

The effect of gadget-loving on service orientation: A study on the technology sales consultants

Teknoloji düşkünlüğünün hizmet verme yatkınlığına etkisi: teknoloji satış danışmanları üzerinde bir araştırma

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Abstract

This study aims to determine the effect of gadget-loving sales consultants working in technology stores in İstanbul on the service orientation of the employees. In the model created in line with the purpose of the study, the effect of technological innovation, technical curiosity, technological optimism, need for uniqueness, materialistic personality traits on gadget-loving, and the effect of gadget-loving on technological opinion leadership were tried to be determined. Accordingly, a survey was conducted with the participation of 752 employees, and structural Equation Modelling analysis was performed. Findings show that gadget-loving has a positive effect on service orientation. Also, the high level of gadget-loving of the employees positively affects their technological opinion leadership. In conclusion, employees' technological innovation, curiosity, optimism, and need for uniqueness. Materialistic personality traits affect gadget-loving, and gadget-loving emerges as a personal trait that should be taken into account by managers in human resources management for gaining a competitive advantage in technological product markets, increasing service quality, and ensuring customer satisfaction.

Keywords: Gadget Lover, Technological Opinion Leadership, Service Orientation, Customer Orientation, Sales Orientation

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Öz

Bu çalışma, İstanbul'daki teknoloji mağazalarında çalışan satış danışmanlarının teknoloji düşkünlüğünün hizmet yönelimlerine etkisini belirlemeyi amaçlamaktadır. Çalışmanın amacı doğrultusunda oluşturulan modelde teknolojik yenilikçilik, teknolojik merak, teknolojik iyimserlik, benzersiz olma ihtiyacı, materyalist kişilik özelliklerinin teknoloji düşkünlüğü üzerine ve teknoloji düşkünlüğünün teknolojik fikir liderliğine etkisi belirlenmeye çalışılmıştır. Bu amaç doğrultusunda 752 çalışanın katılımıyla anket çalışması yapılmış ve Yapısal Eşitlik Modelleme analizi gerçekleştirilmiştir. Bulgular, teknoloji düşkünlüğünün hizmet yatkınlığı üzerinde olumlu bir etkiye sahip olduğunu göstermektedir. Ayrıca çalışanların teknoloji düşkünlüğünün yüksek olması teknolojik fikir liderliğini olumlu yönde etkilemektedir. Sonuç olarak, çalışanların teknolojik yenilik, teknolojik merak, teknolojik iyimserlik, benzersiz olma ihtiyacı ve materyalist kişilik özellikleri teknoloji düşkünlüğünü etkilemektedir. Teknoloji düşkünlüğü, teknolojik ürün satan marketlerin rekabet avantajı elde etmek, hizmet kalitesini artırma ve müşteri memnuniyetinin sağlanması için insan kaynakları yönetiminde yöneticilerin dikkate alması gereken kişisel bir özellik olarak ortaya çıkmaktadır.

Anahtar Kelimeler: Teknoloji Düşkünlüğü, Teknolojik Fikir Liderliği, Hizmet Yatkınlığı, Müşteri Odaklılık, Satış Odaklılık

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Introduction

Technological products' continuous renewal and development provide various benefits and facilities to people's daily lives and have become indispensable. Today, electronic devices contain higher technology compared to the past. The term high-tech is used for industries, companies, products, and services associated with advanced technology (Kalb, 1997:15). Consumer electronics, one of the areas where high technology is used, is one of the largest industries in the world and is constantly growing. In the ever-growing consumer electronics industry, consumer electronics firms are challenged by fast-changing industrial technology, increased competition, and falling retail prices. (He & Chen, 2005:43). Technology stores, seen as consumer electronics retailers, are also turning to specialize in their fields and being customer-oriented (Leblebicioğlu, 2013:1).

