

An Experimental Study on Investigating Purchase Decisions of Touristic Consumers About Touristic Product Depending on Website Design Features*

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Abstract

The purpose of the study is to determine the website design features and therefore differences in touristic product perception levels, depending on the demographics and touristic type of touristic consumers in the tourism marketing. In this way, we would like to identify whether there is a difference in the touristic product purchase decisions based on their perception levels. Data in the study were collected by using EEG (Electroencephalography) and eye tracking methods. Consumers, who participated in the experiment voluntarily, watched a 117-second video. Microvolt level quantitative data were obtained via the EEG method from the subjects from AF3, F7, F8, F3, F4 and AF4 bands in their prefrontal lobe areas. Eye tracking data is composed of quantitative numbers including the subjects' focusing periods and number of subjects on which consumers focused. This is the first study examining the touristic product purchase decision with neuroimaging techniques. The findings will have an important impact on strategic decisions about website design features. The study holds a unique value in terms of data analyses via Electroencephalography (EEG) and Eye Tracking methods in the determination of the effect of website design features on the touristic product purchase decision.

Keywords: *Tourism Marketing, Tourist Type, Website, EEG, Purchase Decision, Touristic Consumer*

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Web Tasarım Özelliklerine Bağlı Olarak Turistik Ürünlere İlişkin Turistik Tüketicilerin Satın Alma Kararlarının İncelenmesine Yönelik Deneysel Bir Çalışma

Öz

Çalışmanın amacı, turizm pazarlamasında turistlerin demografik özellikleri ve turist tiplerine bağlı olarak web sitesi tasarım özelliklerini ve dolayısıyla da turistik ürünü algılama düzeyi farklılıklarını belirleyebilmektir. Böylece turistlerin algı düzeylerine bağlı olarak, turistik ürün satın alma kararları arasında fark olup olmadığı tespit edilmek istenmektedir. Çalışmada veriler EEG(Elektroensefalografi) ve göz izleme yöntemleri kullanılarak elde edilmiştir. Deneye gönüllü olarak katılan tüketicilere 117 saniyelik video izlettirilmiştir. EEG yöntemiyle deneklerin prefrontal lob bölgelerindeki AF3, F7, F8, F3, F4, AF4 bandlarından mikrovolt düzeyinde sayısal veriler elde edilmiştir. Göz izleme verileri deneklerin odaklanma süreleri ve odaklanan denek sayılarını içeren sayısal rakamlardan oluşmaktadır. Çalışma, turistik ürün satın alma kararını nörogörüntüleme teknikleriyle inceleyen ilk çalışmadır. Bulgular, website tasarım özellikleriyle ilgili stratejik kararlar üzerinde önemli bir etkiye sahip olacaktır. Çalışma, website tasarım özelliklerinin turistik ürün satın alma kararı üzerindeki etkisinin belirlenmesinde elektroensefalografi(EEG) ve Göz izleme yöntemleri ile analiz edilmesi açısından özgün bir değer taşımaktadır.

Anahtar Kelimeler: *Turizm Pazarlaması, Turist Tipi Website, EEG, Satın Alma Kararı, Turistik Tüketici*

1. Introduction

Together with developing Internet technologies, we see changing habits and behavior patterns in every section of society. Nowadays, the majority of customers obtain prior knowledge about the products and services they plan to purchase, make comparisons with alternative products and services, make assessments from the Internet, and again order these products from the Internet. In this sense, Internet technology attracting various different sectors and businesses started to gradually gain importance in the tourism sector as well. With the help of Internet technology, the tourism sector takes the opportunity of detailed marketing of physical opportunities besides entertainment and relaxation possibilities (Wan, 2002:155).

Consumers desiring to purchase a holiday package prefer websites with the aim of gaining knowledge about the countries, cities, and regions they wish to travel, evaluating alternative holiday opportunities, gaining benefits from online reservation systems. In this sense, design features of websites have impact on the touristic consumer decision making process. Website design features will influence touristic consumers to have knowledge about the country, region, city, and accommodation facilities in which they wish to spend their holidays, as well as their levels of perception. Because of this reason, links regarding geographical information, promotional videos, transportation maps, places of entertainment, accommodation facilities, tour firms, and price lists have critical importance with regards to the promotion of touristic product and services. In addition, since demographic characteristics of touristic consumers and the tourist type they belong to will affect touristic product and their service perception levels, determination of which website design features are effective on touristic consumer purchase decisions is another important topic. (Rachman and Buchanan, 1999). Within this scope, detailed information about touristic consumers and website design features are first presented in the study. Then, within the framework of this information and according to demographic features, touristic consumer purchase decisions were analyzed using eye tracking and EEG method among neuroimaging techniques. The method used in the study is a first in terms of using neuroimaging techniques in the field of tourism marketing and holds an original value.

2. Literature Review Of Touristic Consumer Purchase Process And Tourist Types

Tourism is a labor-intensive sector. The indispensable element of tourism is undoubtedly consumers. The touristic consumer is a real person, who intends to purchase a holiday and buys tourist goods or services to meet his or her family's touristic needs and desires (Asanbakova, 2007). In general terms, the touristic consumer purchase process is a set of behaviors starting with the need of the touristic consumer for a holiday and continuing with the research she/he does to fulfill the aforementioned need, the selection between current alternatives, purchase or no purchase decision, consumption of the purchased product or service, and post-consumption behaviors (İslamoğlu and Altunışık, 2013:8).

The tourist's purchasing process starts with the period when she/he decides whether or not to become a tourist, following the emergence of a vacation requirement. That is, it is the process in which the individual makes a decision about his or her holiday and decides whether to go on a holiday or not (Çakıcı and İyitoğlu, 2012:118).

Kotler, Bowen and Makens (2010) defined the purchase process in the way it is generally accepted in marketing science as a five-stage process. These stages can be listed as follows (Kotler, Bowen and Makens, 2010:164): Emergence of the need, Information Search, Assessing Alternatives, Selection and Purchase Decision, Post-Purchase Behaviors.

A consumer may not experience each and every stage in the purchase decision process. Therefore, while the touristic consumer satisfied with past experiences passes some stages quickly, an inexperienced touristic consumer may pass the same stages in a slower and more meticulous way (Hayta, 2008:40).

The touristic consumer purchase decision process may change depending on tourist types. No matter how homogenous a community is, each individual's behavior can be different because of human features. Therefore, knowing and classifying attitudes and pre-purchase and post-purchase behaviors of tourists are quite important with regards to marketing activities. Several tourist typologies

logies are made according to behaviors and features of tourists.

Choibamroong (2006) analyzed behaviors exhibited by touristic consumers from the perspective of executives. In this study, tourist typologies of various research studies are explained below.

