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An Analysis of The Relationship Between Online Consumption and Culture in The Framework of Hofstede's Cultural Dimensions

Hofstede'in Kültürel Boyutlari Ekseninde Online Tüketim ve Kültür İlişkisi

Gülce Tok[1*]
Ali Emre Bilis[2]

* **Sorumlu yazar**
Corresponding author

[1]Öğr.Gör, Çanakkale 18 Mart Üniversitesi, Türkiye
E-mail: gulce.tok@comu.edu.tr
ORCID: 0000-0002-7390-9966

[2]Doç. Dr., Çanakkale 18 Mart Üniversitesi, Türkiye
E-mail: aliemrem@hotmail.com
ORCID: 0000-0001-9892-9907

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ABSTRACT
In today's world, the internet is predominantly used for obtaining information, receiving news, and entertainment. However, in recent years, online shopping behaviors have seen a significant increase, largely influenced by the global pandemic. This increase has led to changes in daily life practices. In a study based on these developments, consumers' online shopping behaviors and the impact of their cultural affiliations on these behaviors were examined within the framework of Hofstede's cultural dimensions theory. The aim of the study was to investigate the influence of cultural factors on online shopping behavior. In this context, relevant literature in the field has been reviewed, and a conceptual framework has been established to determine the hypotheses of the research. Data were obtained through an online survey conducted with 420 participants aged 18 and over who engage in online consumption behavior in Çanakkale province, and analyses related to the hypotheses were performed. According to the analysis results, it was determined that during the process of online shopping behavior, the four cultural dimensions proposed by Hofstede have a significant relationship with online behavior.

Keywords: Culture, Hofstede Cultural Dimensions, Online Consumption Behavior, Consumer, Internet.

ÖZ
Günümüzde internet yoğun olarak bilgi almak, haber almak, eğlenmek için kullanılmaktadır. Bununla birlikte internetten mal veya hizmet satın alma davranışları son yıllarda, küresel pandeminin de etkisiyle büyük bir artış göstermiştir. Bu artış günlük yaşam pratiklerinde değişimlere yol açmıştır. Bu gelişmelerden yola çıkan çalışmada tüketicilerin online satın alma davranışları ve ait oldukları kültürel bağların bu davranışlar üzerindeki etkisi Hofstede'in kültürel boyutları teorisi kapsamında ele alınmıştır. Çalışmada kültürel faktörlerin online satın alma davranışı üzerindeki etkisinin incelenmesi amaçlamıştır. Bu kapsamda ilgili alandaki literatür değerlendirilmiş ve kavramsal bir çerçeve oluşturularak araştırmanın hipotezleri belirlenmiştir. Çanakkale ilinde yaşayan, 18 yaş üzeri online tüketim davranışında bulunan 420 katılımcıya uygulanan çevrim içi anket yoluyla veriler elde edilmiş ve hipotezlere ilişkin analizler yapılmıştır. Analiz sonuçlarına göre online satın alma davranışının gerçekleştirildiği süreçte Hofstede'in ortaya koyduğu dört kültürel boyutun çevrim içi davranış üzerinde anlamlı bir ilişkisinin olduğu tespit edilmiştir.

Anahtar kelimeler: Kültür, Hofstede'in Kültürel Boyutları, Online Tüketici Davranışları, Tüketici, İnternet

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INTRODUCTION

The developing world conditions, along with new communication technologies, have led to many innovations in consumption behaviors and consumption products as well as many areas. Meeting needs without time and space constraints is a very important condition that should be in the new world order for the consumer. The changes in habitual consumption patterns and in the way of meeting them are the most natural results of technological developments in the new world order.

Besides traditional habits, consumers have had to change consumption behaviors and styles with the concept of online shopping and online stores with the development of the internet. When the speed of daily life and technology combine, it can be observed that the preference rate of online stores as well as the traditional stores has increased seriously for time management.

The new order predicts creating similar consumers in social life and today, the whole world is exposed to almost similar products. Especially well-known brands lead to the formation of societies that resemble each other more. Consumers' desire to reach to latest quickly maintains its effectiveness constantly. The cultural elements that have emerged from societies' needs are now on the course for standardization. The main reason for this can be shown as the fact that inter-cultural interaction become much more and easily accessible with the formation of the digital world. Reference groups accepted on social media platforms in many societies have the easiness of transferring the products they consume to the whole world quickly.

Cultural Dimensions and Online Consumption

The cultural differences among societies continue to exist in many areas despite the increasing effects of long-standing globalization movements, consumption culture, and media tools. The effect of these differences on daily lifestyles and human behaviors is one of the factors taken into account in academic studies. Thus, Dutch Social Psychologist and Organizational Anthropologist Geert Hofstede created a new paradigm in cultural fields as a result of the analysis of approximately 116.000 questionnaires applied to the employees of IMB Company in 72 countries around 1970 to examine cultural differences.

Today's people meet many needs such as education, health, nutrition, shelter, entertainment, etc. through the internet and online consumption actions. At this point, while a situation in which differences exist between cultures can be mentioned on one hand, people from different cultures are exposed to the same online consumption paradigms, on the other hand. Therefore, it is important to re-read Hofstede's cultural dimensions on the axis of online consumption.

Geert Hofstede's Theory of Cultural Dimensions

Various intercultural data were obtained with a four-dimensional national culture model which was expanded based on analyses. This model became a cornerstone for intercultural research and has been used as a highly popular method for the investigation of cultural differences in numerous disciplines including international management. (Mooij, Hofstede, 2011, pp. 10-11). There is a thesis study titled 'Factors Determining Consumer Behavior in Turkey Shaped by Hofstede's Cultural Dimensions: The Impact of Culture on Consumer Behavior (Penpece,2006). The other article titled "Cultural Differences: An Application on the Cultural Dimensions of Hofstede in the Provinces of Trabzon and Şanlıurfa" (2019) by Türker and Karadağ is an empirical study which was conducted on tourism employees, to determine whether Hofstede's

cultural dimensions differ regionally. By comparing the values calculated by Hofstede for Turkey with the values obtained in the study, the article concludes that tourism employees working in Trabzon and Şanlıurfa have differences in terms of cultural dimensions. A recent article titled "A Study on Primary School Teachers' Individual Cultural Values (Korkmaz, 2023)" focuses on evaluating Hofstede's cultural dimensions in the field of education through a sample of 255 primary school teachers. In the study, it has been concluded that teachers exhibit high perceptions in the dimensions of uncertainty avoidance and collectivism. In the article titled "A Study to Determine the Relationship Between Cultural Values and Topics on Which Employees Remain Silent" (Sarıbay, Sarıbay: 2016), the researchers investigated the areas in which employees remain silent within the context of public institutions in İzmir Province, using data obtained from a survey conducted with employees. Within the scope of the study, significant relationships were identified between the topics on which employees remain silent and the four cultural dimensions presented by Hofstede. Studies conducted throughout the world imclude the following studies;