Personal selling has an important place in the sale of consumer electronics products. Sales representatives (clerks) in company stores and consumer electronics retailer stores play a significant role in consumers' purchases since consumer electronics products are featured products, and most consumers have limited information about the features and equipment of the products. Consumers try to learn what kind of features the product has, its high quality, and the differences between it and its counterparts, by asking the sales representative questions about the product for which they do not have detailed information. At this point, sales representatives play a key role. The fact that consumers do not have a high level of technology literacy in electronic products underlines the importance of sales representatives. Notably, the sales representative has detailed technical knowledge and equipment about the consumer electronics group products they sell in terms of informing the consumers, directing them to certain brands and products, in terms of realizing the sale, and providing consumer satisfaction (Özgür, 2015:41). In addition, when consumers are reached through technologically and socially influential people, the rate and rate of adoption of innovations increases. (Ferrer & Vlachos, 2014:2).

Literature on gadget-loving focuses on customer behaviours related to the trait. It is realized that there are no scientific studies of individuals providing service with gadget-loving traits. So, it can be considered as a new study. So, this study on technology market sales consultants has two main objectives. The first is to examine the impact of gadget-loving on the service predisposition of sales consultants, in other words, on their customer orientation. The study's second aim is to expand the existing research by testing the model developed by adding the new antecedents of materialism, technological optimism, and the need for uniqueness. Additionally, the effect of technological optimism, curiosity, and opinion leadership on gadget-loving is tested.

Literature review

Gadget-loving

With the continuous development of technology, new technological devices are being introduced to the market. Company executives marketing high-tech devices desire to spread innovative devices quickly in the market. However, consumers are not easily persuaded to accept and embrace technological innovations because of the uncertainty and high risk caused by technological innovations. Other factors apart from the risk and uncertainty factor, such as individuals' demographics, lifestyle, and complexity of high-tech products, can affect the spread of innovation and must be considered by marketing managers. But an individual with curiosity and high interest in technological products is a factor that should be evaluated in the strategy and tactics formation by marketing managers regarding the spreading innovation. (Higgins & Shanklin, 1991:13).

The term gadget lovers, known to be technology lovers, was first introduced by McLuhan (1964). Following this study, Bruner and Kumar (2007:1) defined a gadget lover as "*a consumer with a high intrinsic motivation to adopt and use a variety of advanced technology-based products and services that complement these products.*"

Shoham and Pesämaa (2013) developed and tested an integrative model based on the gadget lover personality trait. According to the model, technology preference has four precursors: actualized novelty seeking, inherent novelty seeking, technological innovativeness, and technical curiosity, affecting technological opinion leadership and device ownership.

Ferrer and Vlachos (2014) extended the model of gadget love by adding cultural dimensions. The expanded model proposed in the study incorporates cultural premises of individualism and avoidance of uncertainty. The study, which focused on Swedish and Finnish, found strong support for individualism as a key premise for gadget-loving while weak support for avoiding uncertainty.

Hypothesis development

Antecedents of gadget-loving

Technological innovativeness is defined as a consumer's motivation to be the first person to adopt new technology-based goods and services (Bruner & Kumar, 2007:331). Consumers' interest in new high-tech products depends on their level of technological innovativeness. In other words, technological innovativeness affects the tendency of the individual to acquire information about the technological product class (Deniz & Godekmerdan, 2013:848).

The relationship established between technological innovativeness and gadget-loving stems from the idea that consumer innovation is positively related to the need for stimulation (Ferrer & Vlachos, 2014:69). The positive relationship of consumer innovativeness with the need for stimulation has been supported by research (Etzel, Dunn & Wahlers, 1986; Mahatanankoon, 2007 & Raju, 1980). Accordingly, new products often stimulate or excite consumers as they come with new and unique benefits, features, functions, appearances, and packages. These new features, functions, and qualities that attract the consumer are often made possible through new technological developments. Consequently, consumers constantly looking for incentives and excitement in the market are more likely to be interested in high-tech products with newer, better functions and frequently renewed features (Dou, Zhou & Wang, 2008:244). In other words, innovations symbolising high-tech products often influence individuals to seek stimulating/exciting experiences through their consumption preferences. Such attitudes can lead to gadget-loving (Shoham & Pesämaa, 2013:249). The hypothesis formed based on this information is as follows:

H₁: *The technological innovativeness levels of individuals have a positive impact on their gadget-loving.*

Technological curiosity includes behavioural tendencies such as examining the product to understand what it does and how it works, and spending more time with the product, the preference to play with the product rather than how it looks (Shoham & Pesämaa, 2013:249).