Smith (1989) classifies tourist types under the following titles: Explorer Tourists who are almost like anthropologists searching for new knowledge and findings. They adapt very easily to local traditions in basic topics such as accommodation, nutrition, and clothing; Elite Tourists who are experienced tourists often travelling with expensive and special tours. They go for a vacation with the purposes of increasing their knowledge and having a different and good time; Unusual Tourists who are types often in favor of simplicity and desire to have a holiday experience by becoming distant from crowded places; Off-beat Tourists prefer organized tours and local trips. They show partial interest in local community's culture. Incipient Mass Tourists are mass tourists who have not become a complete mass yet but are in the beginning phase. Their numbers increase gradually. They travel individually or in small groups; Mass Tourists appear in large numbers. Mass tourists, sharing middle class values, expect their own country's lifestyle in places they go; Charter Tourists participate in inclusive and crowded tours. They expect a certain standard in services.

Cohen's (1972) tourist typology is as follows: *Organized Mass Tourists* who wish to be entertained while relaxing. Although desire to continue their habits is at a high level, their desire for change is at a low level. They purchase preplanned tours; *Individual Mass Tourists* are types that have a desire to search for change but with a high eagerness to continue their habits. They make their own trip plans. They want to have a good time; *Experiential Tourists* are after authentic experiences. Different experiences are irreplaceable for them; *Experimental Tourists'* main desires are to be in contact with the local community; *Existential Tourists* adopt tourism activities as a lifestyle.

In the study conducted in 1989, Dalen classified tourist types as follows: *Modern Materialists* want to get a perfect tan to impress people when they go home. They are more concerned with parties

and activities. Their main motivation is hedonism; *Modern Idealists* also seek excitement and entertainment. However, they are more intellectual. They do not prefer mass tourism and fixed itineraries; *Traditional Idealists* prefer good quality, cultural heritage, and famous destinations, particularly places that would be safe for them; *Traditional Materialists* always look for places with discounts, special offers, and low prices (Dalen, 1989:183).

Asanbekova (2007) researched the consumption habit of tourists with Russian nationality who visit Turkey within the framework of consumer behavior. In her study, Asanbekova (2007) included the tourist typologies of Kvartalnov (1999) and Kabushkin (2001). Kvartalnov (1999) classified tourists according to their personalities and levels of participation in activities. These are: *Peace Lovers* who prefer to go for a vacation in a calm and pleasant environment, by being away from the daily stress of life. They abstain from crowds. A sea, sand, and sun style of holiday is their preference; *Recreation Lovers* look for various entertainment and pleasures during holiday. They are interested in far distances and new friendships; *Active Holiday Lovers* love nature and place importance on physical dynamism. They prefer to do physical activities outdoors. They can integrate their holidays with health tourism; *Exploration Lovers* try to obtain new knowledge and improve their accumulation of knowledge. They are open to improvement and changes; *For Sports Lovers*, sports are a major hobby. They aim to participate in every kind of sport activity; *Adventure Lovers* seek adventure. They are open to changes and improvements and like to take risks. Risk is an opportunity for them to prove themselves.

Kabushkin (2001) analyzed tourists by focusing on lifestyle. In the study of Kabushkin (2001), not only the way of life, but also the viewpoints of one's own life are taken into account. These are as follows: *Pleasure Lovers* demand high-quality in their holidays. For them, life is a way to express themselves. They want to enjoy a holiday as much as possible; *Trend Tourists* spend their holidays with very high demands. However, unlike "pleasure lovers", they do not seek luxury-class conditions. They prefer to be in nature and quietness; *Family Tourists* are composed of families with children. They prefer to go on holidays with their families, friends, and relatives. They want to have

a holiday in quiet and comfortable environments; *Passive Tourists* are more passive compared to others. What is important for them is to relax and make the holiday. They love eating delicious and large amounts of food (Asanbakova, 2007).

İçöz (2001) mentions five different types of consumer behavior and touristic types to display these behaviors. These are (İçöz, 2001:99): *Suspicious Buyers* who are buyers that stay away from the seller as much as possible. They make the orders themselves, stay away from industrial products, and fear being cheated; *Genuine Buyers* want to enter into a dialogue with the seller. Everything the seller recommends to them is good. Generally, they are withdrawn, however, their possibility of purchase is high; *Defensive Buyers* are more interested in the product and service, but not the seller. They generally tend to be well educated and search and obtain good information about the product. Satisfying these types of consumers is extremely difficult and the seller needs to be professional; *Those who Want to be Famous* are consumers who are mostly influenced by recommendations. They have extreme brand loyalty. They believe the prestige of the product or service they purchase to be same with their own prestige. They idealize famous names and want to make vacations where famous names are on holiday; *Conscious Buyers* mostly give importance to the product they use being useful and functional for themselves. They seek the most appropriate price and highest satisfaction level. They plan beforehand and want to realize their holiday experiences considering their plans.

3. Website Design Features

It is possible to execute effective marketing strategies via Internet technology within the tourism sector. Because of this reason, websites and the content of websites have importance. Today, millions of people all over the world intending to purchase holidays, make reservations for accommodation, and collect prior knowledge about the destinations go online. Therefore, there is almost no area in which Internet-based technologies are

not used in tourism marketing (Kozak, 2014:288). Internet has a very important place within the tourism industry as a neo-communication channel and neo-distribution channel (Karamustafa and Öz, 2010:190).

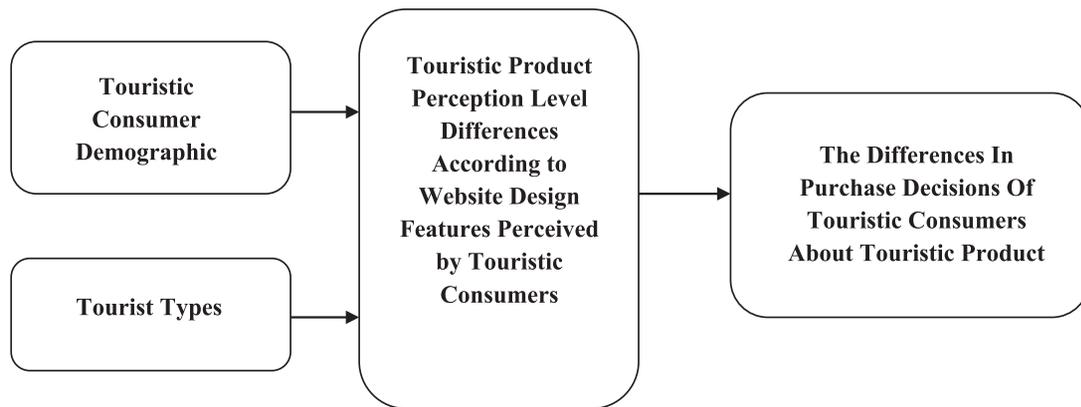
This situation is an indicator for the tourism businesses about the importance of having a webpage that can meet the expectations of touristic consumers and keep pace with changing consumer needs. At the same time, it is proof that useful website content that attracts consumers to businesses is quite important (Karamustafa and Öz, 2010:190). Among website design features that might be effective in touristic consumers' decision making processes are e-mail, communication information, online reservation and online payment options, discounts and deals, campaigns, feedback forms, visual and audial properties, frequently asked questions, and useful links (Murphy et al., 1996; Rachman and Buchanan, 1999; Karamustafa, Biçkes Ulama, 2002; Wan, 2002; Boisvert and Caron, 2006; Bayram and Yaylı, 2009; Çubukçu, 2010; Geyik, 2010; Karamustafa and Öz, 2010; Panagopoulos et al., 2011).

