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Examining The Effect of Airline Passengers' Acceptance and Perceptions Toward Technology on Re-purch ase Behavior *

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ABSTRACT

Purpose - The purpose of this study is to develop a genuine research model that examines the impact of smart technologies that domestic passengers interact with in their travel planning process on their re-purchase behavior.

Design/methodology/approach – This research is a descriptive study and the relational screening method was used. Data collection was carried out with a total of 770 participants from Istanbul Airport Domestic Terminal. The collected data was tested using the structural equation modelling method. It has been determined that the model provides the necessary validity and reliability.

Findings - The findings obtained by the research model depict that Performance Expectation, Facilitating Conditions, Social Impact, habits, Consumer Confidence, Perceived Risk, and Consumer Technological Innovation structures have a significant impact on the formation of repurchase intention. Three variables, Price Value, Hedonic Motivation and Effort Expectation could not show a significant effect on the formation of repurchase intention. In the light of the research findings, the rate of explaining the repurchase intention of the supported hypotheses is 65%. This rate turns into repurchase behavior at a rate of 87%. Research results strongly prove the impact of domestic passengers' acceptance and perception of technology on their re-purchase behavior.

Discussion – In the scope of the carried research, the effect of repurchase intention on repurchase behavior was examined and the findings were discussed.

1. INTRODUCTION

The reflection of technological developments on daily life has led to the emergence of a new concept called "digital consumer behavior". This concept refers to the technology-induced change in the consumption habits of consumers (Khan and Ahmad, 2015). With this change, online or technology-based consumer behavior has become the subject of scientific studies. In this context, consumer behavior is a general definition given to human actions towards consumption (Pınarbaşı, 2019); in other words, it is the name given to the behavior of consumers in the process of purchasing products and services (Knight, 2014). As a branch of science, consumer behavior explores how people decide to purchase, consume, and dispose of products and services (Hernandez and Guzman, 2020). It tries to explain how people are motivated towards consumption and how the decision-making process is shaped to meet their needs and desires in the light of emotional, cognitive, and behavioral factors (Roy et al., 2020).

Understanding consumer behavior is one of the most important aspects of marketing science in achieving the goal of "*anticipating and satisfying customer requirements profitably*" (CIM, 2000). Measuring consumers' emotional, cognitive, and behavioral responses to product offers, additional services, campaigns, etc., is a critical step in the success of managing marketing efforts (Girişken, 2020). Businesses use many methods to understand consumers' reactions or analyze their behavior. The most important and prominent of these are consumer behavior models (Goodhope, 2013). Consumer behavior models examine the consumer's purchasing decision process through quantitative paramorphic models. (Kopalle, 2015).

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Due to the dynamic and varying nature of online shopping and increased competition, businesses primarily aim to retain their customer base. This aim of businesses has increased the number of studies on consumers' repurchase behavior (Habeeb and Sudhakar, 2020). Within the scope of the aforementioned studies, while the models developed regarding technology-driven consumer behavior in the early years were limited to measuring technology-based compliance behavior related to the satisfaction or purchase intention, today, the factors affecting repurchase behavior are being investigated (Cheung et al., 2009). Repurchase behavior is any consumer's continuation of purchasing products and services from the same business as a result of the satisfaction arising from the past purchasing experiences (Rezaei et al., 2016).

Examination of the studies on airline marketing points out that some studies focus on the content, usefulness, functionality, and service quality of websites or mobile applications, examine the interaction and compliance processes of consumers' websites or related applications (Chu, 2001; Gutierrez et al., 2005; Holland and Georghiades, 2015), and others focus on establishing a link between e-satisfaction and e-loyalty, which are claimed by consumers to be formed by the use of technological services (Shafiee and Bazargan, 2018; Bhatti et al., 2017), while still others investigate the online shopping tendency in the light of intrinsic motivation and emotional factors (Bigne et al., 2010; Forgas et al., 2012; Abayi and Khoshtinat, 2016). Regarding online purchasing behavior, studies in the literature generally focus on online purchasing intention (Ghouri et al., 2017; Wei et al., 2018; Dewi et al., 2020). More precisely, current studies are limited to online purchase intention. The aim of this study is to examine the factors affecting repurchase behavior. This study will make a substantial contribution to this gap in the literature by determining the factors affecting repurchase behavior. In this context, while developing the research model, UTAUT-2 theory and new variables determined to be necessary for the research model were utilized. Accordingly, the effect of domestic passengers' acceptance and perception of technology on their repeat purchasing behavior in the airline market was modeled with a quantitative approach.

