability Analysis of the Enneagram “The Individualist” Personality Scale*

Factor	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
IND ₁	7.6990	1.050	.381	.226
IND ₂	7.8724	1.165	.345	.303
IND ₃	7.6684	1.429	.185	.559
Cronbach's Alpha Value = 0.694				

In Table 16, the arithmetic mean, standard deviation and sample size values of the Enneagram “The Individualist” personality scale are given. The reliability value of “The Individualist” personality scale, Cronbach's Alpha, is 0.694. This value shows that the reliability of the research factor is quite reliable ($0.61 < \alpha < 0.80$). In Table 17, the reliability results of the factor as a result of subtracting the appropriate value from the scale are included. When the Cronbach's Alpha values in the last column of this table are examined item by item, it is seen that these values vary between 0.226 and 0.559. Since these values are smaller than the alpha values found, it was not necessary to exclude any variable from the model.

Table 18. *Values for the Reliability Analysis of the Enneagram “The Investigator” Personality Scale*

Factor	Arithmetic Mean	Standard Deviation	Sample Size
INV ₁	2.7219	1.08074	392
INV ₂	3.1990	.88245	392
INV ₃	3.8699	.59056	392

Table 19. *Statistical Values for the Reliability Analysis of the Enneagram “The Investigator” Personality Scale*

Factor	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
INV ₁	7.0689	1.338	.240	.315
INV ₂	6.5918	1.654	.297	.466
INV ₃	5.9209	2.411	.190	.385
Cronbach's Alpha Value = 0.714				

In Table 18, the arithmetic mean, standard deviation and sample size values of the Enneagram “The Investigator” personality scale are given. The reliability value of “The Investigator” personality scale, Cronbach's Alpha, is 0.714. This value shows that the reliability of the research factor is quite reliable ($0.61 < \alpha < 0.80$). In Table 19, the reliability results of the

factor as a result of subtracting the appropriate value from the scale are included. When the Cronbach's Alpha values in the last column of this table are examined item by item, it is seen that these values vary between 0.315 and 0.466. Since these values are smaller than the alpha values found, it was not necessary to exclude any variable from the model.

Table 20. *Values for the Reliability Analysis of the Enneagram “The Loyalist” Personality Scale*

Factor	Arithmetic Mean	Standard Deviation	Sample Size
LOY ₁	3.7041	.72879	392
LOY ₂	3.8801	.73175	392
LOY ₃	3.9541	.62180	392

Table 21. *Statistical Values for the Reliability Analysis of the Enneagram “The Loyalist” Personality Scale*

Factor	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
LOY ₁	7.8342	1.392	.422	.675
LOY ₂	7.6582	1.274	.508	.559
LOY ₃	7.5842	1.435	.555	.514
Cronbach's Alpha Value = 0.786				

In Table 20, the arithmetic mean, standard deviation and sample size values for the Enneagram “The Loyalist” personality scale are given. The reliability value of “The Loyalist” personality scale, Cronbach's Alpha, is 0.786. This value shows that the reliability of the research factor is quite reliable ($0.61 < \alpha < 0.80$). In Table 21, the reliability results of the factor as a result of subtracting the appropriate value from the scale are included. When the Cronbach's Alpha values in the last column of this table are examined item by item, it is seen that these values vary between 0.514 and 0.675. Since these values are smaller than the alpha values found, it was not necessary to exclude any variable from the model.

Table 22. *Values for the Reliability Analysis of the Enneagram “The Enthusiast” Personality Scale*

Factor	Arithmetic Mean	Standard Deviation	Sample Size
ENTH ₁	3.8801	.76256	392
ENTH ₂	3.2296	.96398	392
ENTH ₃	3.2372	1.00502	392

Table 23. Statistical Values for the Reliability Analysis of the Enneagram "The Enthusiast" Personality Scale

Factor	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
ENTH ₁	6.4668	2.643	.423	.533
ENTH ₂	7.1173	2.027	.480	.430
ENTH ₃	7.1097	2.123	.389	.577
Cronbach's Alpha Value = 0.715				

In Table 22, the arithmetic mean, standard deviation and sample size values of the Enneagram "The Enthusiast" personality scale are given. The reliability value of "The Enthusiast" personality scale, Cronbach's Alpha, is 0.715. This value shows that the reliability of the research factor is quite reliable ($0.61 < \alpha < 0.80$). In Table 23, the reliability results of the factor as a result of subtracting the appropriate value from the scale are included. When the Cronbach's Alpha values in the last column of this table are examined item by item, it is seen that these values vary between 0.430 and 0.577. Since these values are smaller than the alpha values found, it was not necessary to exclude any variable from the model.