Gadget lovers have a high interest in technological devices. These consumers are interested in the product's appearance and like to understand how the product's technology works and do research. The interest of gadget lovers in discovering the product beyond what is stated has been suggested by researchers to be due to technical curiosity, which is an aspect of usage innovation. Shoham and Pesämaa (2013) and Ferrer and Vlachos (2014) found a positive relationship between gadget-loving and technical curiosity, which they presented as a precursor of gadget-loving.

H₂: *Individuals' technical curiosity levels positively impact gadget-loving.*

Materialism, defined by Richins and Dawson (1992:308), is the importance of acquiring material assets in achieving basic life goals or desirable situations; materialism is conceptualized in three dimensions: happiness, success, and material acquisition. According to the dimension of success, worldly individuals judge their own or someone else's achievements according to the properties they have. The happiness dimension is related to the belief that acquiring property will provide happiness and life satisfaction in individuals. In contrast, the dimension of material acquisition is related to the belief that the properties owned by individuals are central to their own lives (Richins, 2004:210).

Gadget lovers are individuals who adopt innovative technologies early, are happy that they are surrounded by technological devices, and are eager to buy technological products. Therefore, according to Richins and Dawson (1992), materialists believe having the desired items will make individuals happy. Since material acquisitions are at the centre of their lives and they attribute success to acquired material assets, materialism is proposed to affect the feature of gadget-loving.

H₃: *The success dimension of materialism has a positive impact on gadget-loving.*

H₄: *The happiness dimension of materialism has a positive impact on gadget-loving.*

H₅: *The material acquisition dimension of materialism positively impacts gadget-loving.*

Technological optimism, the optimism associated with technology, is the belief of individuals related to the benefits that technology can provide them, such as control, flexibility, and efficiency in their daily lives. Technology can also bring risks and problems with it. But optimists can openly confront technology, as they tend to focus less on events that can bring negativity. They accept situations and are less likely to avoid technology. Therefore, optimists are eager to use new technologies (Lemmink & Walczuch, 2007:208).

With the impact of optimism about technology on consumers' perceived utility, ease of use, and usefulness, consumers may want to adopt technological products and services. Therefore, individuals

who show technological optimism are unlikely to be indifferent to technology and stay away from it (Bilici & Özdemir, 2020:2049). Consequently, optimists will likely be interested in or take the time to deal with new technologies.

H₆: *Individuals' levels of technological optimism positively impact gadget-loving.*

The need for uniqueness is the need for individuals to see themselves as different from other individuals as determinants of their behaviour (Fromkin & Sneyder, 1980:57). According to the results obtained that uniqueness can vary depending on individualism and collectivism, Hofstede, Pedersen and Hofstede (2002:42) argued that people living in individualistic cultures feel unique within a given group. Therefore, individualism supports uniqueness. Based on this knowledge, Shoham and Pesämaa examined the relationship between individualism, a cultural factor, and gadget-loving. They concluded that individualism is a strong precursor for gadget-loving. So, it is provided with an approach to add the need for uniqueness into the structure of gadget-loving (Ferrer & Vlachos, 2014:42).

Accordingly, it suggested that individualism, seen as evaluating emotional independence and autonomy (Gouveia & Ros, 2000:26), affects gadget-loving that enables early adoption of technological products. The need for uniqueness affects gadget-loving as a result of individualism supporting uniqueness.