2. Literature Review

2.1. Consumer Behavior Models

Consumer behavior models are classified as explanatory (traditional) and descriptive (contemporary) models. The main difference between these models is the method they use to explain consumer behavior. While explanatory models explain consumer behavior through motives, descriptive models explain consumer behavior using internal and external factors (Eroğlu, 2012:11).

2.1.1. Explanatory (traditional) models

The common feature of these models is that they were developed in different disciplines such as psychology, sociology, economics, and social psychology and later adapted by marketers to explain consumer behavior. The basis for this is that the acceptance of consumer behavior and marketing as a scientific discipline does not have a very distant past (Erdoğan, 2019:117). While explaining consumer behaviors through motives, explanatory models primarily aim to clarify the reasons for consumers' preferences for consumption items (preferring object X to object Y). These models, which provide information about how consumer preferences are shaped, are called explanatory models. Explanatory models widely accepted in the literature are classified into four categories:

- Economic model, which focuses on economic motives,
- Freudian model, which focuses on psychological factors,
- Veblen model, which is based on social psychology,
- Pavlovian model, which is based on learning theory (İslamoğlu, 2003:10; Lantos, 2015:21; Korkmaz et al., 2017:286).

2.1.2. Descriptive behavioral models

The common feature of many descriptive behavior models in the literature is that they try to define consumer behavior not by motives but by considering internal and external factors they have determined. According to these models, consumer behavior is affected by internal and external factors and is shaped by these factors' degree of influence. While making a decision, consumers are affected by both their own internal values and the socio-cultural factors around them.

After all, according to descriptive behavioral models, the consumer purchasing process is a problem-solving process. As a matter of fact, consumers assume the role of problem-solvers in the problem-solving process with every consumption decision they take under the internal values and socio-cultural environmental conditions around them (İslamoğlu, 2003:15). Some of the widely accepted models in the literature are Howard-Sheth model, EKB (Engel-Kollat-Blackwell) model, Kerby model, Nicosia model, Andreasen model, Marc Simon Model, Lazersfeld model, Katona Model, Ajzen and Fishbein's TRA model (Theory of Reasoned Action), Ajzen's TPB (Theory of Planned Behavior) model, Ventakesh's UTAUT2 model (Unified Theory of Acceptance and Use of Technology), Decomposed Theory of Planned Behaviour (DTPB), the Theory of Diffusion of Innovations (DOI), AIDA (Attention, Interest, Desire, Action) model, Acceptance of Innovations model, Problem-solving model, and Hierarchy-of-effects model (İslamoğlu, 2003:15; Erdoğan, 2019:122; Odabaşı, 2015:331; Khan, 2006:174; Warshaw, 1980:33; Kurunathan and Shanmugathas, 2017; Koszewska, 2016:43).

The extant literature has a great number of studies on individuals' technology use and consuming behaviour. Those studies are commonly carried out employing technology acceptance and adaptation models named as Theory of Planned Behaviour (TPB), Theory of Reasoned Action (TRA), Decomposed Theory of Planned Behaviour (DTPB), the Theory of Diffusion of Innovations (DOI), Technology Acceptance Model (TAM 1, 2, 3), Unified Theory of Acceptance and Use of Technology (UTAUT 1, 2).

Luceri et al. (2022) claim that mobil devices reformed consuming habits of people from all levels of life. For this purpose, they used TPB, TAM and UTAUT together to understand what factors drive consumers to shop on mobile devices. They firstly conducted a meta-analysis by collecting data from previous articles then applied structural equation modelling test. According to the findings of the study, they propose that hedonic and utilitarian variables are important factors that determine intention to use mobile devices for shopping and also in order to increase continuance intention to use mobile platforms for consuming, customer satisfaction should be developed. Another study for understanding online drivers buying from a website and online trust was carried out by Jadil et al. (2022). The first focus point of the study is to understand online trust then the relationships between online trust and perceived risk, attitude, purchase intention. The developed research model mainly based on TRA. The results suggest that online trust effect the attitude positively while effecting perceived risk negatively. In addition, online trust and attitude positively affect purchase intention. Leerapong and Mardjo (2013) used Diffusion Innovation Theory in order to examine online purchase intention through social networks. The results of the study suggest that trust, perceived risk, compatibility are the factors that determine consumers' purchase intention through social networks. Gangwal and Bansal (2016) used Decomposed Theory of Planned Behaviour in order to test customers' m-commerce adoption in India. According to the results of conducted survey, attitude, subjective norms, personal innovation and perceived behavioural control have positive impact on customers' m-commerce adoption. Cao and Niu (2019) examined consumers' adoption to an online payment system called as Alipay. They developed a research model based on UTAUT. The obtained finding from carried research suggest that the relationship between context and Alipay consumer adoption mediated by performance and effort expectancy variables. Lastly, according to Çelik (2016), there are great number of studies dealing with online shopping behaviour but a few studies trying to understand the role of anxiety on customer adoption of online shopping. Accordingly, Çelik (2016) employed the UTAUT model to explore the role of anxiety on consumer adoption. The findings suggest that anxiety negatively effect performance expectancy, effort expectancy and behavioural intention variables.