4. Method

4.1. Purpose and Conceptual Model of the Study

The purpose of the study is to determine to website design features and therefore differences in touristic product perception level, depending on the demographics and touristic type of touristic consumers in the tourism marketing. The basic hypothesis of the study is that consumers are making tourist purchasing decisions under the influence of website design features in which the tourist product is located. Demographic features and the tourist type of the consumers are assumed to be influential, as well as in touristic purchase decisions. The conceptual model developed within the context of the study's purpose and fundamental assumption is as follows:

Figure 1. The Conceptual Model About Of The Determination Of Differences In Touristic Product Purchase Decision Depending On The Demographic Features And Types Of Touristic Consumers.



Demographic features of consumers include gender, age, income, and education elements. Tourist types are classified under three groups as Classical Tourist Type, Modern Tourist Type, and Postmodern Tourist Type. Scores were made on the responses given to the questions prepared with the 5-point Likert scale for determining the tourist type of the participants and the types of tourists were determined. Web site design features are based on the design features of the web site we use in the study; Travel Planner, Domestic Hotel and Tour Options, Overseas Hotel and Tour Options, Transportation Services, Holiday Opportunities and finally Accommodation and Tour options. According to the model, it is assumed that touristic consumers' perception level of touristic products differs according to the demographic features of the consumers and the type of tourist they belong to. Two main hypotheses were developed depending on the conceptual model of the study. Hypotheses are as follows:

H_1 : There is a significant difference between the level of perception to web site design features according to the demographic features of touristic consumers and therefore also their decisions to buy touristic products.

H_{1a} : There is a significant difference between the level of perception to the "Travel Planner" module of web site design features according to the gender of touristic consumers and therefore also decisions to purchase touristic products.

H_{1b} : There is a significant difference between the levels of perception to the " Domestic Hotel and Tour Options " module of web site design features

according to the genders of the touristic consumers and therefore also their decisions to buy the touristic products.

H_{1c} : There is a significant difference between the levels of perception to the "Overseas Hotel and Tour Options" module of web site design features according to the genders of the touristic consumers and therefore also their decisions to buy the touristic products.

H_{1d} : There is a significant difference between the levels of perception to the "Transportation Services" module of web site design features according to the genders of the touristic consumers and therefore also their decisions to buy the touristic products.

H_{1e} : There is a significant difference between the levels of perception to the " Holiday Opportunities" module of web site design features according to the genders of the touristic consumers and therefore also their decisions to buy the touristic products.

H_{1f} : There is a significant difference between the levels of perception to the " Accommodation and Tour Options" module of web site design features according to the genders of the touristic consumers and therefore also their decisions to buy the touristic products.

H_{1g} : There is a significant difference between the levels of perception to the "Travel Planner" module of web site design features according to the age of the touristic consumers and therefore also their decisions to buy the touristic products.

H_{1h} : There is a significant difference between the levels of perception to the “ Domestic Hotel and Tour Options “ module of web site design features according to the age of the touristic consumers and therefore also their decisions to buy the touristic products.

H_{1i} : There is a significant difference between the levels of perception to the “Overseas Hotel and Tour Options” module of web site design features according to the age of the touristic consumers and therefore also their decisions to buy the touristic products.

H_{1j} : There is a significant difference between the levels of perception to the “Transportation Services” module of web site design features according to the age of the touristic consumers and therefore also their decisions to buy the touristic products.

H_{1k} : There is a significant difference between the levels of perception to the “ Holiday Opportunities” module of web site design features according to the age of the touristic consumers and therefore also their decisions to buy the touristic products.

H_{1l} : There is a significant difference between the levels of perception to the “ Accommodation and Tour Options” module of web site design features according to the age of the touristic consumers and therefore also their decisions to buy the touristic products.

H_{1m} : There is a significant difference between the levels of perception to the “Travel Planner” module of web site design features according to the income of the touristic consumers and therefore also their decisions to buy the touristic products.

H_{1n} : There is a significant difference between the levels of perception to the “ Domestic Hotel and Tour Options “ module of web site design features according to the income of the touristic consumers and therefore also their decisions to buy the touristic products.

H_{1o} : There is a significant difference between the levels of perception to the “Overseas Hotel and Tour Options” module of web site design features according to the income of the touristic consumers and therefore also their decisions to buy the touris-

tic products.

H_{1p} : There is a significant difference between the levels of perception to the “Transportation Services” module of web site design features according to the income of the touristic consumers and therefore also their decisions to buy the touristic products.

H_{1q} : There is a significant difference between the levels of perception to the “ Holiday Opportunities” module of web site design features according to the income of the touristic consumers and therefore also their decisions to buy the touristic products.

H_{1r} : There is a significant difference between the levels of perception to the “ Accommodation and Tour Options” module of web site design features according to the income of the touristic consumers and therefore also their decisions to buy the touristic products.

H_{1s} : There is a significant difference between the levels of perception to the “Travel Planner” module of web site design features according to the education of the touristic consumers and therefore also their decisions to buy the touristic products.

H_{1t} : There is a significant difference between the levels of perception to the “ Domestic Hotel and Tour Options “ module of web site design features according to the education of the touristic consumers and therefore also their decisions to buy the touristic products.

H_{1u} : There is a significant difference between the levels of perception to the “Overseas Hotel and Tour Options” module of web site design features according to the education of the touristic consumers and therefore also their decisions to buy the touristic products.

H_{1v} : There is a significant difference between the levels of perception to the “Transportation Services” module of web site design features according to the education of the touristic consumers and therefore also their decisions to buy the touristic products.

H_{1w} : There is a significant difference between the

levels of perception to the “Holiday Opportunities” module of web site design features according to the education of the touristic consumers and therefore also their decisions to buy the touristic products.

H_{1y} : There is a significant difference between the levels of perception to the “Accommodation and Tour Options” module of web site design features according to the education of the touristic consumers and therefore also their decisions to buy the touristic products.