Table 24. Values for Reliability Analysis of the Enneagram "The Challenger" Personality Scale

Factor	Arithmetic Mean	Standard Deviation	Sample Size
CHAL ₁	3.1276	1.04334	392
CHAL ₂	3.1658	.94100	392
CHAL ₃	3.3750	.92959	392

Table 25. Statistical Values for Reliability Analysis of the Enneagram "The Challenger" Personality Scale

Factor	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
CHAL ₁	6.5408	2.607	.604	.658
CHAL ₂	6.5026	2.982	.573	.690
CHAL ₃	6.2934	2.980	.588	.675
Cronbach's Alpha Value = 0.757				

In Table 24, the arithmetic mean, standard deviation and sample size values of the Enneagram "The Challenger" personality scale are given. The reliability value of "The Challenger" personality scale, Cronbach's Alpha, is 0.757. This value shows that the reliability of the research factor is quite reliable ($0.61 < \alpha < 0.80$). In Table 25, the reliability results of the

factor as a result of subtracting the appropriate value from the scale are included. When the Cronbach's Alpha values in the last column of this table are examined item by item, it is seen that these values vary between 0.658 and 0.690. Since these values are smaller than the alpha values found, it was not necessary to exclude any variable from the model.

Table 26. *Values for the Reliability Analysis of the Enneagram “The Peacemaker” Personality Scale*

Factor	Arithmetic Mean	Standard Deviation	Sample Size
PEACE ₁	3.3673	.92022	392
PEACE ₂	3.6250	.85207	392
PEACE ₃	3.6480	.87800	392

Table 27. *Statistical Values for the Reliability Analysis of the Enneagram “The Peacemaker” Personality Scale*

Factor	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
PEACE ₁	7.2730	1.560	.260	.080
PEACE ₂	7.0153	2.056	.091	.426
PEACE ₃	6.9923	1.731	.217	.183
Cronbach's Alpha Value = 0.739				

Table 26 gives the arithmetic mean, standard deviation and sample size values for the Enneagram “The Peacemaker” scale. The reliability value of “The Peacemaker” scale, Cronbach's Alpha, is 0.739. This value shows that the reliability of the research factor is quite reliable ($0.61 < \alpha < 0.80$). In Table 27, the reliability results of the factor as a result of subtracting the appropriate value from the scale are included. When the Cronbach's Alpha values in the last column of this table are examined item by item, it is seen that these values vary between 0.080 and 0.426. Since these values are smaller than the alpha values found, it was not necessary to exclude any variable from the model.

Table 28. *Values Regarding Reliability Analysis of Reliability Scale*

Factor	Arithmetic Mean	Standard Deviation	Sample Size
REL ₁	2.7219	1.06405	392
REL ₂	2.4847	1.00116	392
REL ₃	2.8367	.79890	392
REL ₄	2.7015	.71534	392
REL ₅	3.8240	.77831	392
REL ₆	4.0102	.58533	392
REL ₇	3.4974	.72936	392

Table 29. Statistical Values Regarding Reliability Analysis of Reliability Scale

Factor	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
REL ₁	19.3546	4.449	.292	.220
REL ₂	19.5918	4.268	.393	.142
REL ₃	19.2398	5.907	.090	.362
REL ₄	19.3750	7.064	-.179	.477
REL ₅	18.2526	5.923	.096	.357
REL ₆	18.0663	5.494	.385	.234
REL ₇	18.5791	6.132	.064	.372
Cronbach's Alpha Value = 0.760				

In Table 28, the arithmetic mean, standard deviation and sample size values for the Reliability Scale are given. The reliability value of the Reliability Scale, Cronbach's Alpha, is 0.760. This value shows that the reliability of the research factor is quite reliable ($0.61 < \alpha < 0.80$). In Table 29, the reliability results of the factor resulting from subtracting the appropriate value from the scale are included. When the Cronbach's Alpha values in the last column of this table are examined item by item, it is seen that these values vary between 0.142 and 0.477. Since these values are smaller than the alpha values found, it was not necessary to exclude any variable from the model.