The studies conducted in Turkey is very limited about examining the relationship between technology use and consuming behavior. These studies are focused on online purchase intention and use UTAUT and TAM theories (Köker, Köseoğlu, Yakın, 2018; Çavuşoğlu and Demirağ, 2021; Ünal and Taş, 2022). Although these studies employed UTAUT and TAM theories, these theories, in fact developed to examine an organization employee's technology related behavior. On the other hand, UTAUT-2 has a different focus on examining consumer behavior related to technology acceptance and use. Additionally, there is not any study examining airlines passengers repurchase behavior related to technology use and acceptance in national literature. In

international literature, there are some studies trying to explore consumers purchase behavior toward using a website. However, these studies are very far from explaining the relationship between technology interaction and repurchase behavior (Rodriguez and Trujillo, 2013; Martin and Herrero, 2012). The current study enriches UTAUT2 theory with new variables and tries to highlight the effect of technologic interactions of individuals on their consuming behavior. The study provides a significant contribution to relevant literature by filling the stated gap.

2.1.2.1. UTAUT and UTAUT2 Theories

The main purpose of the theory is to measure the relationship between human behavioral intention and behavior towards technology use. While doing this, the theory brings individuals' acceptance and adaptation to technology to the forefront as a determinant of intention. The UTAUT theory is a technology-oriented new version of the TRA and TPB theories. It is widely used in technology-oriented consumer behavior studies in the literature. Therefore, Venkatesh et al., (2012) revised UTAUT and developed the UTAUT2 theory to study acceptance and use of technology in the consumer context. While maintaining the 6 main factors (Performance Expectation, Effort Expectation, Social Influence, Facilitating Conditions, Behavioral Intention and Behavior) in the UTAUT theory, 3 additional factors (Habits, Price Value, Hedonic Motivation) were added to the UTAUT2 theory within the consumer context. In this context, the UTAUT2 theory is a consumer-oriented unification of technology compliance scales designed to measure consumer acceptance and use of technology (Ventakesh et al., 2012). Within this scope, it would be useful to mention the TRA, TPB and TAM theories.

2.1.2.2. TRA, TPB and TAM Theories

Just like the UTAUT and UTAUT2 theories, the TRA theory is actually the predecessor of the TPB theory. It was developed by Fishbein and Ajzen (1975) at a time when marketers were intensively investigating the source and effects of attitudes towards consumer behavior. It is a theory of social psychology that explores the source of factors leading to an individual's behavior. The most important aspect of this theory is that it was developed against the theories and assumptions of the same period, which assume that attitude and behavior are in a strong relationship with each other and claim that attitude triggers behavior. Fishbein and Ajzen (1975) determined that there is a relationship between attitude and behavior, but it is not as strong as it is thought and modeled, that there is a strong link between behavioral intention and behavior, and attitude leads behavioral intention together with the subjective norm (the effect of the social environment) with their theory called TRA.

The TPB theory, on the other hand, was developed by Ajzen (1991) based on the TRA theory. The difference between them is that the TRA theory is capable of explaining voluntary behaviors but cannot provide an adequate explanation for involuntary behaviors. Therefore, the perceived behavioral control structure was added to the TRA theory by Ajzen (1991), developing the TPB theory. TAM theory, on the other hand, is a technology acceptance theory prepared regarding users' technology acceptance based on the two theories mentioned above.

3. Research Model and Hypotheses

The research model has a descriptive design. The research model aims to explain the relationships between performance expectation, effort expectation, social influence, facilitating conditions, habits, hedonic motivation, price value, perceived risk, consumer trust, consumer's technological innovation, repurchase intention, and repurchase behavior structures.