H_2 : There is a significant difference between the levels of perceptions to web site design features according to tourist types of touristic consumers and therefore also their decisions to buy the touristic products.

H_{2a} : There is a significant difference between the levels of perception to website design features according to the classical and modern tourist types of touristic consumers and therefore also their decisions to buy the touristic products.

H_{2b} : There is a significant difference between the levels of perception to website design features according to the classical and postmodern tourist types of touristic consumers and therefore also their decisions to buy the touristic products.

H_{2c} : There is a significant difference between the levels of perception to website design features according to the modern and postmodern tourist types of touristic consumers and therefore also their decisions to buy the touristic products.

4.2. Region of the Brain Analyzed in Touristic Online Purchase Decision Prefrontal Cortex

In the human brain, the frontal cortex composes nearly one third of the cerebral hemispheres. Prefrontal cortex or prefrontal lobe is the name given to the end sections and orbital surface of the frontal cortex. This region enables motor control of specific movements, such as eye movements and speaking, and is related to behaviors (Özen and Rezaki, 2007:263). The prefrontal cortex scans, sorts, assesses, and understands stimuli coming to the brain from internal and external sources and constitutes new thoughts and decisions (Ertuğrul

and Rezaki, 2006:118). It plays a critical role in the development, selection, and management of various processes related to the planning of a range of strategies for complex situations. It monitors the effectiveness of an organism’s cognitive process and behaviors against changing conditions (Morecraft and Yeterian, 2002).

With the aim of defining functions of the prefrontal cortex, the term “executive function” is usually used. This function expresses a complicated cognitive process. It regulates the ability of individuals to organize their primary tasks, to manage time effectively, and to make controlled decisions under objective-oriented behavior. In order to better understand the functions of the prefrontal cortex, more information about the structure of the frontal cortex is needed. The prefrontal cortex is an important subpart of the cerebral cortex (Crossman and Neary, 2014) and has three main regions with different functions. These can be stated as: Dorsolateral Prefrontal Cortex, Orbitofrontal Cortex, and Medial (Anterior) Frontal Cortex.

The Dorsolateral Prefrontal Cortex is the region responsible for executive functions. It has functions such as planning, organizing, changing, copying, and putting new information into process. The Orbitofrontal Cortex takes part in the regulation of impulses and emotions. On the other hand, the Medial Frontal Cortex region is responsible for processes like attention, motivation, and memory (Ertuğrul and Rezaki, 2006; 118; Zararsız and Sarsılmaz, 2005:235). The Prefrontal cortex is not a homogenous region. It is composed of regions, which have specific and different functions, and whose inputs and outputs are different. Behaviors such as memory, language, perception, and decision making are processed in the prefrontal cortex (Petrides, 2000). It includes a wide range of cognitive functions, such as operative memory, consciousness, and affection. The Prefrontal cortex receives regulative impulses from brainstem aminergic nucleuses. There are dopaminergic, noradrenergic, and serotonergic nerve tracks among the corpus striatum, hypothalamus, and locus caeruleus it makes contact with. Monamines such as dopamine, noradrenaline, and serotonin play a role in the regulation of behaviors (Zararsız and Sarsılmaz, 2005:233-234). The main functions of the EEG band in the prefrontal cortex area to be examined in the study are presented in Table 1.

Table 1. Prefrontal Cortex Modules

	Prefrontal Region Modules	Fundamental Function	Some other functions included in this area
Frontal Lobe (Anterior Frontal Cortex)	AF3	Logical Attention	Planning network interactions, completing tasks, operative memory, filtering and explaining inputs, decision making
	AF4	Emotional Attention	Judgment, sense of self, self-control (will), limiting stimuli, managing negative feelings, process management
Lateral Frontal Lobe (Dorsolateral Frontal Cortex)	F7	Verbal Expression	Fluent speaking, mood regulation (cognitive), mental repetition, induction according to environmental conditions, reflecting behaviors of others
	F8	Emotional Expression	Drawing (with right hand), mood regulation (interior), interest in Word details, personal values
Middle Frontal Lob (Medial Frontal Cortex)	F3	Planning motor in the top leftmost point	Elevation of fine motor coordination mood regulation, finding solutions, verbal thought
	F4	Planning motor in the top rightmost point	Fine motor coordination (left hand), classification and specification

Source: Walker, Kazlowski and Lawson, 2007:27.

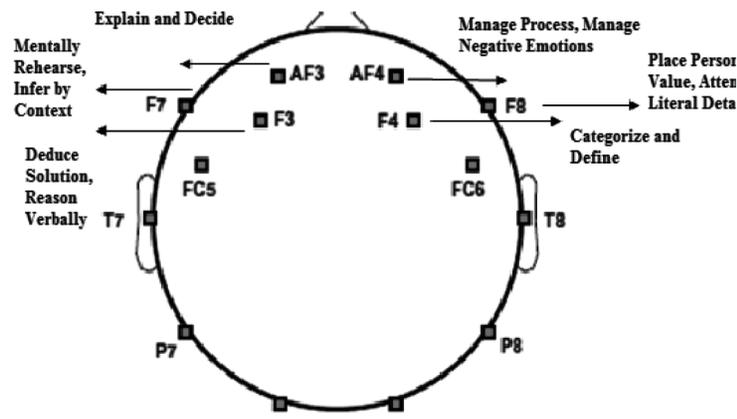
4.3. Universe and Sample Size of the Study

The sample size of the study is the consumers who buy holiday packages over the internet. The sample size is composed of 26 voluntary consumers, including 13 male and 13 females over age 18, who have the power to create demand and have bought holiday packages online. All of the volunteer participants who participated in the study use their right hands. Representation power of the sample for the universe has been calculated by using Power Analysis. According to the power analysis result, which was done by using Statika program, the sample size determined for study represents 86% of the universe.. This ratio indicates that the samp-

le size, its represents the main mass.

4.4. Data Collection Technique and Tools

In the process of data collection, the 14-channel Emotiv EPOC EEG wireless headset was used. The Emotiv EPOC headset has a brain signal tracking system. The Emotiv EPOC is a high-resolution, wireless headset that collects and processes neuro-signals. EEG tracks its data with 14 channels. According to the international 10-20 system, AF3, F7, F3, FC5, T7, P7, O1, O2, P8, T8, FC6, F4, F8 and AF4 electrodes were placed as symmetrical channels in sets of seven.