The master's thesis titled "The Hofstede Model And National Cultures Of Learning: A Comparison Of Undergraduate Survey Data" (Whalen), conducted in the United States in 2016, is a field study focused on undergraduate students from various countries who are pursuing education in the U.S. This study analyzes the scoring conducted by Hofstede in relation to his dimensions and examines the scores obtained by students from different nations who participated in the survey. In doing so, it reveals the impact of culture on international education. The master's thesis titled "A Cross-Culture Study on the Differences of Advertising Adaptation Management" (Tao, 2017) conducted in Portugal aims to analyze advertisements of global companies comparatively and within the framework of Hofstede's cultural dimensions, revealing how the advertising industry addresses local elements. The doctoral thesis titled "Cross-Cultural Leadership: A Comparative Study Between Brazilian And Portuguese Subordinates" (De Azevedo Nogueira, 2012) compares groups representing two different nationalities in terms of Hofstede's power distance and individualism-collectivism dimensions. In various studies conducted in different countries, it can be observed that research covering all or some of Hofstede's cultural dimensions has been conducted.

Hofstede divides culture into four dimensions which are Power Distance, Uncertainty Avoidance, Individualism/Collectivism, and Masculinity/Femininity (Hofstede, 2001). Hofstede and Michael Harris Bond added the long-orientation dimension as a fifth dimension to the scale based on the research on Chinese Culture Connection (1987) (Hofstede & Bond, 1988; Hofstede et. al., 2010, p. 37; 2001, p. 71). The basis of Hofstede's cultural dimensions is that they were built to address the fundamental problems that all societies have to deal with (Mooij & Hofstede, 2011, p. 12). However, the aim of this study is to analyze the relationship between online shopping behaviors and the four dimensions proposed by Hofstede's theory, namely uncertainty avoidance, power distance, individualism-collectivism, and masculinity-femininity. The focus of the study is to address the relationship between online shopping and culture. In this context, a framework has been established based on the first four dimensions proposed in Hofstede's theory of cultural dimensions. The long-term orientation dimension developed based on Hofstede and Michael Harris Bond's Chinese Culture Connection study is not included in this study. Indeed, in a review of the literature on this subject, it is observed that some studies focus on the four dimensions while in others, the fifth dimension is also considered. The dimensions

considered provide a sufficient framework to understand the cultural foundations of online shopping and analyze consumer preferences.

The effects of Hofstede's cultural dimensions on online shopping have been analyzed and evaluated based on the data obtained in the study in the analysis and findings section. Additionally, in the conclusion section, comparisons and assessments have been made with findings from previous studies in this field. However, it is necessary to explain the dimensions on which the evaluations are based.

Power Distance

This dimension is defined as the extent to which less powerful members of organizations or institutions (such as family) accept and anticipate an unequal distribution of power. It portrays inequality, distinguishing between high and low levels, but it does so from the perspective of those lower down in the hierarchy, rather than those at the top. It reveals that a society's level of inequality is not only acknowledged by its leaders but also accepted by its followers. Power and inequality are, undoubtedly, fundamental aspects of any society. However, societies are not all equal; some are more unequal than others. (Hofstede, 2011, p. 9). In societies with high power distance, people tend to show greater respect to authority figures and power holders. In such societies, information and approval provided by authority figures in one's surroundings may carry more value. As a result, online shopping in these societies might emphasize trustworthiness more, leading to a tendency to lean towards larger and more recognized brands. In societies with low power distance, a more egalitarian approach is adopted. Individuals might be less distant towards authorities and could engage in online shopping based on their own research. Emphasis on brand size or recognition might be lower, allowing more independent and individual decision-making.

Uncertainty Avoidance

In this dimension, Uncertainty Avoidance can be defined as how threatened people feel in the face of uncertainty and ambiguity and how they attempt to evade such situations (Mooij & Hofstede, 2010, p. 89). Uncertainty avoidance elucidates variations in the acceptance of innovations. The Uncertainty Avoidance dimension is associated with how a society manages the reality that the future can never be foreseen.

Individualism/Collectivism

The dimension of individualism and collectivism contrast can be defined as the people who take care of only themselves and their close families and the people who are included in the groups that take care of them in exchange for loyalty. In individualist cultures, the individual identifies with the self. Individualist cultures are also universal, they assume that their values apply to the whole world (Mooij & Hofstede, 2011, p. 182).

Masculinity/Femininity Dimension

According to Hofstede, the dimension of Masculinity/Femininity is defined by the prominence of values such as assertiveness, the desire to earn money, and ambition for promotion as indicators of masculine culture, whereas the prominence of values such as valuing people and human affairs, prioritizing the overall quality of life, compassion, and kindness serves as indicators of feminine culture. (Hofstede, 1980, pp. 42-43).

Online Consumption Behavior on The Internet

In today's world, the main condition of being an information society is stated as a continuous flow of information, easy access to information, and being able to use information and communication technologies effectively and with quality. This effective use and rapid spread of the Internet in many parts of society seriously affected and changed consumer behaviors as well as individuals' lives (Turan, 2011, p. 129). While these experiences turn consumers into online consumers, a large part of the younger generation is at the point of starting their first shopping as an online consumer (Chen, 2009, p. 2). According to Shama (1978), as long as the changes display a predictable trend, both the producers and consumers can adopt to these changes and use them for their own benefits (Cited by Tekin, 2020, p. 2332; Shama, 1978, p. 43). Retailers need to provide a combination of options for the customers to access online and offline retail channel services and should integrate into the changing situation

There is a structure that includes many related factors that shape online consumer behaviors. These factors create a structure that includes various disciplines including marketing, information systems, psychology, sociology, economy, etc. Therefore, online consumer behavior is a highly complex, non-linear fact and a single model or theory cannot define and explain it completely (Sang & Liqiang, 2010, p. 1). However, various approaches that address consumer behaviors with these dimensions have been developed and accepted as factors that businesses should evaluate especially in their activities that concern consumers.

In online shopping, consumers can buy products without going to the stores whenever they want; they can find the same product at a lower price. E-commerce can enable the comparison of different websites at the same time, meet the desire to avoiding the pressure from salespeople during face-to-face interaction, and prevent store traffic. Thus, easiness is provided and cost and time effectiveness increases. (Katawetawaraks & Wang, 2011, p. 68). Besides, another important factor that makes online shopping attractive is that the products do not require to be carried by the consumer (Chen & Zhang, 2015, p. 45). This advantage is of great importance, especially for the elderly, patients, employees, and consumers who experience other difficulties in going out of the home. Thus, Swinyard and Smith, who examined the lifestyle characteristics of online consumers, stated that consumers generally like the products delivered at home and prefer online shopping as they want their purchases to be special (Cited by Clemes et. al., 2014, p. 365). Compared to the European average which has a nearly 50% rate of free delivery and return, Turkey offers these services at around 80% ("A new study on consumers and retail sector in Turkey", 2022) .