Table 30. Values Regarding the Reliability Analysis of the Purchase Intention Scale

Factor	Arithmetic Mean	Standard Deviation	Sample Size
PURCH ₁	4.0077	.58318	392
PURCH ₂	4.2730	.47922	392
PURCH ₃	4.0000	.70075	392

Table 31. Statistical Values Regarding the Reliability Analysis of the Purchase Intention Scale

Factor	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
PURCH ₁	8.2730	1.186	.484	.747
PURCH ₂	8.0077	1.138	.756	.539
PURCH ₃	8.2806	.878	.588	.702
Cronbach's Alpha Value = 0.757				

In Table 30, the arithmetic mean, standard deviation and sample size values for the Purchase Intention Scale are given. The reliability value of the Purchase Intention Scale Cronbach's Alpha is 0,757. This value shows that the reliability of the research factor is quite reliable ($0.61 < \alpha < 0.80$). In Table 31, the reliability results of the factor as a result of

subtracting the appropriate value from the scale are included. When the Cronbach's Alpha values in the last column of this table are examined item by item, it is seen that these values vary between 0.539 and 0.747. Since these values are smaller than the alpha values found, it was not necessary to exclude any variable from the model.

5.1.3. Findings Regression Results of Relationship Between The Perception Of Reliability And Purchase Intention

The results of the regression analysis performed to test the relationship between the perception of reliability and purchase intention are summarized in the table below.

Table 32. ANOVA Results on Reliability and Purchase Intention Factor

ANOVA						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	.379	1	.379	5.056	.029 ^b
	Residual	3.526	47	.075		
	Total	3.906	48			
a. Dependent Variable: PURCH						
b. Predictors: (Constant), Reliability						

Table 33. Regression Analysis Results on Reliability and Purchase Intention Factor

Coefficients						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	2.551	.352		7.248	.000
	Reliability	.194	.086	.312	2.249	.029
a. Dependent Variable: PURCH						

The results of the regression analysis performed to examine the relationship between perception of reliability and purchasing are shown in the table above. According to the results obtained, the regression model is statistically significant. The F statistic, which shows the significance of the F model in the ANOVA table, was determined to be statistically significant.

In addition, according to the regression analysis results, reliability perception has a positive and statistically significant effect on purchase intention.

5.1.4. The Varying Effect of Enneagram Personality Types on Purchase Decision

5.1.4.1. The Effect of “The Reformer” Personality Type

In the study, the Effect of “The Reformer” personality type on purchasing through the perception of reliability was examined.

The results of the analysis are summarized in the table below.

Table 34. The Effect of of “The Reformer” Personality Type ANOVA Results

ANOVA						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	5.346	3	1.782	9.793	.000 ^b
	Residual	78.44	388	.224		
	Total	83.866	391			
a. Dependent Variable: PURCH						
b. Predictors: (Constant), moderator_ref, Zscore(REF), Zscore(REL)						

Table 35. The Effect of “The Reformer” Personality Type

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	4.065	.044		92.386	.000
	Zscore(REL)	.466	.019	.053	24.52	.003
	Zscore(REF)	.084	.021	.144	4.011	.009
	moderator_ref	.075	.022	.169	3.409	.001
a. Dependent Variable: PURCH						

Table 34 shows the ANOVA values of the regression analysis performed to measure the Effect of the reformer personality type on purchasing. According to the findings obtained, the regression model was estimated statistically significant. The statistical value of the F test performed to test the significance of the regression model is 9.793 and the probability value of

In the study, the Effect of “The Helper” personality type on purchasing through the perception of reliability was examined.