Figure 2. Emotiv EPOC Headset Electrode Positions

Source: It was adapted from https://www.google.com.tr/search?q=10-20_locations__brain_functions&source=lnms&tbm=isch&sa=X&ved=0ahUKEwi2isaK1e7ZAhVpAsAKHZpYCOAQ_AUIDCgD&biw=1366&bih=662#imgrc=shzv-8fY7r11hM:

The Emotiv EPOC headset sends data it gathers to the computer through Bluetooth. The USB kit, which uses 2.4 GHz band for communication, is used. Data obtained from the Emotiv EPOC headset and data gathered from the sensors in real-time in a way that will not allow data loss by Software Development Kit-SDK are processed functionally. After the data collection stage, all of the data were analyzed by being transferred to SPSS 18.0 statistical package.

Data gathered from survey and experiment methods were used in testing hypotheses regarding the conceptual model developed according to the purpose and assumption of the study. Electroencephalography (EEG) and Eye Tracking methods among Neuroimaging techniques were used for obtaining data via experimental method. Through survey methods, besides the demographic information of consumers participating in the study, website design features and information related to tourist types, which are effective on touristic product perception and purchase decision, were sector.

The survey used in the study includes two parts. The first part is composed of five multiple-choice questions devoted to determining demographic features of consumers voluntarily participating in the experiment and purchasing touristic products, such as gender, age, income, education level, and occupation. The second part includes 15 statements, which are identified according to the 5 Likert scale between “Strongly Agree” and “Strongly Disagree”, aimed at determining tourist types, which might affect touristic product percep-

tion level differences and thus, touristic product purchase decisions. In the determination of statements, the study Choibamroong conducted in 2006 was used. The third part includes ten statements, which are identified according to the 5 Likert scale between “Strongly Agree” and “Strongly Disagree”, aimed at determining website design features which might affect touristic product perception levels and thus, touristic product purchase decisions within the context of the website used in the study. The survey form was sent to consumers who participated in the experiment after the experiment was completed.

The experiment in the study was realized in a silent room painted in white and decorated as a comfortable study room. Each subject, who participated in the study voluntarily, watched a 117-second video, including website design features. From each subject of the experiment, millisecond numerical data, which is formed of 14.849 lines from each of AF4, F4, F7, F8, F3 and AF3 bands located in the prefrontal lobe region, was obtained via the Electroencephalography device. In the experiment, numerical data about the areas participants looked and focused on were also obtained using the eye tracking device.

4.5. Data Analysis and Findings

The percentage and frequency distributions among the descriptive statistical measures regarding demographic features of consumers who participated in the study are presented in Table 2:

Table 2. Demographic Features of Participants

<i>GENDER</i>	n	%	<i>OCCUPATION</i>	n	%
Male	13	50,0	Academician	14	53,80
Female	13	50,0	Doctor	4	15,40
<i>Total</i>	26	100,0	Engineer	1	3,80
<i>AGE</i>	n	%	Banker	1	3,80
Below 30	10	38,50	Civil Servant	6	23,10
30 and Above	16	61,50	<i>Total</i>	26	100,0
<i>Total</i>	26	100,0	<i>INCOME LEVEL</i>	n	%
<i>EDUCATION LEVEL</i>	n	%	Below 5.000 TL	19	73,10
High school Graduate	4	15,40	5.000 TL and Above	7	26,90
University Graduate	22	84,60	<i>Total</i>	26	100,0
<i>Total</i>	26	100,0			

As Table 2 is analyzed, 50% of the participants are seen to be male and 50% are seen to be female, 38.5% are below age 30 and 61.5% are 30 years old and above. 15.4% of the participants are high-school graduates, and 84.6% are university graduates. 53.8% of the participants are academicians, and 73.1% have an income below 5.000 TL.

4.6. Eye Tracking Analysis Results of the Study

A 177-second video was prepared within the framework of the design features of the website in question, which was used in the study, and participants then watched this video. While participants were watching the video, including the website design features, their eye movements were recorded by the GazePoint eye tracking device. Website design features used in the study were named as

Trip Planner Module, Domestic Hotel and Tour Options Module, Foreign Hotel and Tour Options Module, Transportation Services Module, Holiday Opportunities Module, and Accommodation and Tour Options Eye tracking analysis results are presented in Figure 3 and Figure 4:

As Figure 3 is examined, it is seen that the Transportation Services Module became the most viewed website design characteristic by being viewed by 24 people. Secondly, the most viewed website design characteristic was the Domestic Hotel and Tour Options Module, which was viewed by 21 people. The Accommodation and Tour Options Module was viewed by 12 people and became the website design characteristic viewed by the least number of people. Average focusing periods of participants to website design features take place in Figure 4.

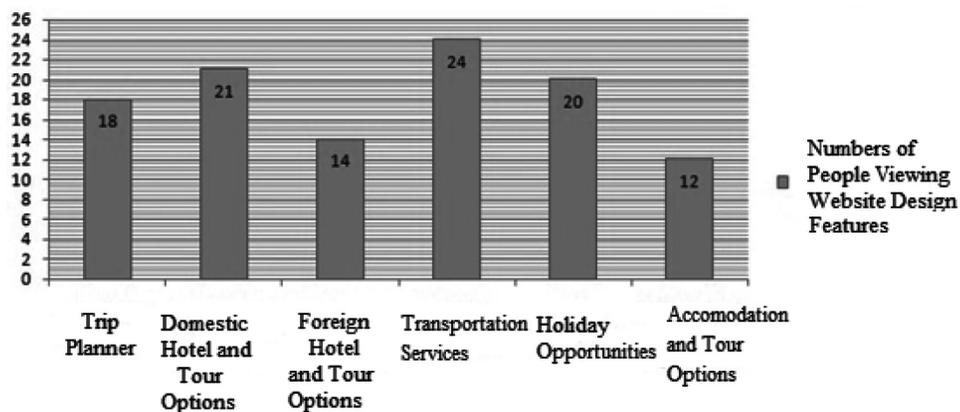
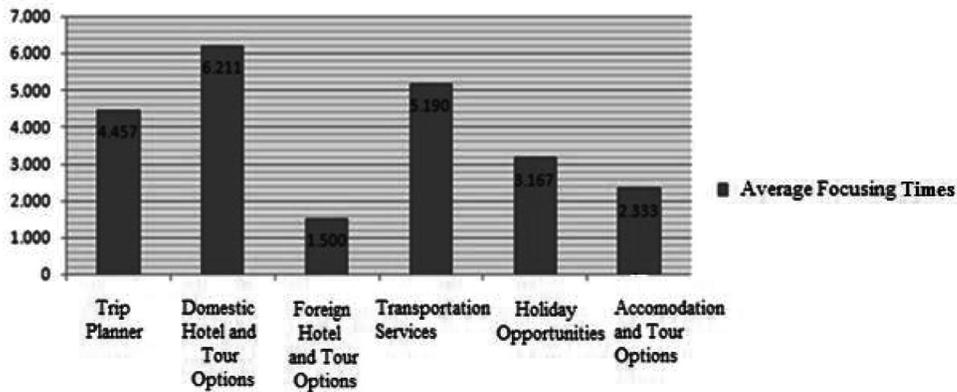
Figure 3. Numbers of People Viewing Website Design Features

Figure 4. Average Focusing Times to Website Design Features

As Figure 4 is analyzed, the website design characteristic that participants focused the most on was Domestic Hotel and Tour Options Module with 6,211 seconds. The second highest focus duration was Transportation Services Module with 5,190 seconds of focusing time. The Foreign Hotel and Tour Options Module became the least focused website design characteristic by participants with 1,500 seconds. The data related to eye tracking analysis are given in Appendix 2.