METHOD AND FINDINGS

For the research of the article, ethics committee permission was received from Çanakkale 18 Mart University Graduate Education Institute Ethics Committee on 28/04/2022 with decision number 09/25.

In the scope of this study, the effects of cultural dimensions on online shopping behaviors of consumers who live in the province of Çanakkale, are above the age of 18, and have online shopping behaviors were tried to be measured in the scope of Hofstede's Theory of Cultural Dimensions.

Hofstede's Cultural Dimensions Theory is a well-known framework for understanding cultural differences and their impact on various aspects of society. The theory was originally proposed by Geert Hofstede in 1980 and has been refined and expanded upon since then (Soloviov, 2022). These dimensions provide a framework for comprehending how different cultures approach subjects such as social relationships, power dynamics, gender roles, and tolerance for uncertainty.

Within this scope, Hofstede's cultural dimensions scale that was used in the master's thesis titled "The Factors Which Determine the Consumer Behavior: The Effect of Culture on Consumer Behavior" by Penpece (2006) was utilized. Besides, 38 propositions directed to the participants in Penpece's (2006) thesis with the same name to determine consumer behaviors were included in the questionnaire to measure consumer behaviors. 17 questions that take online shopping behaviors into account in Javadi's (2012) article titled "An Analysis of Factors Affecting on Online Shopping Behaviors of Consumers" were also used to measure online behaviors.

The study was conducted online with 420 participants through an online questionnaire form link distributed over Google Forms in accordance with the simple random sampling method between May 9, 2022- June 9, 2022. For the sample to represent the universe, the online consumers who live in the city center and districts of Çanakkale were reached through the questionnaire method as a data collection tool. In this scope, the purpose of the study is to determine whether there is a relationship between consumers' online consumption behaviors resulting from the developing computer technologies, internet networks and consumers' decision-making styles and their cultural characteristics.

In order for participants to make selections according to their preferences from the statements in the survey form, 5-point Likert-type (1=Strongly Disagree, 2=Disagree, 3=Neutral, 4=Agree, 5=Strongly Agree) statements were used. High scores obtained from the responses to the propositions in the survey indicate that participants have a high index in that dimension.

To test the relationship between the scales used in the study, Pearson correlation was applied. As a result, there is a statistically significant and positive correlation between online shopping behavior and power distance ($r=0.352$, $p<0.05$), uncertainty avoidance ($r=0.231$, $p<0.05$), individualism-collectivism ($r=0.176$, $p<0.05$), as well as masculinity-femininity ($r=0.411$, $p<0.05$).

When looking at the beta coefficient value, t-value, and significance level for the independent variables, it can be observed that power distance ($t=3.133$, $p<0.05$) and masculinity-femininity ($t=5.530$, $p<0.05$) have a statistically significant impact on online shopping behavior.

It is observed that 19.3% of the variation in online shopping behavior is explained ($R2=0.193$). The Durbin Watson value is between 1.5 and 2.5, indicating the absence of autocorrelation issues in the model (DW: 1.889).

PROBLEMS AND HYPOTHESES OF THE STUDY

Problems of the study consist of the following questions; what is the effect of the development of technology on purchasing behaviors and cultural dimensions? What is the level of relationship between online consumption behaviors and culture? Do cultural factors play a role in individuals' preferences for online consumption? The hypotheses of the study are as follows.

H1: There is a significant relationship between power distance and consumers' online shopping behaviors.

H2: There is a significant relationship between uncertainty avoidance and consumers' online shopping behaviors.

H3: There is a significant relationship between individualism/Collectivism and consumers' online shopping behaviors.

H4: There is a significant relationship between the femininity/masculinity dimension and consumers' online shopping behaviors.

Analysis

The data collected for the study were analyzed with SPSS for Windows 25.0 program. "Reliability Analysis" was conducted to test the reliability of the scales used in the study. Descriptive statistical methods were used while evaluating the data. As the presence of outliers and extreme values increase the value of error variance, it is also effective on the power of statistical methods. Thus, outliers-extreme values were examined and it was determined if they were present in the data sets before starting the statistical analyses.

The compliance of the data used with the normal distribution was tested. The state of the normal distribution can be examined with the Q-Q Plot graph (Chan, 2003, pp. 280-285). Besides, the normal distribution of the data used depends on the skewness and kurtosis values being between ±3 (Shao, 2002).

For the data that had normal distribution, the independent t-test was applied to compare two independent groups, one-way analysis of variance was used to compare more than two independent groups and when there was a difference, Bonferroni was used to determine the group that caused the difference. Pearson correlation was applied to test the relationship between scales. Multiple linear regression analysis was applied in accordance with the established model.

Table1. *Distribution of the participants in the study according to their socio-demographic characteristics*

Variables		n	%
Age	18-25	185	44.0
	26-40	174	41.5
	41-50	43	10.2
	51 years and older	18	4.3
Gender	Woman	205	48.8
	Man	215	51.2
Marital Status	Married	147	35.0
	Single	273	65.0
Living place	City	271	64.5
	District	118	28.1
	Other	31	7.4
Educational level	Primary/High School	82	19.5
	Associate Degree	96	22.9
	Undergraduate Degree	161	38.3
	Graduate	81	19.3
Occupation	Student	152	36.2
	Officer	60	14.3
	Employee	39	9.3

	Engineer	16	3.8
	Not working	24	5.7
	Academician	34	8.1
	Self-employment	18	4.3
	Teacher	19	4.5
	Other	58	13.8
Household Income (Monthly)	4250 TL and below	161	38.3
	4251- 5000 TL	51	12.1
	5001-6000 TL	41	9.8
	6001-8000 TL	49	11.7
	8001-10000 TL	44	10.5
	10000 and over TL	74	17.6
The way you embrace innovations in society	I'm usually an early adopter.	173	41.2
	I would like to adopt it after the benefit of the innovation emerges in the society	224	53.3
	I generally don't like innovation.	23	5.5
Total		**420**	**100.0**

The table 1 displays the distribution of study participants based on their socio-demographic characteristics. Regarding age, 44% of the participants fall within the 18-25 age group, 41,5% are in the 26-40 age range, 10,2% are aged 41-50, and 4,3% are 51 years old or above. The gender distribution shows that 48,8% of the participants are female, while 51,2% are male.

The participants' marital status shows that 35% are married, while 65% are single. When analyzing their geographical distribution, 64.5% reside in urban areas, 28.1% in suburban regions, and 7.4% in other locations. Regarding their educational backgrounds, 19.5% have completed primary education or high school, 22.9% have associate degrees, 38.3% hold undergraduate degrees, and 19.3% possess graduate degrees.