Table 36. Effect of “The Helper” Personality Type ANOVA Results

Table 37. *Effect of “The Helper” Personality Type*

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	4.774	.023		207.565	.000
	Zscore(REL)	.773	.057	.446	13.561	.004
	Zscore(HELP)	-.036	.041	-.056	-.878	.496
	moderator_hel p	-.053	.037	-.047	-1.43	.263

a. Dependent Variable: PURCH

Table 36 shows the ANOVA values of the regression analysis performed to measure the Effect of the helper personality type on purchasing. According to the findings, the regression model was not estimated statistically significant. The statistical value of the F test performed to test the significance of the regression model is 4.66E+16 and the probability value of this statistical value is 0.000. Since the probability value is greater than 0.05, the H_0 basic hypothesis, which states that the regression model is statistically insignificant, could not be rejected, that is, the model is considered to be statistically insignificant. In Table 37, the results of the regression analysis performed to test the Effect of the helper personality type, which is one of the Enneagram personality types, are summarized. According to the results obtained, the perception of reliability has a statistically significant effect on purchasing. It is among the results obtained that the helper personality type, which affects the purchase through the perception of reliability, does not have a statistically significant effect.

Individuals with this personality type have a very generous character and therefore can always please the people around them. He has a strong passion for being loved and accepted by others. Often times, they may ignore even their most basic needs in order to keep other people happy. He spends an incredible amount of energy on his relationships, but being so attached and caring to others may cause him to be perceived as needy by the people around him from time to time. For this reason, there are a number of factors that are more important than the level of confidence in purchasing for individuals with the said character type. For this reason, it is usual for the hypothesis not to be accepted.

5.1.4.3. The Effect of “The Achiever” Personality Type

In the study, the Effect of “The Achiever” personality type on purchasing through the perception of reliability was examined.

The results of the analysis are summarized in the table below.

Table 38. Effect of “The Achiever” Personality Type ANOVA Results

ANOVA						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	3.776	3	1.258	5.486	.001 ^b
	Residual	80.067	388	.206		
	Total	83.843	391			
a. Dependent Variable: PURCH						
b. Predictors: (Constant), moderator_ach, Zscore(REL), Zscore(ACH)						

Table 39. The Effect of “The Achiever” Personality Type

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	4.092	.027		151.556	.000
	Zscore(REL)	.035	.022	.083	1.545	.130
	Zscore(ACH)	.045	.023	.092	1.957	.075
	moderator_ach	.069	.021	.139	3.286	.009
a. Dependent Variable: PURCH						

Table 38 shows the ANOVA values of the regression analysis performed to measure the Effect of the achiever personality type on purchasing. According to the findings obtained, the regression model was estimated statistically significant. The statistical value of the F test performed to test the significance of the regression model is 5.486 and the probability value of this statistical value is 0.001. Since the probability value is less than 0.05, the H_0 basic hypothesis, which states that the regression model is statistically insignificant, was rejected, that is, the model was accepted as statistically significant. In Table 39, the results of the regression analysis performed to test the Effect of the achiever personality type, which is one of the Enneagram personality types, are summarized. According to the results obtained, the perception of reliability has a statistically significant effect on purchasing. At the same time, it is among the results obtained that the personality type of the achiever, which affects the purchase through the perception of reliability, has a statistically significant effect.

5.1.4.4. The Effect of of “The Individualist” Personality Type

In the study, the Effect of “The Individualist” personality type on purchasing through the perception of reliability was examined.

The results of the analysis are summarized in the table below.

Table 40. *The Effect of “The Individualist” Personality Type ANOVA Results*

ANOVA						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	1.646	3	.549	2.497	.052 ^b
	Residual	81.883	388	.211		
	Total	83.529	391			
a. Dependent Variable: PURCH						
b. Predictors: (Constant), moderator_ind, Zscore(REL), Zscore(IND)						

Table 41. *The Effect of of “The Individualist” Personality Type*

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	4.573	.028		163.321	.000
	Zscore(REL)	.052	.024	.109	2.167	.037
	Zscore(IND)	-.048	.027	-.083	-1.778	.084
	moderator_ind	-.013	.026	-.025	-.5479	.007
a. Dependent Variable: PURCH						

Table 40 shows the ANOVA values of the regression analysis performed to measure the Effect of the individualist personality type on purchasing. According to the findings obtained, the regression model was estimated statistically significant. The statistical value of the F test performed to test the significance of the regression model is 2.497 and the probability value of this statistical value is 0.052. Since the probability value is less than 0.10, the H_0 basic hypothesis, which states that the regression model is statistically insignificant at the 10% significance level, was rejected, that is, the model was accepted as statistically significant. In Table 41, the results of the regression analysis performed to test the Effect of the individualist personality type, which is one of the Enneagram personality types, are summarized. According to the results obtained, the perception of reliability has a statistically significant effect on purchasing. At the same time, it is among the results obtained that the individualist personality

type, which affects the purchase through the perception of reliability, has a statistically significant effect.