4.7. EEG Analysis Results

The purpose of the study is to determine to website design features and therefore differences in touristic product perception level, depending on the demographics and touristic type of touristic consumers in the tourism marketing. In touristic product purchase decisions, the demographic features of touristic consumers and the tourist types they belong to are assumed to be effective. Two main hypotheses were developed within the framework of the conceptual model of the study. Hypotheses were analyzed using data obtained by the Electroencephalography (EEG) method. Hypotheses were evaluated using the Independent Sample T test. From the two main hypotheses developed in the framework of the conceptual model of the study, the H_1 hypothesis was tested with the significance levels of the 24 sub-hypotheses developed based on the main hypothesis.

H_2 hypothesis was tested with the significance levels of the 3 sub-hypotheses developed based on the main hypothesis. Hypothesis tests were supported or not supported according to the significance level of each band in the Prefrontal Lobe, the decision center of the human brain. These bands; AF3, F7, F3, F4, F8 and AF4 status of Hypothesis

test results are presented in Appendix 1.

5. Conclusion

Today, Internet technology is widely used in every segment of society. Just as Internet technology affected the normal lives of people, it also influenced people as consumers and changed habits and behaviors. Consumers have the opportunity to investigate products and services beforehand by means of websites. In addition, they can have prior knowledge about products and services. Internet technology, which attracts attention from many different sectors, finds itself a place in the tourism sector as well. Internet technology provides various benefits to businesses in the tourism sector, in the marketing of products and services provided.

The purpose of the study is to determine to website design features and therefore differences in touristic product perception level, depending on the demographics and touristic type of touristic consumers in the tourism marketing. According to the conceptual model developed sub-hypotheses were developed within the context of these two main hypotheses and were tested by the Independent Sample T Test. Hypotheses were tested by electroencephalography (EEG) method using numerical data at the microvolt level obtained directly from the brain region. However, as the data obtained from prefrontal lobe area, which takes place in the brain region, via the Electroencephalography (EEG) method were analyzed; H_{1a} , H_{1b} , H_{1c} , H_{1d} , H_{1e} , H_{1h} , H_{1i} , H_{1n} , H_{1q} , H_{1t} , H_{1u} , H_{1v} , and H_{1w} sub-hypotheses were supported for the H_1 main hypothesis at $p < 0.05$ significance level, all other sub-hypotheses were not supported. For H_2 main hypothesis, on the other hand, H_{2b} sub-hypotheses were supported at $p < 0.05$ significance level, and

other sub-hypotheses were not supported. The results of the analysis are summarized below.

Analysis of the H_{1a} sub-hypothesis revealed that female participants perceived the Travel Planner module at a higher level than as according to male participants. Therefore, it can be said that the Travel Planner module attracts more of female consumers attention. Analysis of the H_{1b} sub-hypothesis revealed that male participants perceived the Domestic Hotel and Tour Options module at a higher level than as according to female participants. Therefore it can be said that the Domestic Hotel and Tour Options module attracts more of male consumers attention. Analysis of the H_{1c} sub-hypothesis revealed that male participants perceived the Overseas Hotel and Tour Options module at a higher level than as according to female participants. Therefore it can be said that The Overseas Hotel and Tour Options module attracts more of male consumers attention. Analysis of the H_{1d} sub-hypothesis revealed that male participants perceived the Transportation Services module at a higher level than as according to female participants. Therefore it can be said that the Transportation Services module attracts more of male consumers attention. Analysis of the H_{1e} sub-hypothesis revealed that male participants perceived the Holiday Opportunities module at a higher level than as according to female participants. Therefore it can be said that the Holiday Opportunities module attracts more of male consumers attentions according to gender. Analysis of the H_{1h} sub-hypothesis revealed that 30 years old and above participants perceived the Domestic Hotel and Tour Options module at a higher level than as according to under 30 years old participants. Therefore it can be said that the Domestic Hotel and Tour Options module attracts more of 30 years old and above of consumers attention. Analysis of the H_{1i} sub-hypothesis revealed that 30 years old and above participants perceived the Foreign Hotel and Tour Options module at a higher level than as according to under 30 years old participants. Therefore it can be said that the Foreign Hotel and Tour Options module attracts more of 30 years old and above of consumers attention. Analysis of the H_{1n} sub-hypothesis revealed that with an income level of 5000 TL and above participants perceived the Foreign Hotel and Tour Options module at a higher level than as according to with an income level of less than 5,000 TL participants. Therefore

it can be said that the Foreign Hotel and Tour Options module attracts more of with an income level of 5000 TL and above of consumers attention. Analysis of the H_{1q} sub-hypothesis revealed that with an income level of 5000 TL and above participants perceived the Holiday Opportunities module at a higher level than as according to with an income level of less than 5000 TL participants. Therefore it can be said that the Holiday Opportunities module attracts more of with an income level of 5000 TL and above of consumers attention. Analysis of the H_{1t} sub-hypothesis revealed that the participants of the University Graduates perceived the Domestic Hotel and Tour Options module at a higher level than as according to the High School Graduates. Therefore it can be said that the Domestic Hotel and Tour Options module attracts more of the University Graduate consumers attention. Analysis of the H_{1u} sub-hypothesis revealed that the participants of high school graduate perceived the Overseas Hotel and Tour Options module at a higher level than as according to the University Graduates. Therefore it can be said that the Overseas Hotel and Tour Options module attracts more of the High School Graduate Consumers attention. Analysis of the H_{1v} sub-hypothesis revealed that the participants of University Graduates perceived the Transportation Services module at a higher level than as according to the High School Graduates. Therefore it can be said that the Transportation Services module attracts more of the University Graduate Consumers attention. Analysis of the H_{1w} sub-hypothesis revealed that the participants of University Graduates perceived the Holiday Opportunities module at a higher level than as according to the High School Graduates. Therefore it can be said that the Holiday Opportunities module attracts more of the University Graduate Consumers attention. Analysis of the H_{2b} sub-hypothesis revealed that the participants belonging to Classical Tourist Type perceived the website design features at a higher level than as the participants belonging to Postmodern Tourist Type. Therefore it can be said that the website design features attracts more of the Classical Tourist Type Consumers attention.