Analyzing the distribution of participants based on their professions reveals that 36.2% are students, 14.3% work as civil servants, 9.3% are engineers, 5.7% are unemployed, 8.1% are academics, 4.3% are self-employed, 4.5% are teachers, and 13.8% belong to other occupations.

When examining the distribution of participants based on their average monthly incomes, it becomes evident that 38.3% of the participants earn 4250 TL or less, 12.1% earn between 4251-5000 TL, 9.8% earn between 5001-6000 TL, 11.7% earn between 6001-8000 TL, 10.5% earn between 8001-10000 TL, and 17.6% earn 10000 TL or more.

When analyzing the distribution of participants based on their approach to adopting innovations in society, the results indicate that 41.2% of the participants typically embrace innovation early, 53.3% express a preference for adopting it after its benefits become evident in society, and 5.5% generally exhibit reluctance toward innovation.

Table 2. *Power Distance Dimension*

	1	2	3	4	5	Average	Standard Deviation
The strong try to appear stronger than they are.	31 (7.4)	32 (7.6)	69 (16.4)	160 (38.1)	128 (30.5)	3.77	1.18
The strong have some privileges.	52 (12.4)	31 (7.4)	57 (13.6)	137 (32.6)	143 (34.0)	3.69	1.34

Title, status and position are very important.	67 (16.0)	61 (14.5)	69 (16.4)	134 (31.9)	89 (21.2)	3.28	1.37
There are different layers among people in society.	46 (11.0)	33 (7.9)	56 (13.3)	135 (32.1)	150 (35.7)	3.74	1.31
I agree that there is an imbalance in power and opportunity.	31 (7.4)	23 (5.5)	56 (13.3)	122 (29.0)	188 (44.8)	3.98	1.21
Few people are free in society.	46 (11.0)	57 (13.6)	74 (17.6)	109 (26.0)	134 (31.9)	3.54	1.35

According to the data obtained from Table 2, participants exhibit the highest level of agreement (73.8%) with the statement "I agree that there is an imbalance in power and opportunity." On the contrary, the statement with the lowest level of agreement (53.1%) is "Title, status, and position are very important." It has been observed that there is also significant agreement (68.6%) with the statement "The strong try to appear stronger than they are."The statement with the highest level of indecision is "Few people are free in society," with a rate of (17.6%). These findings indicate that participants value the concept of being powerful, yet they do not consider status and position as equivalent concepts to this power.

Table 3. *Uncertainty Avoidance Dimension*

	1	**2**	**3**	**4**	**5**	**Average**	**Standard Deviation**
I react to differences/changes.	85 (20.2)	113 (26.9)	109 (26.0)	77 (18.3)	36 (8.6)	2.68	1.23
I don't like to take risks.	72 (17.1)	121 (28.8)	110 (26.2)	81 (19.3)	36 (8.6)	2.73	1.20
I feel uncomfortable in the face of uncertain situations.	34 (8.1)	35 (8.3)	75 (17.9)	145 (34.5)	131 (31.2)	3.72	1.22
I feel uneasy in the general structure of society.	46 (11.0)	65 (15.5)	119 (28.3)	104 (24.8)	86 (20.5)	3.28	1.26
I generally feel stressed.	43 (10.2)	74 (17.6)	93 (22.1)	119 (28.3)	91 (21.7)	3.34	1.28

Table 4. *Collectivism-Individualism Dimension*

	1	2	3	4	5	Average	Standard Deviation
The interests of society are more important than mine.	66 (15.7)	75 (17.9)	113 (26.9)	112 (26.7)	54 (12.9)	3.03	1.26
Usually not "me"; I act with the feeling of "we" that encompasses the society I live in.	35 (8.4)	50 (11.9)	80 (19.0)	157 (37.4)	98 (23.3)	3.55	1.21

It has been determined that (60.3%) of the participants expressed support for the statement "I generally act with a sense of 'we' that encompasses the community I am in," while (20.3%) disagreed with the statement, and (19%) remained undecided. Therefore, it can be stated that acting with a sense of 'we' holds significant significance within the societal structure.

Table 5. *Masculinity-Femininity Dimension*

	1	2	3	4	5	Average	Standard Deviation
Quality of life and respect for other people are more important than success, money and progress.	39 (9.3)	54 (12.9)	82 (19.5)	124 (29.5)	121 (28.8)	3.56	1.28
I may delay having children to advance in my job.	98 (23.3)	92 (21.9)	92 (21.9)	72 (17.1)	66 (15.7)	2.80	1.38
In my human relations, I exhibit an understanding that is far from prescriptive and giving orders.	35 (8.3)	53 (12.6)	70 (16.7)	166 (39.5)	96 (22.9)	3.56	1.21
Happiness and peace are more important than success and power.	33 (7.9)	22 (5.2)	59 (14.0)	131 (31.2)	175 (41.7)	3.94	1.21
Career is more important than money.	50 (11.9)	67 (16.0)	124 (29.5)	104 (24.8)	75 (17.9)	3.21	1.25
I approach things sensitively.	26 (6.2)	20 (4.8)	56 (13.3)	176 (41.9)	142 (33.8)	3.92	1.10
I think I am humble.	30 (7.1)	15 (3.6)	61 (14.5)	156 (37.1)	158 (37.6)	3.95	1.14

According to the data obtained from Table 5, when examining the distribution based on masculinity-femininity statements, it was found that the participants expressed the highest level of support for statements such as "I approach events sensitively" (75.7%), "I consider myself humble" (74.7%), and "Happiness and peace are more important than success and power" (72.9%). Participants provided the lowest level of support for the statement "I can postpone having children to advance in my career" (32.8%), and there was a high level of indecision regarding the statement "Career is more important than money" (29.5%). In this context, it can be understood that spiritual values hold significant importance in society, especially when it comes to the issue of having children, where there is a high level of sensitivity.