5.1.4.5. Effect of “The Investigator” Personality Type

In the study, the Effect of “The Investigator” personality type on purchasing through the perception of reliability was examined.

The results of the analysis are summarized in the table below.

Table 42. Effect of “The Investigator” Personality Type ANOVA Results

ANOVA						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	5.874	3	1.958	9.643	.000 ^b
	Residual	78.337	388	.202		
	Total	84.211	391			
a. Dependent Variable: PURCH						
b. Predictors: (Constant), moderator_inv, Zscore(REL), Zscore(INV)						

Table 43. Effect of “The Investigator” Personality Type

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	4.446	.024		185.212	.000
	Zscore(REL)	.054	.022	.156	2.455	.014
	Zscore(INV)	-.136	.024	-.222	-5.667	.000
	moderator_inv	-.052	.023	-.135	-2.261	.036
a. Dependent Variable: PURCH						

Table 42 shows the ANOVA values of the regression analysis performed to measure the Effect of the investigator personality type on purchasing. According to the findings obtained, the regression model was estimated statistically significant. The statistical value of the F test performed to test the significance of the regression model is 9.643 and the probability value of this statistical value is 0.000. Since the probability value is less than 0.05, the H_0 basic hypothesis, which states that the regression model is statistically insignificant, was rejected, that is, the model was accepted as statistically significant. In Table 43, the results of the regression analysis performed to test the Effect of the investigator personality type, which is one of the Enneagram personality types, are summarized. According to the results obtained, the

perception of reliability has a statistically significant effect on purchasing. At the same time, it is among the results obtained that the investigator personality type, which affects the purchase through the perception of reliability, has a statistically significant effect.

5.1.4.6. The Effect of “The Loyalist” Personality Type

In the study, the Effect of “The Loyalist” personality type on purchasing through the perception of reliability was examined.

The results of the analysis are summarized in the table below.

Table 44. *Effect of “The Loyalist” Personality Type ANOVA Results*

ANOVA						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	4.935	3	1.645	7.485	.000 ^b
	Residual	78.951	388	.226		
	Total	83.866	391			
a. Dependent Variable: PURCH						
b. Predictors: (Constant), moderator_loy, Zscore(REL), Zscore(LOY)						

Table 45. *The Effect of “The Loyalist” Personality Type*

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	4.367	.025		174.68	.000
	Zscore(REL)	.085	.024	.157	3.542	.013
	Zscore(LOY)	.036	.017	.144	2.118	.023
	moderator_loy	-.064	.025	-.137	-2.563	.006
a. Dependent Variable: PURCH						

Table 44 shows the ANOVA values of the regression analysis to measure the Effect of the loyalist personality type on purchasing. According to the findings obtained, the regression model was estimated statistically significant. The statistical value of the F test performed to test the significance of the regression model is 7.485 and the probability value of this statistical value is 0.000. Since the probability value is less than 0.05, the H_0 basic hypothesis, which states that the regression model is statistically insignificant, was rejected, that is, the model was accepted as statistically significant. Table 45 summarizes the results of the regression analysis

to test the Effect of the loyalist personality type, which is one of the Enneagram personality types. According to the results obtained, the perception of reliability has a statistically significant effect on purchasing. At the same time, it is among the results obtained that the loyalist personality type, which affects the purchase through the perception of reliability, has a statistically significant effect.

5.1.4.7. Effect of “The Enthusiast” Personality Type

In the study, the Effect of “The Enthusiast” personality type on purchasing through the perception of reliability was examined.

The results of the analysis are summarized in the table below.