Today, Internet technology continuously develops. The effectiveness of online marketing activities gains importance every passing day. For this reason, it is becoming increasingly important for businesses to design their own websites effectively.

Just as in other sectors, online marketing activities have become sustainable in the tourism sector. Businesses operating in the tourism sector are able to reach more touristic consumers through websites they own. Within the context of data obtained as a result of the study, information collection activities, which are realized online in the information collection stage among the purchase process stages, can directly affect touristic consumers' purchase intention.

The use of content intended for the target market in website design in the tourism sector may have

an impact on the purchasing decision of the touristic consumer. As a result, it can be said that the website design features of companies influence at different levels according to demographic features of touristic consumers in touristic buying decisions. The study has a original value in terms of analyzing the data by Electroencephalography (EEG) and Eye Tracking in the determination of the effect of web site design features on touristic product purchase decision. This study is the first that used of the experimental methods in literature of tourism marketing in Turkey.

APPENDIX 1

H ₁ : There is a significant difference between the level of perception to web site design features according to the demographic features of touristic consumers and therefore also their decisions to buy touristic products.							
	Prefrontal Lob	F	Sig.	t	df	Sig. (2-tailed)	Accepted / Reject
H _{1a}	F7	16,424	0,000	-2,306 -2,306	24 14,918	0,030 0,036	Accepted
H _{1b}	F7 F4	4,837	0,038	-2,848 -2,848	24 18,295	0,009 0,011	Accepted
H _{1c}	F4	0,791	0,383	-2,098 -2,098	24 21,925	0,047 0,048	Accepted
H _{1d}	F7	4,053	0,055	-2,071 -2,071	24 15,622	0,049 0,055	Accepted
H _{1e}	AF3 F3 F7	4,434	0,046	-2,411 -2,411	24 16,680	0,024 0,028	Accepted
H _{1f}	Prefrontal Lob	1,454	0,240	-0,482 -0,482	24 17,947	0,634 0,636	Rejected
H _{1g}	Prefrontal Lob	3,933	0,059	-1,583 -1,583	24 11,489	0,126 0,202	Rejected
H _{1h}	AF4	2,410	0,134	-2,203 -2,203	24 22,842	0,037 0,017	Accepted
H _{1i}	AF4	0,160	0,693	-2,240 -2,309	24 21,130	0,035 0,031	Accepted
H _{1j}	Prefrontal Lob	0,953	0,339	1,133 1,034	24 14,152	0,269 0,318	Rejected
H _{1k}	Prefrontal Lob	0,757	0,393	-0,180 -0,165	24 14,297	0,859 0,872	Rejected
H _{1l}	Prefrontal Lob	1,665	0,209	-0,866 -0,748	24 11,811	0,395 0,469	Rejected
H _{1m}	Prefrontal Lob	1,719	0,202	-1,167 -1,612	24 22,572	0,255 0,121	Rejected
H _{1n}	AF3 F4	0,151	0,701	-2,475 -2,395	24 10,125	0,021 0,037	Accepted

H _{1o}	Prefrontal Lob	1,177	0,289	-0,725 -0,976	24 21,500	0,476 0,340	Rejected
H _{1p}	Prefrontal Lob	0,472	0,499	-0,831 -1,098	24 20,630	0,414 0,285	Rejected
H _{1q}	AF4	0,277	0,603	-2,300 -2,487	24 12,609	0,030 0,028	Accepted
H _{1r}	Prefrontal Lob	0,214	0,648	-0,925 -1,137	24 17,225	0,364 0,271	Rejected
H _{1s}	Prefrontal Lob	0,690	0,414	0,112 0,182	24 9,232	0,912 0,859	Rejected
H _{1t}	F8 F4	47,233	0,000	-2,918 -1,146	24 3,007	0,008 0,335	Accepted
H _{1u}	F4 AF4	0,063	0,805	-2,960 -3,451	24 4,859	0,007 0,019	Accepted
H _{1v}	F4	1,093	0,306	-2,433 -3,337	24 6,175	0,023 0,015	Accepted
H _{1w}	AF3 F4 AF4	0,164	0,689	-2,754 -2,527	24 3,909	0,011 0,066	Accepted
H _{1y}	Prefrontal Lob	0,533	0,472	-0,367 -0,599	24 9,176	0,717 0,564	Rejected

H₂: There is a significant difference between the levels of perceptions to web site design features according to tourist types of touristic consumers and therefore also their decisions to buy the touristic products.

H_{2a}: There is a significant difference between the levels of perception to website design features according to the classical and modern tourist types of touristic consumers and therefore also their decisions to buy the touristic products.

	Prefrontal Lob	F	Sig.	t	df	Sig. (2-tailed)	Accepted / Rejected
H _{2a}	Prefrontal Lob	0,004	0,949	-0,206 -0,215	11 3,535	0,841 0,842	Rejected

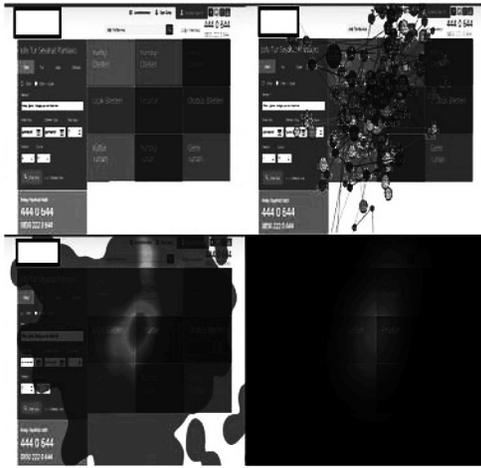
H_{2b}: There is a significant difference between the levels of perception to website design features according to the classical and postmodern tourist types of touristic consumers and therefore also their decisions to buy the touristic products.

	Prefrontal Lob	F	Sig.	t	df	Sig. (2-tailed)	Accepted / Rejected
H _{2b}	AF3 F3 F8	0,355	0,561	2,867 4,132	14 5,664	0,012 0,007	Accepted

H_{2c}: There is a significant difference between the levels of perception to website design features according to the modern and postmodern tourist types of touristic consumers and therefore also their decisions to buy the touristic products.