Table 6. *Online Shopping Behavior*

	1	2	3	4	5	Average	Standard Deviation
I prefer to shop online as I can shop privately at home.	56 (13.3)	75 (17.9)	51 (12.1)	145 (34.5)	93 (22.1)	3.34	1.35
I prefer to shop online because I don't have to leave the house or go to the store to shop.	50 (11.9)	73 (17.4)	54 (12.9)	147 (35.0)	96 (22.9)	3.40	1.33
I prefer to shop online because I have the opportunity and opportunity to shop whenever I want.	48 (11.4)	67 (16.0)	37 (8.8)	167 (39.8)	101 (24.0)	3.49	1.32
I prefer to shop online as it saves me from the chaos of traffic.	54 (12.9)	98 (23.3)	49 (11.7)	123 (29.3)	96 (22.9)	3.26	1.38
I prefer to shop online as it protects me from the crowds of stores.	60 (14.3)	74 (17.6)	44 (10.5)	137 (32.6)	105 (25.0)	3.36	1.39
I prefer to shop online because I have the chance to look at the information of the products in detail in online shopping.	59 (14.0)	61 (14.5)	54 (12.9)	147 (35.0)	99 (23.6)	3.40	1.36
I prefer to shop online as I have the opportunity to choose a wider range of products.	41 (9.8)	52 (12.4)	40 (9.5)	151 (36.0)	136 (32.4)	3.69	1.30
Online shopping gives the opportunity to easily compare the prices of products (therefore, it gives a price	43 (10.2)	41 (9.8)	39 (9.3)	158 (37.6)	139 (33.1)	3.74	1.29

advantage). For this reason, I prefer online shopping.							
Since I can reach the evaluations of the consumers about the products, I can have an idea about the products and therefore I prefer to shop online.	42 (10.0)	45 (10.7)	41 (9.8)	157 (37.4)	135 (32.1)	3.71	1.29
Online shopping gives the opportunity to easily compare the prices of products (therefore, it gives a price advantage). For this reason, I prefer online shopping.	43 (10.2)	41 (9.8)	39 (9.3)	158 (37.6)	139 (33.1)	3.74	1.29
When deciding to buy a product, I prefer online shopping because I have as much time as I want.	52 (12.4)	60 (14.3)	49 (11.7)	153 (36.4)	106 (25.2)	3.48	1.34
I prefer online shopping to buy products that are not easily available in nearby markets or new markets.	45 (10.7)	50 (11.9)	50 (11.9)	163 (38.8)	112 (26.7)	3.59	1.29
Online shopping makes shopping easy.	34 (8.1)	35 (8.3)	49 (11.7)	155 (36.9)	147 (35.0)	3.82	1.23
Online shopping gives me better control over my spending.	69 (16.4)	78 (18.6)	89 (21.2)	106 (25.2)	78 (18.6)	3.11	1.35
I find online shopping more suitable for my lifestyle.	53 (12.6)	85 (20.2)	84 (20.0)	118 (28.1)	80 (19.0)	3.21	1.31
Using the Internet for online shopping requires mental effort.	88 (21.0)	126 (30.0)	74 (17.6)	90 (21.4)	42 (10.0)	2.70	1.29
Online shopping procedures are cumbersome and frustrating.	118 (28.1)	140 (33.3)	69 (16.4)	58 (13.8)	35 (8.3)	2.41	1.26

According to the data obtained from Table 6, the statement that received the highest level of support from participants regarding their preference for online shopping is related to their ability to easily compare prices (70.7%).The fact that participants showed a high level of support

(69.5%) for the statement related to their ability to access consumer reviews and gain insights about products highlights the significant role of consumer comments and ratings in their preferences. Participants provided the lowest level of support for the statement "Online shopping procedures are cumbersome and annoying" (22.1%). This statement stands out as one that participants did not strongly support compared to others. There was a high level of indecision regarding the statement "Online shopping allows me to better control my spending" **(**21.2%). This indicates an uncertainty among participants regarding their control over spending during online shopping

Table 7. ***The results of the reliability analysis of the scales used in the study***

	Number of Items	Cronbach's Alpha
Power Distance	6	0.807
Avoiding Uncertainty	5	0.747
Individualism-Collectivism	2	0.676
Masculinity-Feminine	7	0.819
Online Shopping Behavior	17	0.947

The results of the reliability analysis of the scales and their dimensions used in the study are given in the Table 7. When examining the reliability of the scales and their dimensions, it was determined that they have a good level of reliability. The fact that Cronbach Alpha values are greater than 0.60 signifies that the scales used are reliable. This also indicates that the internal consistency of the scale used in the study is at a good level.

Table 8. *The results of the normality analysis of the scales used in the study*

	Distortion	Kurtosis	Situation
Power Distance	-0.842	0.610	Normal
Avoiding Uncertainty	-0.256	-0.132	Normal
Individualism-Collectivism	-0.412	-0.387	Normal
Masculinity-Feminine	-1.163	1.447	Normal
Online Shopping Behavior	-0.679	-0.227	Normal

The results of the normality analysis of the scales and their dimensions used in the study are given in the Table 8. The fact that skewness and kurtosis values of the data are between ±3 indicates a normal distribution.

Table 9. *The descriptive statistics of the scales used in the study*

	Minimum	Maximum	Average	Standard deviation
Power Distance	1.00	5.00	3.67	0.92
Avoiding Uncertainty	1.00	5.00	3.15	0.87
Individualism-Collectivism	1.00	5.00	3.29	1.07
Masculinity-Feminine	1.00	5.00	3.57	0.85

Online Shopping Behavior	1.00	5.00	3.34	0.97

Table 9 provides the descriptive statistics of the scales used in the study. The average power distance score is 3.67, the average uncertainty avoidance score is 3.15, the average individualism-collectivism score is 3.26, the average masculinity-femininity score is 3.57, and the average online shopping behavior score is 3.34. Upon reviewing the scores, it becomes apparent that they are at an average level.

Table 10. *Comparison of power distance scores according to the socio-demographic characteristics of the participants in the study*

Variables		$\bar{X}$	SS	Test Value	p
Age	18-25	3.70	0.99	1.532***	0.206
	26-40	3.71	0.87		
	41-50	3.50	0.74		
	51 years and older	3.31	1.07		
Gender	Woman	3.70	0.90	0.809**	0.419
	Man	3.63	0.95		
Marital Status	Married	3.62	0.89	-0.780**	0.436
	Single	3.69	0.94		
Living place	City	3.70	0.92	2.805***	0.062
	District	3.52	0.97		
	Other	3.91	0.70		
Educational level	Primary/High School	3.69	1.08	1.441***	0.230
	Associate Degree	3.50	0.96		
	Undergraduate Degree	3.75	0.87		
	Graduate	3.67	0.80		
Occupation	Student	3.78	1.00	1.012***	0.426
	Officer	3.60	1.01		
	Employee	3.73	0.82		
	Engineer	3.66	0.70		
	Not working	3.38	0.97		
	Academician	3.74	0.51		
	Self-employment	3.65	1.14		
	Teacher	3.64	0.89		
	Other	3.47	0.85		
Household Income (Monthly)	4250 TL and below	3.72	0.98	0.563***	0.729
	4251- 5000 TL	3.70	0.97		
	5001-6000 TL	3.73	0.84		

	6001-8000 TL	3.64	0.74		
	8001-10000 TL	3.68	0.86		
	10000 and over TL	3.51	0.97		
The way you embrace innovations in society	I'm usually an early adopter.	3.56	0.95		
	I would like to adopt it after the benefit of the innovation emerges in the society	3.73	0.88	1.925***	0.147
	I generally don't like innovation.	3.83	1.08		

*p<0.05, **Independent t-test, ***One-way analysis of variance

It is observed that there is no statistically significant difference in power distance scores among participants based on their socio-demographic characteristics. (p>0.05).