H₇: *Individuals' levels of need for uniqueness positively impact gadget-loving.*

Consequences of gadget-loving

The tendency to serve is a very comprehensive and ambiguous concept that can also be used as a personality trait, attitude, behaviour, or service culture that increases the quality of service (Çoban & Seymen, 2019:9). The predisposition to serve is associated with the quality of service provided to customers (Chuang & Liao, 2004:41). It is known that increasing service quality as a result of being customer-oriented leads to increased profit and customer satisfaction (Keillor, Parker & Pettijohn, 2000:9). For this reason, the tendency to serve is also called consumer orientation (Saxe & Weitz, 1982).

Saxe and Weitz (1982:344-348) defined the concept of consumer orientation in salespeople. They developed the selling orientation-customer orientation (SOCO) scale to measure the degree to which salespeople make consumer-oriented sales. So, the scale consists of customer orientation and selling orientation. The concept of consumer orientation under the concept of sales is the degree to which salespeople help make purchasing decisions that meet customers' needs by trying to increase long-term customer satisfaction and avoiding behaviours that can cause dissatisfaction. Accordingly, Saxe and Weitz developed the Selling Orientation-Customer Orientation (SOCO) scale. The scale consists of two dimensions: the relationship dimension, which indicates that the customer-sales representative relationship is collaborative, and the helping ability dimension, which indicates the salespeople's ability to help their customers meet their needs.

These individuals adopt technological innovations early and have high technological product knowledge. Thus, they can influence the purchasing decisions of others. In other words, consumers trust the decisions of highly interested and knowledgeable people in purchasing technological products that contain technical information and where uncertainty and complexity are high. Consumers ask these people various questions and exchange information to make proper choices about technological products containing technical information. Since gadget lovers are highly interested in and know about technological devices, they are both eager to serve. They are expected to understand customers' needs in the best way and satisfy the customer. Therefore, gadget lovers, who have the necessary technical infrastructure and a high interest in this field, are not expected to adopt a sales-oriented approach, where the making of sales is seen as the main objective. So, the proposed hypothesis is as follows:

H₈: *Individuals' levels of gadget-loving have a positive impact on customer orientation.*

H₉: *Individuals' levels of gadget-loving have a negative impact on their sales orientation.*

Technological opinion leaders are individuals who can influence the attitudes and behaviours of other consumers concerning technological products in the desired direction (Bruner & Kumar, 2007:331). The high level of knowledge and interest of these individuals towards technological products enables them to be competent in using these products, and they impact the attitudes and actions of other individuals (Thakur, Angriawan & Summey, 2016:2766).

The fact that high-tech products are technical and complex creates a risky situation for consumers. Therefore, the adoption of high-tech products may be of concern to consumers. Consumers are more likely to receive information from others due to their lack of product class information. In addition, it is natural for anxious consumers with a positive attitude to buying products to seek information from

private sources (Beatty & Smith, 1987:92). Hence, a consumer who is going to buy high-tech products will want to get the opinions of gadget lovers who are seen as having a high level of interest and knowledge about technological products. Both the level of knowledge and their intrinsic motivation towards adopting high-tech products mean that consumers are expected to rely on gadget lovers in their purchasing decisions for this class of products.

H₁₀: Individuals' levels of gadget-loving have a positive impact on technological opinion leadership.

Methodology

Research model

The research model is as follows.

