

ELEKTRONİK ALIŞVERİŞ DENEYİMİ
VE ARTIRILMIŞ GERÇEKLİK:
Koşullu Süreç Analizi Örneği

Yazarlar

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ÖNSÖZ

Perakendecilikte artırılmış gerçeklik teknolojisi tabanlı sanal deneme uygulamalarının kullanımı, internet ve mobil cihaz teknolojilerinin gelişimiyle giderek daha fazla yaygınlaşmaktadır. Artırılmış gerçeklik alışveriş uygulamaları aracılığıyla tüketiciler, sanal ürün bilgilerini gerçek çevrelerine yerleştirerek etkileşimli ve sürükleyici bir alışveriş deneyimi yaşayabilmekte, bu sayede alışveriş deneyimlerini zenginleştirebilmektedirler. Kullanımı hızla artan makyaj ürünü sanal deneme uygulamaları aracılığıyla tüketiciler mobil alışverişlerinde, makyaj ürünlerinin sanal görsellerini yüzlerinde deneyerek satın alma kararlarını edindikleri bu deneyime göre verebilmektedirler.

Bu çalışmada tüketicilerin mobil artırılmış gerçeklik alışveriş uygulaması aracılığıyla yaptıkları makyaj ürünü alışverişlerinde, uygulamadan algıladıkları artırılmış gerçeklik özelliklerinin ve performans riskinin satın alma karar süreçlerinde ne şekilde etkili olduklarına odaklanılmıştır. Araştırma sonucunda artırılmış gerçeklik alışveriş uygulaması geliştiricilerine, sanal deneme uygulamalarını etkin bir şekilde tasarlayabilmeleri hususunda faydalı olabilecek bilgiler elde edilmiştir. Bunun yanında, dijital ve fiziksel perakende yöneticilerine, etkili artırılmış gerçeklik pazarlama stratejileri oluşturabilmeleri konusunda katkı sunabilecek bilgilere ulaşılmıştır.

Bu kitap, "Artırılmış Gerçeklik Uygulamalarının Elektronik Alışveriş Deneyimine ve Satın Alma Niyetine Etkisinin İncelenmesi" isimli, Osmaniye Korkut Ata Üniversitesi Sosyal Bilimler Enstitüsü tarafından Yüksek Öğretim Kurulu Başkanlığı Tez Merkezine 744435 numarası ile girişi yapılan doktora tezinden türetilmiştir.

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KISALTMALAR

AGFI	: Adjusted Goodness of Fit Index (Düzeltilmiş Uyum İyiliği İndeksi)
API	: Application Programming Interface (Uygulama Programlama Arayüzü)
AR	: Augmented Reality (Artırılmış Gerçeklik)
BilVer	: Algılanan Bilgi Vericilik
CevVer	: Etkileşimin Cevap Verebilirliği
CFI	: Comparative Fit Index (Karşılaştırmalı Uyum İndeksi)
COVID-19	: Yeni Korona Virüs Hastalığı
df	: Degree of Freedom (Serbestlik Derecesi)
dG	: Dokunsal Gerçeklik
dKG	: Dokunsal Karma Gerçeklik
dS	: Dokunsal Sanallık
GFI	: Goodness of Fit Index (Uyum İyiliği İndeksi)
gG	: Görsel Gerçeklik
gKG	: Görsel Karma Gerçeklik
GPS	: Global Positioning System (Küresel Konumlama Sistemi)
gS	: Görsel Sanallık
IFI	: Incremental Fit Index (Artan Uyum İndeksi)
KMO	: Kaiser Meyer Olkin
Kont	: Etkileşimin Kontrol Edilebilirliği
LCD	: Liquid Crystal Display (Sıvı Kristal Ekran)
LLCI	: Lower Limit Confidence Interval (Alt Limit Güven Aralığı)
NFC	: Near Field Communication (Yakın Alan İletişimi)
PerRisk	: Performans Riski
QR	: Quick Response (Hızlı Cevap)
RFID	: Radio Frequency Identification (Radyon Frekans Tanımlama)
RMSEA	: Root Mean Square Error of Approximation (Tahminin Hata Kareleri Ortalama Kare Kökü)
S.O.R	: Stimulus Organism Reaction (Uyarıcı Organizma Tepki)
SatNiy	: Satın Alma Niyeti

SE	: Standard Error (Standart Hata)
SEM	: Structural equation modeling (Yapısal Eşitlik Modellemesi)
SH	: Standart Hata
SPSS	: Statistical Package for the Social Sciences (Sosyal Bilimler için İstatistik Paket Programı)
SRK	: Standardize Regresyon Katsayısı
TLI	: Tucker-Lweis Index (Tucker-Lewis İndeksi)
ULCI	: Upper Limit Confidence Interval (Üst Limit Güven Aralığı)
Zikal	: Zihinsel İmajlama Kalitesi

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