Performance Expectation: It is defined as the degree of benefit that consumers will derive from the use of any technology (Ventakesh et al., 2012). There are many studies conducted in the literature in this context (Chiu et al., 2005; Natarajan et al., 2017, Lim et al., 2018). Consumers derive many benefits from the technological services offered to them. Some of these benefits can be listed as being able to plan their travels regardless of time and place, reaching the most suitable flight option they are looking for, and choosing among the relevant products and services. This constitutes the first step towards a positive buying experience regarding consumers' travels. Within the scope of the research, it is evaluated that the benefit of airline consumers performing a job or transaction to plan their travel through virtual platforms is a positive incentive for their subsequent purchasing experience:

H_1: Performance expectation positively affects repurchase intention.

Effort Expectation: It is defined as the degree of ease of use that the consumer perceives for the use of any technology (Venkatesh et al., 2012). The main view underlying this construct argues that as the level of effort spent by the consumer to use or learn the relevant technology decreases, its acceptance and adaptation will accelerate and increase. Studies in the literature have also been shaped in this context (Chang et al., 2016; Kim and Baek, 2018; Leicht et al., 2018). Within the scope of the research, it is evaluated that the perceived ease of use of the technological systems used by airline consumers to purchase any product or service and to perform related transactions positively affects their repurchase intentions. With the ease of use and functionality provided by technological services offered by airline companies, the passengers can make flawless travel planning.

H_2: Effort expectation positively affects repurchase intention.

Facilitating Conditions: It is the consumer's perception of the availability of resources and supports to perform an action or behavior while using technology (Ventakesh et al., 2012). Some of the studies in the literature can be listed as Wang and Shih, 2009; McKenna et al., 2013; Sharma et al., 2018. Facilitating conditions construct is considered one of the most significant determinants in the formation of behavioral intention in both UTAUT and UTAUT2 theories. Relevant systems, devices, virtual platforms, and applications for travel planning or other operations will be preferred to the extent that they are accessible to consumers. Technological services will increase consumer satisfaction at the level of their accessibility. Accordingly, within the scope of the research, it is anticipated that the airline consumers' perception that the technological systems they want to use to perform an action or behavior while planning their travels are easily accessible affects their repurchase intentions positively.

H_3: Facilitating Conditions positively affect repurchase intention.

Social Influence: It is an individual's perception of being influenced by the views of people (family or friends, etc.) who are important to him/her, whom they consult, and whose opinions and suggestions they value that they should use a special technology (Ventakesh et al., 2012). In this context, consumers continue or abandon their behaviors according to the level of positive feedback they receive from people they value or care about. In the literature, some of the studies conducted in this framework can be listed as (Andrews and Bianchi, 2013; Cheung and To, 2017; Cao and Niu, 2019). In terms of the research, it is evaluated that airline consumers are positively affected by the opinions of their friends, people, and families whose views and suggestions they value in their decision to use virtual technology instead of traditional methods to plan their travels.

H_4: Social Influence positively affects repurchase intention.

Hedonic Motivation: It is defined as the consumer's pleasure, happiness, or joy when using any technology (Ventakesh, 2012). Hedonic motivation is considered an important predictor of consumers' behavioral intention to use technology. The consumer's acceptance and adaptation process are completed, and satisfaction increases in line with the criteria expressed in the definition (pleasure, joy, entertainment) in the extent to the cognitive attitude and the experience with the use of technological services. Some of the studies carried out in this context in the literature are (Huang and Kao, 2015; Dhir et al., 2020). The findings of the researchers predict that airline consumers' joy, pleasure, and happiness from the technological services they use when planning or purchasing their travels positively affect their repurchase intentions.

H_5: Hedonic Motivation positively affects repurchase intention.

Habits: Within the scope of UTAUT2 theory, habit construct refers to the automatic behaviors that the consumer acquires by using any technological system or application over time and develops at different levels depending on the level of interaction (Ventakesh, et al., 2012). Habit reflects the attitude that the consumer acquires through the act of buying. Some of the studies carried out in this context are (Shao and Siponen, 2011; Chou and Hsu, 2016; Fard, et al., 2019). Accordingly, if the consumer makes more satisfactory purchases through virtual platforms than from physical stores, the rate of preferring virtual platforms in their consumption or the tendency to show automatic behavior in this direction will increase over time. The research model also evaluated that the habit structure and automatic behaviors of airline consumers, which

develop depending on the level of interaction with the technological services they use while planning their travels, positively affect their repurchase intentions.