Table 11. *Comparison of uncertainty avoidance scores according to the socio-demographic characteristics of the participants in the study*

Variables		$\bar{X}$	**SS**	**Test Value**	**p**	**Bonferroni**
Age	18-25	3.27	0.87	2.602***	0.052	
	26-40	3.09	0.85			
	41-50	3.05	0.87			
	51 years and older	2.80	0.96			
Gender	Woman	3.25	0.86	2.383**	**0.018***	
	Man	3.05	0.87			
Marital Status	Married	3.05	0.84	-1.796**	0.073	
	Single	3.21	0.88			
Living place	City	3.16	0.85	0.204***	0.816	
	District	3.11	0.93			
	Other	3.21	0.86			
Educational level	Primary/High School	3.20	0.92	1.166***	0.322	
	Associate Degree	3.01	0.88			
	Undergraduate Degree	3.21	0.82			
	Graduate	3.15	0.90			
Occupation	Student	3.29	0.93	1.384***	0.202	
	Officer	2.99	0.79			
	Employee	3.24	0.87			
	Engineer	3.18	0.67			
	Not working	2.98	0.86			

	Academician	3.23	0.68			
	Self-employment	2.88	1.02			
	Teacher	2.89	0.87			
	Other	3.10	0.89			
Household Income (Monthly)	4250 TL and below	3.28	0.94	1.590***	0.162	
	4251- 5000 TL	3.08	0.88			
	5001-6000 TL	3.05	0.65			
	6001-8000 TL	3.21	0.81			
	8001-10000 TL	2.99	0.88			
	10000 and over TL	3.03	0.83			
The way you embrace innovations in society	I'm usually an early adopter. (1)	3.02	0.86	5.673***	**0.004***	**3>1**
	I would like to adopt it after the benefit of the innovation emerges in the society (2)	3.20	0.86			
	I generally don't like innovation.(3)	3.62	0.95			

The uncertainty avoidance scores of female participants are higher than those of male participants. A statistically significant difference exists in the uncertainty avoidance scores of the participants based on their approach to adopting innovations in society ($p<0.05$). To identify the group responsible for this difference, Bonferroni correction was applied. Participants who generally do not tend to adopt innovation have higher uncertainty avoidance scores compared to those who usually embrace innovation early.

Table 12. *Comparison of individualism-collectivism scores according to the socio-demographic characteristics of the participants participating in the study*

Variables		$\bar{X}$	**SS**	**Test Value**	**p**	**Bonferroni**
Age	18-25	3.10	1.02	4.173***	**0.006***	**2>1, 3>1**
	26-40	3.41	1.10			
	41-50	3.64	0.91			
	51 years and older (4)	3.33	1.38			
Gender	Woman	3.20	1.04	-1.737**	0.083	
	Man	3.38	1.10			
Marital Status	Married	3.50	1.09	2.882**	**0.004***	
	Single	3.18	1.05			
Living place	City	3.33	1.08	0.533***	0.587	
	District	3.21	1.05			
	Other	3.26	1.09			
Educational level	Primary/High School	3.17	0.94	2.734***	**0.043***	**4>1**
	Associate Degree	3.22	1.13			

	Undergraduate Degree	3.25	1.09			
	Graduate	3.59	1.05			
	Student	3.12	1.05			
	Officer	3.63	0.99			
	Employee	2.99	1.02			
	Engineer	3.34	0.94			
Occupation	Not working	3.19	1.20	3.063***	**0.002***	**2>1**
	Academician	3.69	0.77			
	Self-employment	3.58	1.06			
	Teacher	3.74	1.17			
	Other	3.16	1.20			
	4250 TL and below	3.11	1.06			
	4251- 5000 TL	3.27	1.08			
Household Income (Monthly)	5001-6000 TL	3.33	1.04	2.152***	0.059	
	6001-8000 TL	3.45	1.14			
	8001-10000 TL	3.63	0.97			
	10000 and over TL	3.39	1.08			
The way you embrace innovations in society	I'm usually an early adopter.	3.22	1.07			
	I would like to adopt it after the benefit of the innovation emerges in the society	3.33	1.08	0.775***	0.461	
	I generally don't like innovation.	3.43	1.06			

*p<0.05, **Independent t-test, ***One-way analysis of variance

According to the data in the Table 12. it is seen that the individualism-collectivism scores of the participants who are between the ages of 26-40 and 41-50 are higher than the participants whose ages are between 18-25. The individualism-collectivism scores of the married participants are higher than the single participants.

It is seen that the individualism-collectivism scores of the participants whose educational status is graduate degree are higher than the participants whose educational status is primary education/high school.

According to the data regarding the profession groups, the individualism-collectivism scores of the participants who are civil servants are higher than the participants who are students.

Table 13. *Comparison of the masculinity-femininity scores according to the socio-demographic characteristic of the participants participating in the study*

Variables		$\bar{X}$	SS	Test Value	p	Bonferroni
Age	18-25	3.62	0.88	2.505***	0.059	

	26-40	3.60	0.84			
	41-50	3.42	0.62			
	51 years and older	3.12	0.91			
Gender	Woman	3.63	0.78	1.300**	0.194	
	Man	3.52	0.91			
Marital Status	Married	3.46	0.84	-2.035**	**0.042***	
	Single	3.63	0.85			
	City	3.58	0.82			
Living place	District	3.47	0.96	2.511***	0.082	
	Other	3.85	0.54			
	Primary/High School	3.55	0.90			
Educational level	Associate Degree	3.38	1.01	2.674***	**0.047***	**4>2**
	Undergraduate Degree	3.62	0.74			
	Graduate	3.72	0.76			
	Student	3.71	0.87			
	Officer	3.51	0.83			
	Employee	3.52	0.85			
	Engineer	3.58	0.65			
Occupation	Not working	3.33	0.80	1.829***	0.070	
	Academician	3.82	0.49			
	Self-employment	3.28	0.85			
	Teacher	3.53	0.98			
	Other	3.37	0.93			
	4250 TL and below	3.67	0.88			
	4251- 5000 TL	3.57	0.82			
Household Income (Monthly)	5001-6000 TL	3.52	0.81	1.691***	0.135	
	6001-8000 TL	3.52	0.79			
	8001-10000 TL	3.69	0.77			
	10000 and over TL	3.35	0.88			
The way you embrace innovations in society	I'm usually an early adopter.	3.54	0.87			
	I would like to adopt it after the benefit of the innovation emerges in the society	3.61	0.83	0.808***	0.446	
	I generally don't like innovation.	3.40	0.90			

*p<0.05, **Independent t-test, ***One-way analysis of variance

The masculinity-femininity scores of single participants are higher than those of married participants. Additionally, participants with graduate degrees have higher masculinity-femininity scores compared to participants with associate degrees.