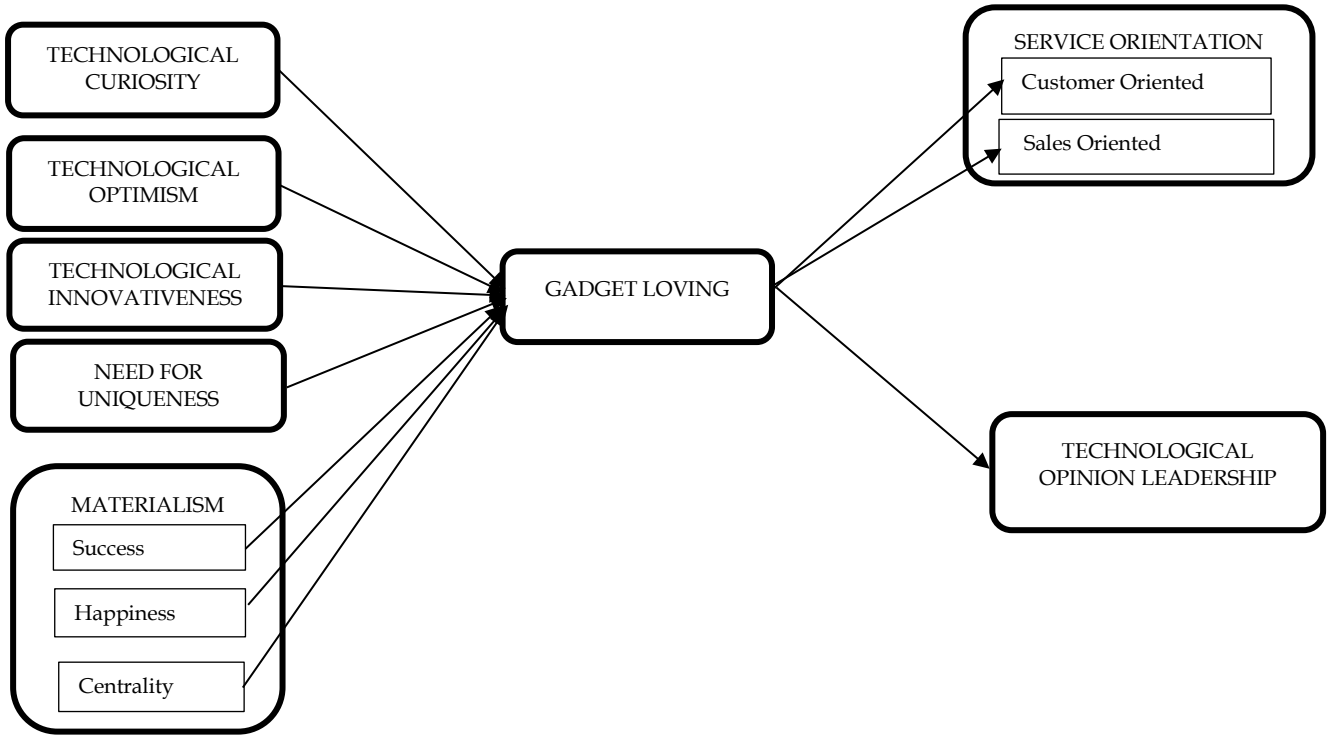


Figure 1: Research Model

Sampling process

The research population consists of sales consultants working in technology stores in Turkey. However, it will be difficult to reach all sales consultants working in technology markets in Turkey in terms of budget and time constraints. So, considering the constraints, Istanbul, a cosmopolitan province, was selected in the sampling process, and the stratified random sampling method, one of the probability sampling methods, was used to collect data. In addition, the fact that Istanbul is a vibrant market in consumer electronics shopping is one of the main reasons.

The scale expressions used in the research were translated from English to Turkish and from Turkish to English again by experts in the field of marketing and foreign languages. A pilot study was conducted after the comprehensive preliminary evaluation study for approximately 50 sales consultants to test the suitability of the scale expressions for the study and ensure that the questions do not include duality. As a result of this pilot study, it was decided by the validity and reliability analyses that the scale expressions were understandable.

The research universe consists of technological markets in the top ten in terms of turnover. The survey was sent to the sales personnel's e-mails online. 900 sales personnel were reached approximately, the 800 one is responded. After the elimination, 752 surveys remained. The data collection process began before January 1, 2020, and therefore ethics committee document was not necessarily required. The data collection process was completed in late 2021.

Measures

The research model stated in Figure 1 and the hypotheses created following the purpose of the study were measured with descriptive research methods and survey techniques and analysed by quantitative methods.

The questionnaire used in the research consists of two parts. In the first part of the survey, 56 questions measured the level of technical curiosity, technological optimism, technological innovativeness, need for uniqueness, materialism, gadget-loving, the tendency to serve, and technological opinion leadership levels of the participants. In the second part of the survey, five questions were asked about gender, marital status, education status, income status, and age to determine the demographic characteristics of the participants. All questions in the first part are prepared according to the Likert-type scale 7 (1 = Strongly Disagree, 7 = Strongly Agree).

