

AKILLI PERAKENDE TEKNOLOJİLERİ VE ALGILANAN DEĞER

Koşullu Süreç Analizi Örneği

Yazarlar

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ÖNSÖZ

Perakendecilikte dijitalleşmenin hız kazanmasıyla birlikte, akıllı perakende teknolojilerinin fiziksel mağaza deneyimine entegrasyonu giderek yaygınlaşmaktadır. Akıllı perakende teknolojileri, tüketicilere ürün ve hizmetlere ilişkin bilgileri gerçek zamanlı olarak sunabilmekte; alışveriş sürecini daha hızlı, kolay ve etkileşimli bir hâle getirmektedir. Tüketiciler, bu teknolojiler aracılığıyla ürünleri deneme, karşılaştırma, kişiselleştirilmiş öneriler alma gibi çeşitli avantajlara erişebilmekte; bu durum, alışveriş deneyimlerini hem fonksiyonel hem duygusal açıdan zenginleştirmektedir.

Tüketicilerin akıllı perakende teknolojilerini nasıl algıladıkları, bu teknolojilerden elde ettikleri değerin niteliği ve bu değerin tutum ve kullanım niyeti üzerindeki etkileri günümüzde önemli bir araştırma alanı hâline gelmiştir. Artan teknoloji kullanımıyla birlikte tüketicilerin yenilik, avantaj, uyumluluk, güven, risk ve gizlilik gibi unsurlara ilişkin değerlendirmeleri; söz konusu teknolojilerin benimsenmesini etkileyen temel faktörler arasında yer almaktadır. Bu bağlamda, akıllı perakende teknolojilerinin tüketiciler açısından nasıl bir değer yarattığı ve bu değerin davranışsal niyete nasıl dönüştüğü konusunun hem literatür hem de perakende uygulamaları açısından önem taşıyan bir konu olduğu düşünülmektedir.

Bu çalışma, akıllı perakende teknolojilerine yönelik tüketici algısını faydacı, hedonik ve sosyal değer boyutlarıyla bir arada ele alması; bu değerlerin tutum ve kullanım niyeti üzerindeki etkilerini incelemesi ve teknolojik yenilikçiliğin düzenleyici rolünü çoklu modeller üzerinden değerlendirmesi bakımından literatüre özgün bir katkı sunmaktadır. Bilgi Sistemleri Teorileri, Değer Temelli Kabul Modeli, Değer-Tutum-Davranış Modeli ve Uyarıcı-Organizma-Tepki yaklaşımının bir arada kullanıldığı bu bütüncül yapı, akıllı perakende teknolojilerinin tüketici tarafından nasıl algılandığını çok boyutlu bir bakış açısıyla açıklamaktadır.

ÖNSÖZ

Bu kitap, “Akıllı Perakende Teknolojisine Yönelik Tüketici Algısının Algılanan Alışveriş Değeri Tutum ve Kullanma Niyeti Üzerine Etkisi” isimli, Osmaniye Korkut Ata Üniversitesi Lisansüstü Enstitüsü tarafından Yüksek Öğretim Kurulu Başkanlığı Tez Merkezine 975605 numarası ile girişı yapılan doktora tezinden türetilmiştir.

Çalışmamın bilim dünyasına katkı sağlaması dileğiyle...

Gülhan YENİLMEZ

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KISALTMALAR

3D	: Üç Boyutlu
ABD	: Amerika Birleşik Devletleri
AGFI	: Düzeltilmiş Uyum İyiliği İndeksi
AI	: Yapay Zekâ
AR	: Artırılmış Gerçeklik Teknolojisi
ATM	: All Things Media
AV	: Açıkladığı Varyans Düzeyi
AVE	: Ortalama Açıklanan Varyans
BG	: Boyutun Güvenilirliği
bkz.	: Bakınız
BLE	: Bluetooth Düşük Enerji
CAGR	: Bileşik yıllık Büyüme Oranı
CR	: Bileşik Güvenilirlik Katsayısı
df	: Serbestlik Derecesi
DFA	: Doğrulayıcı Faktör Analizi
DOI	: Yeniliklerin Yayılması Teorisi
eWOM	: E-Ağızdan Ağıza İletişim
GA	: Güven Aralığı
GFI	: Uyum İyiliği İndeksi
GSYİH:	Gayrisafi Yurt İçi Hasıla
IFI	: Artan Uyum İndeksi
IoT	: Nesnelerin İnterneti
IPCS	: Akıllı Ürün Çapraz Satış Sistemi
KMO	: Kaiser-Meyer Olkin
ML	: Makine Öğrenimi
MR	: Karma Gerçeklik Teknolojisi
NFC	: Yakın Alan İletişimi
NLP	: Doğal Dil İşleme
PLS-SEM	: Kısmi En Küçük Kareler Yapısal Eşitlik Modeli
RFID	: Radyo Frekansı ile Tanımlama
RMSEA	: Tahminin Hata Kareleri Ortalama Kare Kökü
s.	: Sayfa

Kısaltmalar

SEM	: Yapısal Eşitlik Modellemesi
SH	: Standart Hata
S-O-R	: Uyarıcı-Organizma-Tepki Modeli
TAM	: Teknoloji Kabul Modeli
TL	: Türk Lirası
TPB	: Planlı Davranış Teorisi
TRA	: Gerekçeli Eylem Teorisi
TÜİK	: Türkiye İstatistik Kurumu
UTAUT	: Birleştirilmiş Teknoloji Kabul ve Kullanım Teorisi
VAB	: Değer-Tutum-Davranış Modeli
VAM	: Değer Temelli Kabul Modeli
vb.	: Ve benzeri
vd.	: Ve Diğerleri
VR	: Sanal Gerçeklik Teknolojisi

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