Table 14. *Comparison of online shopping behavior scores according to socio-demographic characteristics of the participants participating in the study*

Variables		$\bar{X}$	SS	Test Value	p	Bonferroni
Age	18-25	3.45	0.95	3.350***	**0.019***	**1>4**
	26-40	3.31	0.97			
	41-50	3.24	0.92			
	51 years and older (4)	2.74	1.10			
Gender	Woman	3.43	0.96	1.909**	0.057	
	Man	3.25	0.98			
Marital Status	Married	3.22	1.00	-1.850**	0.065	
	Single	3.41	0.96			
Living place	City	3.35	0.99	0.126***	0.882	
	District	3.31	0.98			
	Other	3.39	0.83			
Educational level	Primary/High School	3.33	0.90	2.251***	0.082	
	Associate Degree	3.16	1.10			
	Undergraduate Degree	3.48	0.89			
	Graduate	3.30	1.01			
Occupation	Student	3.44	1.00	1.675***	0.103	
	Officer	3.12	0.89			
	Employee	3.19	1.12			
	Engineer	3.33	0.47			
	Not working	3.41	1.04			
	Academician	3.60	0.91			
	Self-employment	2.83	0.96			
	Teacher	3.43	0.96			
	Other	3.36	0.97			
Household Income (Monthly)	4250 TL and below	3.42	1.00	0.839***	0.523	
	4251- 5000 TL	3.45	0.85			
	5001-6000 TL	3.27	1.00			
	6001-8000 TL	3.31	1.05			
	8001-10000 TL	3.30	0.83			
	10000 and over TL	3.17	1.02			
	I'm usually an early adopter.	3.30	1.00	0.262***	0.769	

The way you embrace innovations in society	I would like to adopt it after the benefit of the innovation emerges in the society	3.37	0.94
	I generally don't like innovation.	3.41	1.11

*p<0.05, **Independent t-test, ***One-way analysis of variance

A statistically significant difference exists in online shopping behavior scores based on the age of the participants (p<0.05). Bonferroni correction was applied to identify the specific group responsible for this difference. The online shopping behavior scores of participants aged 18-25 are higher than those of participants aged 51 and above.

Table 15. *The relationship between the scales used in the study*

		1	2	3	4	5
1-Power Distance	r	1.000	0.517	0.283	0.542	0.352
	p	-	0.000*	0.000*	0.000*	0.000*
2-Avoiding Uncertainty	r		1.000	0.123	0.405	0.231
	p		-	0.011*	0.000*	0.000*
3-Individualism-Collectivism	r			1.000	0.465	0.176
	p			-	0.000*	0.000*
4-Masculinity-Feminine	r				1.000	0.411
	p				-	0.000*
5- Online Shopping Behavior	r					1.000
	p					-

The Pearson correlation was applied to test the relationship between the scales used in the study. Consequently, there is a statistically significant and positive relationship between online shopping behavior and power distance (r=0.352, p<0.05), uncertainty avoidance (r=0.231, p<0.05), individualism-collectivism (r=0.176, p<0.05), and masculinity-femininity (r=0.411, p<0.05).

Table 16. *Study Model*

Model	Independent variable	Dependent Variable: Online Shopping Behavior								
		ß	SH	Beta	t	p	F	Model (p)	R 2	Durbin Watson
1	Still	1.369	0.221	-	6.192	**0.000***			0	
	Power Distance	0.188	0.060	0.179	3.133	**0.002***	24.856	**0.000***	. 1	1.889

Avoiding Uncertainty	0.013	0.059	0.012	0.219	0.827	9 3
Individualism-Collectivism	-0.023	0.046	-0.025	-0.499	0.618	
Masculinity-Feminine	0.369	0.067	0.321	5.530	**0.000***	

Multiple linear regression analysis was conducted to investigate the study model. According to the result of the regression analysis, the model established is statistically significant when examining the significance level corresponding to the F value (F=24.856; p<0.05).

When examining the beta coefficient value, t value, and significance level regarding the independent variable, it is observed that power distance (t=3.133, p<0.05) and masculinity-femininity (t=5.530, p<0.05) have a statistically significant effect on online shopping behavior. The model explains 19.3% of the variance in online shopping behavior (R^2=0.193). The Durbin-Watson value falls between 1.5 and 2.5, indicating the absence of autocorrelation issues. (DW: 1.889).

CONCLUSION

The existence of the businesses in the current market, being able to create a reputation, brand loyalty, and an image in the intense competition conditions, and making a profit belong to the customer who is the most effective factor in the formation of the process. Creativity in service and product presentation and beneficial and functional products create a business framework for the consumer. The businesses that can enable all these situations can reach consumers who are satisfied with the product or service, loyal to the brand or business, who can interact, and who enable the business to make a profit (Mert, 2020, p. 40). In this sense, consumer behaviors are closely related to marketing research. Marketers, especially in the consumer experience, develop trends and intentions based on past experiences as well as the information provided by friends and reference groups. Understanding consumer behaviors and being able to provide appropriate service is important at this point. Here, culture gets involved because culture reflects a person's lifestyle and position in society.

The development of the internet contributed to e-commerce. However, the spread of social media platforms and the increase in interaction also created a social area of influence where people resemble each other more. Businesses and brands that turn this into an opportunity led to the development of marketing strategies appropriate to this social media culture. Compared to retail stores, the fact that online stores provide easiness, speed, delivery at the door, product variety, and time and cost advantage is the reason for the preference for the consumer who is already ready for this. Businesses can gain a place in the national and international market and create a more ergonomic environment that is away from the costs of obtaining a physical place and has a less number of employees.

Whether the cultural structure of the society where the consumer lives is effective on online consumption behaviors was tried to be interpreted on Hofstede's theory of cultural dimensions, consumer behaviors, and answers given to the questionnaire questions regarding online

behaviors. When looking at the results of the study, it is seen that the findings obtained, in general, show similarity with the culture and its effect on consumer behaviors in the literature. When looking at the relationship between the socio-demographic characteristics of the participants and the dimensions, it is seen that there is no statistically significant difference between power distance scores. In uncertainty avoidance, it was determined that the uncertainty avoidance scores of the female participants are higher than the male ones. This shows us that while the women are engaging in online consumption behaviors, no active continuation process occurs if they face an uncertain situation when their consumption intentions are at the stage of turning into a behavior. In men, the situation of turning the intention into action in an uncertain situation plays a more active role. It is stated that culture is exposed to change and transformation over time and this is reflected in consumption behaviors. In this context, it was determined that among the male and female participants who answered the questionnaire, the participants with low uncertainty avoidance scores are the ones who don't lean toward innovations and ones with high uncertainty avoidance scores are the ones who adopt innovations early.