Table 1: Scales used in research

Scales	Reference	Number of questions
Gadget-loving	(Bruner and Kumar, 2007)	8
Technological Opinion Leadership	(Bruner and Kumar, 2007)	5
Technological Innovativeness	(Bruner and Kumar, 2007)	5
Technical curiosity	(Shoham and Pesämaa, 2013)	2
Materialism	(Kilbourne and LaForge, 2010)	9
Technological Optimism	(Yen, 2005)	5
The Need for Uniqueness	(Ferrer and Vlachos, 2014)	12
Tendency to Serve	(Periatt, LeMay and Chakrabarty, 2004)	10

The data obtained in the study were analysed with the help of SPSS 25 and LISREL 8.7 programs. Cronbach's alpha analysis, item-scale correlation analysis, explanatory factor analysis to determine the validity level, and confirmatory factor analysis were performed to verify the described factor structure. At the same time, AVE and CR values were calculated to examine the reliability and convergent validity of the measurement scales. Structural equation modelling was performed to examine the research model.

Results

Sample characteristics and descriptive statistics

When the distribution of the participants according to their demographic characteristics was examined, the participants were mostly female (50.3%), single (56.0%), their education level was undergraduate (29.0%), their income status was between 3801-4800 TL (26.5%), and their age range was between 18-25 years (21.0%).

Table 2: Reliability, Exploratory, and Confirmatory Analysis Results

Scales	Reliability Analysis		Exploratory Analysis		Confirmatory Analysis	
	Cronbach Alpha	Explain Total Variance	Factor Loading (Range From)	CR	AVE	Factor Loading (Range From)
Gadget Lover	0.945	72.149	0.826-0.920	0.94	0.68	0.79-0.92
Technology O.L	0.96	86.359	0.914-0.963	0.96	0.83	0.89-0.97
Technological Innovativeness	0.953	84.149	0.900-0.969	0.94	0.77	0.87-0.90
Technical Curiosity	0.957	96.908	0.979	0.8	0.67	0.77-0.87
Technological Optimism	0.944	81.956	0.88-0.965	0.94	0.78	0.83-0.98
Need for Uniqueness	0.983	84.611	0.909-0.990	0.97	0.82	0.90-0.91
Materialism						
Factor 1 Prosperity	0.921	30.84	0.883-0.917	0.93	0.82	0.88-0.94
Factor 2 Success	0.9	28.59	0.852-0.858	0.88	0.71	0.80-0.82
Factor 3 Happiness	0.956	27.91	0.824-0.862	0.89	0.71	0.83-0.95
Customer Orientation						
Factor 1 Sales Orientation	0.968	44.321	0.853-0.894	0.95	0.81	0.89-0.91
Factor 2 Customer Orientation	0.962	43.747	0.865-0.912	0.96	0.83	0.90-0.92

Exploratory, confirmatory factor and reliability analysis

First, confirmatory and explanatory factor analyses and the reliability of the scales were made separately. The reliability of the scales is high, with the Cronbach Alpha values being above 0.75 (Hinton, Brownlow, Cozens & McMurray, 2004:357).

Confirmatory factor analysis was performed using the LISREL 8.7 program to determine whether the described factor structure was verified. The results of factor analysis and model fit indexes are in the table below.

As a result of the model obtained with DFA, the values are in the range specified below means that the model gives results compatible with all the data. In other words, the established model is valid for the entire data set (Uzun, Gelbal & Öğretmen, 2010:533-539).