Table 46. *The Effect of “The Enthusiast” Personality Type ANOVA Results*

ANOVA						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	2.673	3	.990	4.422	.005 ^b
	Residual	80.897	388	.232		
	Total	83.866	391			
a. Dependent Variable: PURCH						
b. Predictors: (Constant), moderator_enth, Zscore(ENTH), Zscore(REL)						

Table 47. *Effect of Personality Type of “The Enthusiast” Personality Type*

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	4.483	.025		179.32	.000
	Zscore(REL)	.063	.024	.167	2.625	.013
	Zscore(ENTH)	-.034	.025	-.064	-1.368	.153
	moderator_enth	.063	.026	.129	2.423	.017
a. Dependent Variable: PURCH						

Table 46 shows the ANOVA values of the regression analysis performed to measure the Effect of the enthusiast personality type on purchasing. According to the findings obtained, the regression model was estimated statistically significant. The statistical value of the F test performed to test the significance of the regression model is 4.422 and the probability value of this statistical value is 0.005. Since the probability value is less than 0.05, the H_0 basic

hypothesis, which states that the regression model is statistically insignificant, was rejected, that is, the model was accepted as statistically significant. In Table 47, the results of the regression analysis performed to test the Effect of the enthusiast personality type, which is one of the Enneagram personality types, are summarized. According to the results obtained, the perception of reliability has a statistically significant effect on purchasing. At the same time, it is among the results obtained that the enthusiast personality type, which affects the purchase through the perception of reliability, has a statistically significant effect.

5.1.4.8. Effect of “The Challenger” Personality Type

In the study, the Effect of “The Challenger” personality type on purchasing through the perception of reliability was examined.

The results of the analysis are summarized in the table below.

Table 48. *Effect of “The Challenger” Personality Type ANOVA Results*

ANOVA						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	1.236	3	.412	2.975	.046 ^b
	Residual	82.653	388	.213		
	Total	83.889	391			
a. Dependent Variable: PURCH						
b. Predictors: (Constant), moderator_chal, Zscore(CHAL), Zscore(REL)						

Table 49. *The Effect of “The Challenger” Personality Type*

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	4.092	.026		158.140	.000
	Zscore(REL)	.046	.028	.095	1.642	.102
	Zscore(CHAL)	.048	.026	.098	1.835	.067
	moderator_chal	.007	.030	.013	.218	.828
a. Dependent Variable: PURCH						

Table 48 shows the ANOVA values of the regression analysis performed to measure the Effect of the challenger personality type on purchasing. According to the findings obtained, the regression model was estimated statistically significant. The statistical value of the F test performed to test the significance of the regression model is 2.975 and the probability value of

Table 51. *The Effect of “The Peacemaker” Personality Type*

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	4.891	.025		195.642	.000
	Zscore(REL)	.041	.023	.065	1.783	.097
	Zscore(PEACE)	.078	.025	.129	3.127	.006
	moderator_peace	-.039	.026	-.067	-1.542	.124
a. Dependent Variable: PURCH						

Table 50 shows the ANOVA values of the regression analysis performed to measure the Effect of the peacemaker personality type on purchasing. According to the findings obtained, the regression model was estimated statistically significant. The statistical value of the F test performed to test the significance of the regression model is 5.885 and the probability value of this statistical value is 0.004. Since the probability value is less than 0.05, the H_0 basic hypothesis, which states that the regression model is statistically insignificant, was rejected, that is, the model was accepted as statistically significant. In Table 51, the results of the regression analysis performed to test the Effect of the peacemaker personality type, which is one of the Enneagram personality types, are summarized. According to the results obtained, the perception of reliability does not have a statistically significant effect on purchasing. It is among the results obtained that the peacemaker personality type, which affects the purchase through the perception of reliability, does not have a statistically significant effect.

Individuals with the last personality type of the Enneagram have a very adaptable and easy-to-understand character. From time to time, he may exhibit attitudes that show he is smug and indifferent to the person in front of him. He tries to avoid conflict and disagreements as much as possible. He makes an effort to be in harmony with the other members of the group he is in. He does not like disagreements, fights and disagreements with others. He can put his wishes and needs in the background in order to create a peaceful and peaceful environment for himself. Since the individuals in this group trust others easily, other effects other than this trust effect determine their purchasing behavior. For this reason, the results obtained are at the expected level.

Perception of reliability is a critical factor that can online consumers' purchase intentions when shopping online. This result provides important insight for marketing and businesses. According to the results obtained, perception of reliability has an impact on purchase intention

for Enneagram personality types. In other words, the main hypothesis (“The effect of perception of Reliability in the context of web design on purchase intention varies with different Enneagram personality types”) to be investigated in the study is accepted. The other hypothesis also investigated in the study was accepted in the analysis results. The hypothesis that there is a significant relationship between reliability perception and purchase intention was tested. According to the analysis, a significant relationship was determined between reliability perception and purchase intention.