H_6: Habit positively affects repurchase intention.

Price Value: It is the cognitive interplay between consumers' perceived benefit from using digital platforms and the economic cost they incur to use the relevant technology or technological application (Dods, 1991; cited by Venkatesh et al., 2012). Shopping through virtual platforms eliminates additional costs such as physical transportation and offers the opportunity to reach the most suitable product and price option. Still, consumers have to bear a cost for accessing the relevant virtual platforms. In this context, the direction of cognitive shift between the benefits that consumers gain by using virtual shopping and the cost they incur to access these platforms is a significant determinant in consumers' acceptance and adaptation to technology. It also shapes consumption behavior. Some of the studies within this scope can be listed as (Rodriguez and Trujillo, 2014; Eneizan et al, 2019; Durukal, 2020). Within the scope of the research, the price value construct is expressed as the cognitive shift between the cost incurred by airline consumers as a result of using technological systems while planning their travels and the perceived benefit from using these systems.

H_7: Price value positively affects repurchase intention.

Consumer Trust: Trust provides consumers with the opportunity to make payment transactions, buy, and search for products and services in a risky environment arising from numerous uncertainties in the electronic shopping environment. (Jarvenpaa and Rao, 2005). At this point, consumer trust is defined by Mayer et al., (1995) as "*the consumer's willingness/tendency to be vulnerable to the actions of the service provider company, hoping that it will take a specific action that is important to him, regardless of the control or monitoring ability of the service provider company"*. In studies on the formation and outputs of consumer trust, Competence, Benevolence, and Integrity have been determined as three sub-components that form and measure consumer trust (Mayer et al., 1995; Lin and Sun, 2010; McKnight et al., 2011; Hwang, 2014; Oliveira et al., 2017).

H_8: Consumer Trust positively affects repurchase intention.

Perceived Risk: The risk perceived by the consumer is an important application of perception, one of the psychological factors that affect consumer behavior. The purpose of every purchase made by consumers is satisfaction, but they may be unsure of the outcome of each of the choices and decisions made for these purchases (Odabaşı and Barış, 2015). This is directly related to the perceived risk because as the perceived risk of the consumer increases, the decision to purchase will be changed, postponed, or canceled altogether. Perceived risk helps explain the consumer's inability to shift from wanting a product or service to taking action to purchase it. In other words, it determines the purchasing behavior of the consumer (Kotler et al., 1999:258). Dowling and Staelin (1994) define the concept of perceived risk as consumers' perceptions of the negative consequences and uncertainties they will encounter if they purchase a product or service. The risk perceived by consumers when making a purchase decision can be of different dimensions. This will yield the sub-risk dimensions of the perceived risk concept. The risks identified in the traditional consumer concept, which is widely available in the literature, are financial risk, physical risk, psychological risk, functional risk, temporal risk, and social risk (Dowling and Staelin, 1994; Tsiros and Heilman, 2005; Kumar, 2007; Bertea, 2009).

Regarding the products and services purchased through technological services, technology-related risk dimensions are physical risk, psychological risk, functional risk, temporal risk, social risk, privacy risk, security risk, and product risk (Hirunyawipada and Paswan, 2006; Kumar, 2007, Udo et al., 2010; Pappas, 2016; Ueltschy et al. 2004; quoted by Maziriri and Chuchu, 2017). Within the scope of the research, it was evaluated that the repurchase intention was negatively affected on the basis of technology-oriented (physical, privacy, security, financial) risk dimensions and so the perceived risk structure in the model was constructed in this direction.

H_9: Perceived Risk negatively affects repurchase intention.

Consumer's Technological Innovation: In the rapidly increasing competitive environment among businesses, those who can innovate can survive and continue their activities. The concept of innovation used here is defined as "new ways of interacting with certain things, new ideas, new things" (Askar and Halici, 2009). TDK, on the other hand, defines innovation as replacing the old, being new, the state of being new (TDK, 2018). Conceptually, Schiffman and Wisenblitt (2015) define innovation as the degree to which consumers are willing to purchase new products and services shortly after the product or service is launched. Deniz and Erciş (2017) define the concept of consumer innovation as, "*consumers adopting new products and purchasing them more frequently*". Innovation is used by businesses in the correct analysis of the target audience to ensure rapid acceptance of new products and services (Deniz and Erciş, 2017).