Table 3: Goodness of Fit Values

Fit Measure	Good Fit	Acceptable Fit
χ^2/sd	≤ 3	≤ 5
RMSEA	$0 < RMSEA < 0.05$	$0.05 \leq RMSEA \leq 0.10$
SRMR	$0 \leq SRMR < 0.05$	$0.05 \leq SRMR \leq 0.10$
NFI	$NFI \leq 0.95 \leq 1$	$0.90 \leq NFI \leq 0.95$
NNFI	$NNFI \leq 0.95 \leq 1$	$0.90 \leq NNFI \leq 0.95$
CFI	$CFI \leq 0.95 \leq 1$	$0.90 \leq CFI \leq 0.95$
GFI	$GFI \leq 0.95 \leq 1$	$0.90 \leq GFI \leq 0.95$
AGFI	$AGFI \leq 0.90 \leq 1$	$0.85 \leq AGFI \leq 0.90$

Kaynak: (Engel & Moosbrugger, 2003)

According to the DFA results given below, it is seen that the compliance criteria obtained are at an acceptable level (Engel & Moosbrugger, 2003:52). According to these findings, it was determined that the factor structure explained for the scales was confirmed for the data of this study.

Table 4: Fit Index Values

Scales	X2/df	RMSEA	CFI	GFI	AGFI	NNFI	NFI	SRMR
Gadget Lover	1.432	0.024	0.99	0.98	0.97	0.99	0.99	0.01
Technology O.L	2.684	0.047	0.99	0.97	0.95	0.99	0.99	0.006
Technological Innovativeness	1.89	0.034	0.99	0.98	0.98	0.99	0.99	0.008
Technical Curiosity	2.042	0.02	0.99	0.98	0.98	0.99	0.99	0.011
Technological Optimism	2.51	0.045	0.99	0.98	0.98	0.99	0.99	0.008
Need for Uniqueness	1.147	0.014	0.99	0.97	0.97	0.99	0.99	0.058
Materialism	2.425	0.044	0.99	0.98	0.97	0.99	0.99	0.018
Customer Orientation	2.325	0.042	0.99	0.98	0.97	0.99	0.99	0.011

Based on confirmatory factor analysis results, composite reliabilities (CR) and average variance extracted (AVE) analysis results were examined for convergent validity. For convergent validity, the AVE value must be greater than 0.50, and the composite reliability value must be greater than 0.70 (Hair, Black, Babin & Anderson, 2010:666).

Research model testing

To examine the model of the research in Figure 1, structural equation modelling was performed with the help of the LISREL 8.7 program.

According to the findings obtained through the established model, the results of the research hypotheses are given in Table 5.

Table 5: Standardized, T-Values and Explained Level of Variance for the Research Model

Hypothesis	Path	Standardized Values	T-values	Result
H1: The technological innovativeness levels of individuals have a positive impact on their gadget-loving.	TI→GL	0.22	5.38*	Supported
H2: Individuals' technical curiosity levels have a positive impact on gadget-loving.	TC →GL	0.24	5.87*	Supported
H3: Individuals' levels of success have a positive impact on gadget-loving.	SUCCESS →GL	0.20	4.58*	Supported
H4: Individuals' levels of happiness have a positive impact on gadget-loving.	HAPPINESS →GL	0.24	5.98*	Supported
H5: Individuals' levels of material acquisition have a positive impact on gadget-loving.	MAT_AC →GL	0.23	5.82*	Supported
H6: Individuals' levels of technological optimism positively impact gadget-loving.	TO →GL	0.27	6.61*	Supported
H7: Individuals' levels of need for uniqueness positively impact gadget-loving.	UNQ →GL	0.44	10.77*	Supported
H8: Individuals' levels of gadget-loving have a positive impact on customer orientation.	GL →C_OR	0.35	7.80*	Supported
H9: Individuals' levels of gadget-loving have a negative impact on their sales orientation.	GL →S_OR	-0.27	-6.58*	Supported
H10: Individuals' levels of gadget-loving have a positive impact on technological opinion leadership.	GL →TOL	0.57	17.52*	Supported

*p<0.05

Conclusion

A research model is proposed and tested to investigate the role of gadget-loving as a personal trait on the service inclinations of sales consultants in consumer electronics stores and the effect of antecedents of gadget-loving. Ten hypothesized relationships supported the theoretical model.