5.2. Discussion

The Enneagram personality system is a popular framework for understanding human personality and behavior. It categorizes individuals into nine distinct personality types, each with its own set of core motivations, fears, desires, and tendencies. While the Enneagram is primarily used for personal growth and interpersonal relationships, its impact extends beyond the realm of self-awareness and can be of significant importance in understanding consumer behavior, particularly in the context of online purchasing. Recognizing and understanding the Enneagram personality types of your target audience allows marketers to create more personalized and targeted marketing campaigns. Different personality types have varying preferences, pain points, and motivations. Tailoring advertisements and product recommendations to align with these characteristics can significantly improve the effectiveness of online marketing efforts.

Online retailers often use recommendation algorithms to suggest products to their customers. By factoring in Enneagram personality types, these algorithms can provide more accurate and relevant product recommendations. For example, a Type 1, who values perfection and responsibility, might appreciate practical and high-quality items, while a Type 7, who seeks novelty and adventure, might prefer unique and experiential products.

Enneagram types influence how individuals make decisions. Some types are more analytical and deliberative, while others are more impulsive or emotionally driven. Understanding these decision-making tendencies can help e-commerce businesses streamline their sales processes, optimize their user interfaces, and create content that resonates with different personality types. Effective customer service involves understanding and empathizing with customers' needs and concerns. Recognizing a customer's Enneagram type can provide insights into their communication style and the type of support they might require. For instance, a Type 6, who tends to be anxious and cautious, may need reassurance and clear information,

while a Type 8, who is assertive and confident, may respond better to direct and assertive communication.

This research uses the Enneagram, a holistic personality system, to understand the relationship between personality types, perception of trustworthiness and purchase intention in online internet shopping. This study is important from an academic and practical perspective because it contributes for the following reasons:

- Use of the Enneagram in the Context of Personality and Consumer Behavior: This study shows how the Enneagram can be used to understand consumer behavior. It offers a more detailed and in-depth analysis by using the Enneagram instead of traditional personality measurements.
- Relationship between Perception of Reliability and Purchase Intention: The analysis results show that there is a significant relationship between perception of reliability and purchase intention. This highlights how much importance consumers place on reliability when shopping online and how this perception influences purchase intention.
- Personality Types and Their Significant Effect: The research reveals that different Enneagram personality types have significant effects on the relationship between trustworthiness and purchase intention. In particular, it focuses on how Reformer, Achiever, Individualist, Investigator, Loyalist and Enthusiast personality types can shape this relationship. These findings emphasize the need to design marketing strategies taking personality types into consideration.

Reformer personality type significantly affects the relationship between perception of reliability and purchase intention. This shows that consumers with the Reformer personality type have a more pronounced effect on the relationship between trustworthiness perception and purchase intention. It is conceivable that reformers have higher expectations of trustworthiness, and therefore perceptions of trustworthiness may shape greater purchase intentions.

Achiever personality type significantly affects the the relationship between trustworthiness and purchase intention. This result shows that the perception of reliability of individuals with the Achiever personality type may affect Purchase Intention and that this relationship may differ compared to other personality types.

Individualist personality type significantly affects the the relationship between trustworthiness and purchase intention. This explains how the perception of trustworthiness of consumers with the Individualist personality type can influence purchase intention. Investigator, Loyalist and Enthusiast personality types significantly affect the relationship between trustworthiness and purchase intention. These results suggest that these three personality types may influence the relationship between trustworthiness perception and purchase intention in different ways. There is no significant effect for Challenger and Peacemaker personality types. This suggests that these two personality types do not have a significant impact on the relationship between trustworthiness perception and purchase intention.

These findings help us understand how marketing strategies can be tailored to specific personality types and shape consumers' perceptions of trustworthiness. Additionally, it contributes to a better understanding of how the Enneagram can be used in the field of consumer behavior and the effects of personality types on online shopping decisions. In conclusion, this study helped us better understand the factors affecting consumers' online shopping decisions and emphasized the role of personality types in this process. This information can help businesses develop more effective marketing strategies and provide better service to consumers

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