H_{10}: Consumer's Technological Innovation positively affects repurchase intention

Repurchase Intention: It is defined as the probability that a customer will continue to purchase any product or service from the same online seller or any business in the future (Güngör and Özgen, 2020). The main goal of businesses is to offer their potential customer mass a value package that reaches the consumer's maximum level of satisfaction. In this context, they aim for consumers to exhibit repetitive behavior for the products and services offered by their businesses in their next purchase (Phuong and Trang, 2018). Within this framework, it is predicted that the positive purchasing processes experienced by consumers through online platforms create repurchase intentions. Some of the studies in this context can be listed as (Heijden et al., 2003; Martin and Herrero, 2012, Lu et al., 2012; Cho, 2014; Lu et al., 2017; Pee et al., 2018). The findings of the research indicate that the technology-oriented consumption behaviors and consequent repurchase intention of airline consumers positively affect their repurchase behavior.

H_{11}: Repurchase intention positively affects repurchase behavior.

Repurchase Behavior: While evaluating the process regarding the purchasing experience, consumers determine their preference or purchasing decisions regarding the new situation based on their own opinion. In this context, repurchase behavior is the prevailing situation that the consumer determines and exhibits under current conditions or that is taking place for consumption (Nguyen and Leblanc, 2001; Ranaweera and Prabhu 2003; Koçoğlu, 2016). Although there are many studies in the literature explaining online purchase intention based on TRA, TPB, TAM and UTAUT, they do not provide an explanation for repurchase behavior. This study seeks to answer the question of "by which factors and to what extent is repurchase behavior affected in the technology-oriented consumption environment" and to what extent the 10 different variables mentioned above determine or affect this situation under repurchase intention.

4. Method

In this study, "repurchase behavior" is investigated in the context of domestic passengers' acceptance and perception of technology. In this context, the relational survey method, one of the quantitative survey models, is used to determine the presence or the degree of variation between two or more variables (Karasar, 2016:114). This study is quantitative research that aims to reveal the interaction between digital platform use and repurchasing behavior of consumers during the travel planning process in the airline market. The data collected by the survey method were tested with the Structural Equation Modeling technique.

4.1. Data collection tool

The 5-point Likert scale survey prepared for the model developed within the scope of this research was applied to the passengers at the Istanbul Airport Domestic Terminal between 29.07.2019 and 09.08.2019. The questions in the survey, which served as data collection tools, were created using the UTAUT2, Consumer Trust, Perceived Risk, and Consumer's Innovation scales. The survey questions measure the age, occupation, income level, and online ticket purchasing habits of the passengers in the first part, the acceptance, and perceptions of technology in the second part, and the effects of the passengers' acceptance and perception of technology on their repurchase behavior in the last part. The scales and their sources are in **ANNEX 1**.

4.2. Population and Sample

In this study, the population was determined as domestic passengers traveling using Istanbul Airport. Considering that millions of domestic passengers are transported to more than forty flight destinations in Turkey by airline operators and the impossibility of reaching all of them, the sample method was used to

form the research sample. A sample is defined as "the set selected within certain rules, believing that it will adequately represent the main population", and sampling is defined as "the process of sampling from the population trying to collect information about its characteristics within the scope of the relevant research". (Karasar, 2016:148). In this context, the convenience sample method was used. Considering the average annual number of passengers flying from the Istanbul (Atatürk) airport domestic terminal in the last five years, when the target audience is estimated as 1 million to 25 million passengers, a sample size of 384 can be considered sufficient with a 95% reliability and 5% margin of error (Tanrıöğen, 2014:126). However, studies in the related literature show that the sample size should not be considered independent of the structural model used in the research. Determination of the sample size as 384 by following such a method may not deliver the desired level of compatibility of the data set with the proposed model. For this reason, taking into account the number of variables in the model, the sample size was planned to be as close to 1000 as possible. Accordingly, 895 passengers were reached, and after eliminating the erroneous surveys, the sample size was determined as 770. Of these passengers, 712 stated that they purchased tickets online in the last six months, while 58 had not purchased tickets online in the last six months. Again, in the last six months, 667 of them purchased tickets by using the technical services of the airline companies, while 103 did not use the technological services.

4.3. Data Analysis and Findings

The data obtained using the survey method were analyzed in two groups. The first group consists of data reflecting socio-demographic characteristics, and the second group consists of data testing consumers' attitudes and perceptions towards technology use, which is the backbone of the research. In the analysis of the data collected under these two groups, the SEM technique was used through the AMOS program, which is an add-on to the SPSS 20.0 program. In the data analysis, first of all, confirmatory factor analysis was performed for the construct validity of the measurement model. For reliability analysis, Cronbach's alpha, average variance extracted and for validity analysis, discriminant, and convergence validity analyzes were applied for both the measurement model and the structural model.