	Prefrontal Lob	F	Sig.	t	df	Sig. (2-tailed)	Accepted / Rejected
H _{2c}	Prefrontal Lob	2,188	0,154	0,909 0,993	21 17,830	0,374 0,334	Rejected

APPENDIX 2



Şekil 5: Trip Planner Module Eye Tracking Analysis Results; Line Map, Heat Map and Transparency Map



Şekil 6: Domestic Hotel and Tour Options Module "Domestic Hotel" Tab Eye Tracking Analysis Results; Line Map, Heat Map and Transparency Map



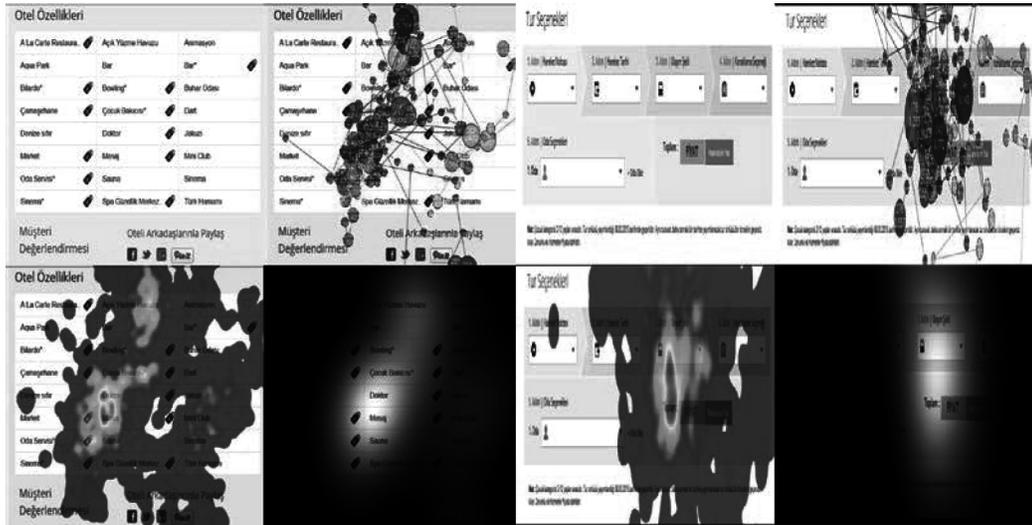
Şekil 7: Domestic Hotel and Tour Options Module "Domestic Tour" Tab Eye Tracking Analysis Results; Line Map, Heat Map, Transparency Map

Şekil 8: Overseas Hotel and Tour Options Module "Overseas Hotel" Tab Eye Tracking Analysis Results; Line Map, Heat Map, Transparency Map



Şekil 9: Overseas Hotel and Tour Options Module "Overseas Tour" Tab Eye Tracking Analysis Results; Line Map, Heat Map, Transparency Map

Şekil 10: Holiday Opportunities Module Module "Overseas Tour" Tab Eye Tracking Analysis Results; Line Map, Heat Map, Transparency Map



Şekil 11: Accommodation and Tour Options Module "Hotel Features" Tab Eye Tracking Analysis Results; Line Map, Heat Map, Transparency Map

Şekil 12: Accommodation and Tour Options Module "Tour Options" Tab Eye Tracking Analysis Results; Line Map, Heat Map, Transparency Map

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Makale Yazım Kuralları

1. Finans - Politik & Ekonomik Yorumlar dergisi 55 yıldan beri aylık olarak yayımlanan hakemli bir dergidir. Yazım dili Türkçe ve Yayın Kurulunun onay verdiği durumlarda İngilizcedir.
2. Finans - Politik & Ekonomik Yorumlar Dergisi'ne gönderilmiş olan makaleler daha önce hiçbir yerde yayınlanmamış ve yayınlanmak üzere sunulmamış olmalıdır. Finans - Politik & Ekonomik Yorumlar Dergisi'ne gönderilmiş olan makaleler yayınlanmaz ise talep üzerine iade edilebilir. Dergide yayınlanması kabul edilen veya yayınlanan yazı ve makalelerin yazılı ve elektronik ortamdaki tüm yayın hakları Finans-Politik ve Ekonomik Yorumlar Dergisi'ne aittir.
3. Makaleler şekil ve içerik yönünden Dergi Editörü tarafından incelendikten sonra hakemlere gönderilmektedir. İçerik ve şekil açısından Dergi yayın formatına uymayan makaleler hakemlere gönderilmez ve bu durum yazar(lar)a bildirilir.
4. Makaleler, MS Word 2000 ve/veya üstü sürümlerde, 11 punto, Times New Roman karakteri ile tek satır aralıklı olarak yazılır. Özetler 10 punto yazılmalıdır. Makale bilgisayar ortamında fpekonmikyorumlar@gmail.com adresine mail olarak gönderilmeli ve kayıt numarası alınmalıdır. İleri tarihli sorgulamalar bu kayıt numarası ile yapılır.
5. Makalenin başlığı ilk sayfanın başına kalın 14 punto, ilk harfler büyük diğerleri küçük olarak sayfa ortalanarak yazılır. Başlıktan sonra 12 nk aralık verilerek yazar ad(lar)ı unvansız olarak sayfa ortalanarak yazılır. Unvan, çalıştığı kurum ve elektronik posta (e.mail) adresi dipnot olarak belirtilir.
6. Yazar adından sonra 12 nk boşluk bırakılarak 150 kelimeyi geçmeyen Türkçe özet yazılır. Ardından İngilizce başlık ve yine 150 kelimeyi geçmeyecek şekilde İngilizce özet yazılır. Yazının ana konusunu tanımlayan anahtar kelimeler bu özetlerin altında verilir. Anahtar kelimeler en az iki en çok 6 kelime olmalıdır.
7. Kaynaklara yapılan atıflar, dipnotlar yerine metnin içinde parantez arasında yapılmalıdır. Parantez içindeki ifadeler şu sırayla yer almalıdır: yazar(lar)ın soyadı, kaynağın yılı: sayfa numarası. Eğer, yazarın aynı yıl içinde yayınlanmış birden fazla eserine atıf yapılıyorsa, yıllar harfler ile farklılaştırılmalıdır. Yapılacak atıf bir internet sitesinden alınmışsa ve atfın yazarı belli değil ise, parantez içerisindeki ifadeler şu şekilde sıralanmalıdır; internet sitesinin kurumu, internet adresi, erişim yılı. Açıklamalar ise sayfa altında dipnot olarak verilir.
8. Yararlanılan kaynaklar, ayrı bir sayfada "Kaynakça" başlığı altında verilmelidir. Kaynakça başlığı ortalanarak yazılmalıdır. Yazar soyadlarının gösteriminde tamamen büyük harf kullanılmalıdır ve yazar isimleri açık bir şekilde belirtilmelidir. Kaynakça biçim kurallarına dair örnekler aşağıda sıralanmıştır:

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Not: *Yabancı dilde yayınlanmış çalışmalarda bağlaçlar ve kısaltmalar metin dili ile uyumlu olmalıdır. Örneğin metin dili İngilizce olan bir çalışmada 've' bağlacı yerine 'and', 'ss.', kısaltması yerine 'pp.' kullanılmalıdır.*