The consumption culture has brought along many innovations. The rapid acceptance of these innovations by society is the situation that consumption culture wants most because this situation affects the increase in the diversification and continuity of the purchasing behavior of the consumer who is in hedonistic and pretentious consumption. A significant relationship was determined between the individualism-collectivism dimension and age, it is seen that the individualism-collectivism scores of the consumers whose average of age is 18-24 are less than the participants who are in other age groups. Accordingly, it can be argued that there is no strong relationship between consumers' between the ages of 18-24 having individualist or collectivist values and their online consumption behaviors. The individualism-collectivism scores of the married participants are higher than the single participants because the perception of the family concept in society culturally requires a collectivist act. The situation can be a little different for single participants. For example, people who don't share the same house with their families act more individually in daily behaviors and decision mechanisms. Consumers whose educational status is undergraduate and graduate show a more individualist-collectivist attitude. The individualism-collectivism scores of the consumers who are more competent in terms of educational status and profession are higher than other consumers. It has been detected that the participants with a higher education level are more individualistic. The reason for this can be shown as the effect of development level and social status.

A significant relationship was found between the masculinity-femininity dimension and marital status. It is seen that the masculinity-femininity scores of the single participants are higher than the married participants and the masculinity-femininity scores of the participants whose educational status is graduate degree are higher than the ones with associate degrees. This situation shows a similarity with Hofstede's study in which the masculinity-femininity dimension of Turkey was determined as high. It was determined that the masculinity-femininity dimension as a cultural characteristic was high in the study conducted in Çanakkale as in the analysis conducted throughout Turkey and thus, the theory was reinforced.

When the data in Table 2 in the study is evaluated, it can be seen that the participants place great importance on the concept of power. According to Hofstede's analysis of Turkey in terms of the power distance dimension, which is defined as the degree to which weak members of society

accept the unequal distribution of power, the score is 66 compared to other countries worldwide. Therefore, the figure of a powerful authority figure becomes prominent. In this context, the proposition to which participants provide the most support, "I believe there is inequality of power and opportunity in society," aligns with Hofstede's observation regarding Turkey (“What AboutTurkey?”,t.y.).

Turkey ranks high globally with a score of 85 in the uncertainty avoidance dimension. According to the data obtained from Table 3, the proposition to which the participants provide the most support is "I feel uncomfortable in the face of uncertain situations," which is in line with Turkey's high score in the uncertainty avoidance dimension. However, the proposition to which participants provide the least support is "I react to differences/changes," which does not seem to align with the attitude of individuals in the uncertainty avoidance dimension towards embracing uncertain situations or feeling uncomfortable in unfamiliar situations. These data indicate that participants may be uncomfortable with uncertainty but do not necessarily view innovations or changes as uncertainties. Indeed, the increasing volume of online shopping in Turkey supports this situation (“What AboutTurkey?”,t.y.).

According to Hofstede, Turkey is seen as a collectivist society with a score of 37. In collectivist societies, the emphasis is on the "we" concept rather than individualism, and family holds great importance in society. As seen in Table 4, 60.3% of the survey participants generally support the statement: "I usually act with a sense of 'we' that includes the community I am in, rather than 'me'." This data aligns with Hofstede's classification of Turkey as a collectivist society (“What AboutTurkey?”,t.y.).

Turkey is closer to the feminine side of the scale with a score of 45 in the Masculinity/Femininity dimension. This dimension reflects whether societal values are more inclined towards masculinity or femininity and whether certain values are considered more masculine or feminine. According to the data in Table 5, participants provided the highest support for propositions such as "I approach events with sensitivity" (75.7%), "I consider myself humble" (74.7%), and "Happiness and peace are more important than success and power" (72.9%). These propositions represent feminine values. Therefore, the findings in this study confirm the classification of Turkey in the Masculinity/Femininity dimension according to the scale (“What AboutTurkey?”,t.y.).

It was concluded that the online shopping behavior scores according to socio-demographic characteristics were high for consumers between the ages of 18-24. This is caused by their adaptation to digital processes which is more developed than the 50-year-old consumers and their process management in integrating digital processes into their lives. Young consumers are moving away from the traditional and maintaining a lifestyle that is more prone to the necessities of the modern era.

The situation regarding online shopping behavior which is another dimension of this study is as follows. According to the correlation analysis conducted between online consumer behaviors and power distance, uncertainty avoidance, individualism-collectivism, and masculinity-femininity dimensions of Hofstede's cultural dimensions, a statistically significant and positive relationship was determined between the dimensions and online consumer behaviors. The study comprises four hypotheses, each designed to suggest an impact of each cultural dimension on consumers' online shopping behaviors. Upon evaluating the analysis findings, it is observed

that the study's hypotheses are confirmed. Thus, a significant relationship exists between the four cultural dimensions and consumers' online shopping behaviors. Additionally, the regression analysis designed in the study model indicates that the power distance and masculinity-femininity dimensions have a comparatively higher impact on online consumer behaviors than the other dimensions. As a result of the study, a significant relationship between online consumer behavior and Hofstede's cultural dimensions has been identified. This significant relationship holds the potential to provide substantial contributions to marketers, businesses, and brands engaged in e-commerce activities. Given the evolving nature of cultural influences and their implications for consumers, businesses, and marketers, conducting this research in other cities is crucial to enhance its contribution to the literature and achieve a broader understanding of the national culture. While the study provides insights on a national scale within Turkey, it was conducted within the boundaries of Çanakkale province. New studies involving participants from different regions are important to highlight regional disparities. Conducting further research with additional dimensions beyond Hofstede's cultural dimensions would contribute to the field. In conclusion, Hofstede's Cultural Dimensions Theory offers a valuable framework for understanding cultural disparities and their impacts on various aspects of society. It has been applied in studies exploring organizational cultures, specific ethnic groups' cultural dimensions, and the link between culture and innovation. While effective, the theory has also faced criticisms and called for alternative perspectives in cross-cultural research. To enhance our understanding of cultural disparities and their consequences, further exploration and investigation of cultural dimensions are warranted.

The findings obtained in the study reveal that online shopping behaviors, increasingly integrated into our lives, are influenced by cultural life. Moreover, cultural life is largely determined by mass media in today's world. Indeed, the "agenda setting and framing theory, which demonstrates the power of the media in determining what the society's priorities are and deciding what it should know and be curious about" (Övür, 2019: 331), illustrates the influence of communication tools on society. However, social media, through its more democratic and pluralistic environment, has increased interpersonal communication and interaction, emerging as an alternative force alongside the agenda-setting power of traditional media in the decision-making process. The findings from the study demonstrate that these developments in the field of communication have increased cultural interaction.

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