4.3.1. Demographic Findings

A total of 770 consumers, 622 men and 148 women, participated in the research. The descriptive characteristics of the participants in the research are given in the table below.

Table 1 Findings on the Demographic Characteristics of the Participants

Variable		Total	%
Gender	Male	622	80.8
	Female	148	19.2
Age	14-19	40	5.2
	20-30	329	42.7
	31-39	229	29.7
	40-50	130	16.9
	51-59	31	4
	60 and above	11	1.4
Education	Primary School	25	3.2
	High School	141	18.3
	Associate Degree	77	10
	Bachelor's Degree	338	43.9
	Graduate Degree	189	24.5
Income	Unemployed	74	9.6
	Between 2000-4000 TL/month	179	23.2
	Between 4001-6000 TL/month	187	24.3
	Between 6001-8000 TL/month	101	13.1
	8001 TL and above/month	229	29.7

4.3.2. Findings Regarding the Reliability and Validity of the Scale

First of all, necessary validity and reliability tests of the prepared scale were carried out. In this context, the relations between the infrastructures and variables adapted to the Turkish passengers were tested using confirmatory factor analysis. The analyses revealed whether UTAUT2 and other scales were applicable or not. According to the results of Cronbach's Alpha and Composite Reliability, which are the parameters commonly used in confirmatory factor analysis, all scales meet the necessary internal consistency coefficients. The results obtained in this context are as follows (Civelek, 2018:31):

Table 2. Scale Reliability and Validity

Scale Reliability and Validity	Cronbach's Alpha	CR (Composite Reliability)	AVE (Average Variance Extracted)
Performance Expectation	0.878	0.884	0.659
Effort Expectation	0.877	0.89	0.67
Social Influence	0.705	0.808	0.589
Facilitating Conditions	0.741	0.815	0.549
Hedonic Motivation	0.838	0.944	0.85
Price Value	0.748	0.849	0.653
Habits	0.773	0.795	0.502
Repurchase Behavior	0.88	0.788	0.551
Repurchase Intention	0.701	0.865	0.681
Consumer Trust	0.674	0.821	0.484
Perceived Risk	0.792	0.66	0.38
Consumer Technological Innovation	0.893	0.765	0.522

Considering the AVE values for convergent validity, the variables in Table 2 provide convergent validity, except for Perceived Risk and Consumer Trust structures (0.38 and 0.48 ≤ 0.5). Taking into account the study of Fornell and Larcker (1981), it is seen that convergent validity is provided for all variables with a Cronbach's alpha value of 0.6 and above.

For discriminant validity, the distinguishing feature is that the factor load on the latent variable to which an observed variable is assigned must be higher than the factor loads of all other latent variables. At this point, an examination of the discriminant validity table given below shows that each latent variable complies with this rule within its own limits.

Table 3. Discriminant Validity Table

	HM	PE	RPB	RPI	CI	PR	CC	H	PV	FC	SI	EE
HM	**0.922**											
PE	0.289	**0.812**										
RPB	0.306	0.590	**0.742**									
RPI	0.298	0.620	0.630	**0.825**								
CI	0.336	0.311	0.471	0.610	**0.722**							
PR	0.040	-0.016	-0.024	-0.033	0.001	**0.616**						
CC	0.341	0.355	0.531	0.548	0.384	0.011	**0.696**					
H	0.362	0.539	0.608	0.591	0.453	0.000	0.419	**0.709**				
PV	0.361	0.495	0.481	0.475	0.354	0.049	0.373	0.541	**0.808**			
FC	0.347	0.605	0.568	0.582	0.415	0.005	0.477	0.615	0.410	**0.741**		
SI	0.336	0.606	0.576	0.587	0.404	-0.013	0.493	0.565	0.467	0.558	**0.768**	
EE	0.341	0.640	0.509	0.580	0.436	0.034	0.428	0.523	0.421	0.764	0.530	**0.819**

4.3.3. Findings Related to Confirmatory Factor Analysis

In order for the confirmatory factor analysis to be valid, the measurement model and the data set should have the desired statistical compatibility. There are a number of goodness-of-fit analyses that need to be applied in order to test this fit. These are x^2/df, GFI, CFI, and RMSEA values listed under the Model Fit Index title in the literature. In some studies, *"IFI, RMR, NFI, AGFI values are also examined, but there is no limitation on which of these values are to be reported"* (Karagöz, 2016, p.975). For the confirmatory factor analysis carried out within the scope of this research, the **x^2/df: 2.418, CFI: 0.940, GFI: 0.891, RMSEA: 0.043** goodness-of-fit values were used. The goodness-of-fit values obtained show that the fit of the model and the data is at the desired level. In other words, the findings show that the analyses carried out within the scope of the research model should be continued. The model tested within the scope of this research is given in Figure 1.