H1 hypothesized that technological innovativeness would lead to gadget-loving and support for this hypothesis is found. It was also supported by the results obtained by Shoham & Pesämaa (2013). Also, Thakur et al. (2016) found that GL is a strong antecedent of technological innovativeness. Ferrer and Vlachos (2014) did not find support for this hypothesis in the study that examined GL in the cultural dimension. Undoubtedly, sales consultants will play a more effective role in introducing and informing customers of new products in this constantly renewed sector, with their tendency to try and learn new technologies. H2 hypothesized that technological curiosity and GL are positively related, and support for the hypothesis is found. The result is consistent with the study of Shoham and Pesämaa (2013) and Ferrer and Vlachos (2014). Sales consultants with high technical curiosity are expected to be interested in how devices work and their usage areas. So this can lead to increase service quality by providing ease of use to customers in technological products that contain technical information and complexity.

The next hypotheses, H3, H4, and H5, dealt with materialism. The relationship between materialism and GL is examined in three sub-dimensions: happiness, success, and acquisition. Accordingly, the effect of success, acquisition, and happiness on GL is positively supported. Bruner and Kumar (2007, s. 334) suggested that happiness as a dimension of materialism is positively related to the GL due to the tendency of gadget lovers to enjoy purchasing and owning high-tech products and find low but significant relationships. Also, success and material acquisition, the other dimensions of materialism, are examined for the first time in this study.

The effect of technological optimism, which is field-specific optimism, on GL, is included for the first time. Bruner and Kumar (2007) found a significant but low-level relationship between general optimism and GL. According to Bruner and Kumar (2007), the reason for this is based on the fact that optimism is not specific to the field. Therefore, this study examined the link between technological optimism and

GL. Technological optimism, as a field-specific, is hypothesized in this study along the approach suggested by Bruner and Kumar (2007). Accordingly, the result is that technological optimism is positively related to the GL, and H6 is accepted. The optimistic approach of sales consultants to technology may contribute to reducing the worries of customers who are distant and worried about technological products, changing their perspectives and persuading them.

H7 hypothesis is that the effect of the need for uniqueness on GL is positively accepted. As a result of the study by Ferrer and Vlachos (2014), adding the need for uniqueness as an antecedent to GL for future research is suggested. So, the need for uniqueness is included as a new antecedent.

H10 hypothesized that technology opinion leadership effects positively GL and supported. Bruner, Kumar, and Shoham & Pesämaa (2013) supported the hypothesis. On the other hand, another study confirming the positive relationship reversely between GL and technology opinion leadership was conducted by Thakur et al. (2016). The results show that technological opinion leadership is a strong antecedent of GL. Sales consultants with a high level of TOL can convey their knowledge and share their expertise about technological devices with the customers, which leads to relying on sales consultants' suggestions.

The effect of GL on providing service specific to the field technology investigated in this study has not been examined in previous studies. Service orientation is examined in this study in two dimensions, namely, sales orientation and customer orientation. Accordingly, the positive relationship between GL and customer orientation (H8) and the negative relationship between GL and sales orientation (H9) is supported. In light of this information, sales consultant individuals with high GL are expected to have high knowledge about products and intense curiosity and interest in technological devices, lead others in this field, closely follow technological innovations and developments and adopt innovations before others. Retailers selling consumer electronics are recommended to recruit personnel by considering materialism, the need for uniqueness, technological innovation, optimism, and opinion leadership, which positively affect GL personality traits, to increase service quality. Sales consultants are important sources of sales revenue and issues such as market information and trend determination (Singh & Venugopal, 2015, p. 594). Businesses should evaluate them in terms of having GL personal traits.

Limitations

One of the limitations encountered during this research was that there were few studies in the literature about gadget-loving. But this can be seen as an opportunity to identify new gaps and points for improvement. The other limitation of the study is the inability to carry out a qualitative inductive study.

Suggestions

For future studies, the effects of personality traits on gadget-loving, such as openness to experience, extraversion, and emotionality, can be investigated. It is also recommended to conduct similar studies internationally dealing with different cultures.

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