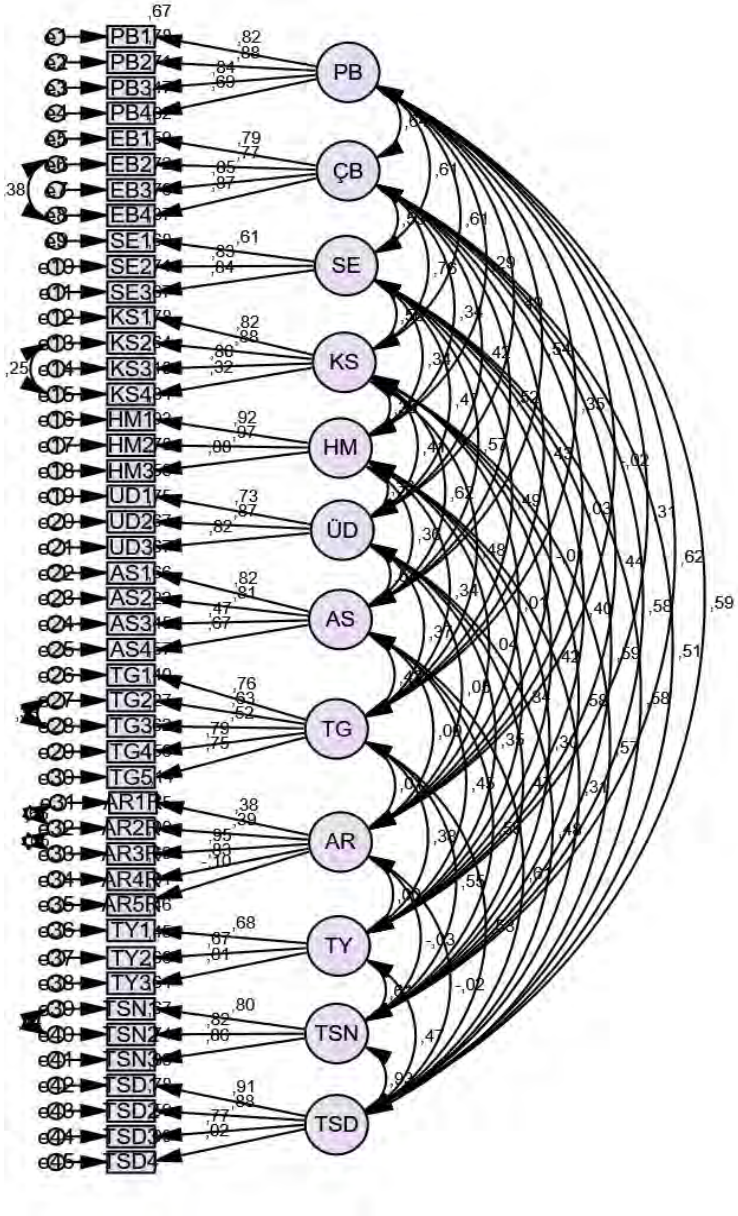

Figure 1 Confirmatory Factor Analysis on the Measurement Model

4.3.4. Findings Regarding the Analysis of the Structural Model

After applying the confirmatory factor analysis and determining that the measurement model provides the necessary reliability and validity values, the next step is to test the structural model constructed within the scope of the research model. With the analysis of the structural model, necessary evaluations can be made regarding the hypotheses put forward in the research model. First of all, as in the measurement model, the compatibility of the data set and the structural model should be tested. To test data compliance, the x^2/df,

CFI, GFI and RMSEA goodness-of-fit values were examined. Findings regarding the data fit of the structural model show that good fit values of **x²/df: 2.381, CFI: 0.934, GFI: 0.880, RMSEA: 0.047** were achieved. As the structural model was compatible with the data set, the regression coefficients and significance levels of the hypotheses were examined, and evaluations and suggestions were made about the functionality of the model.

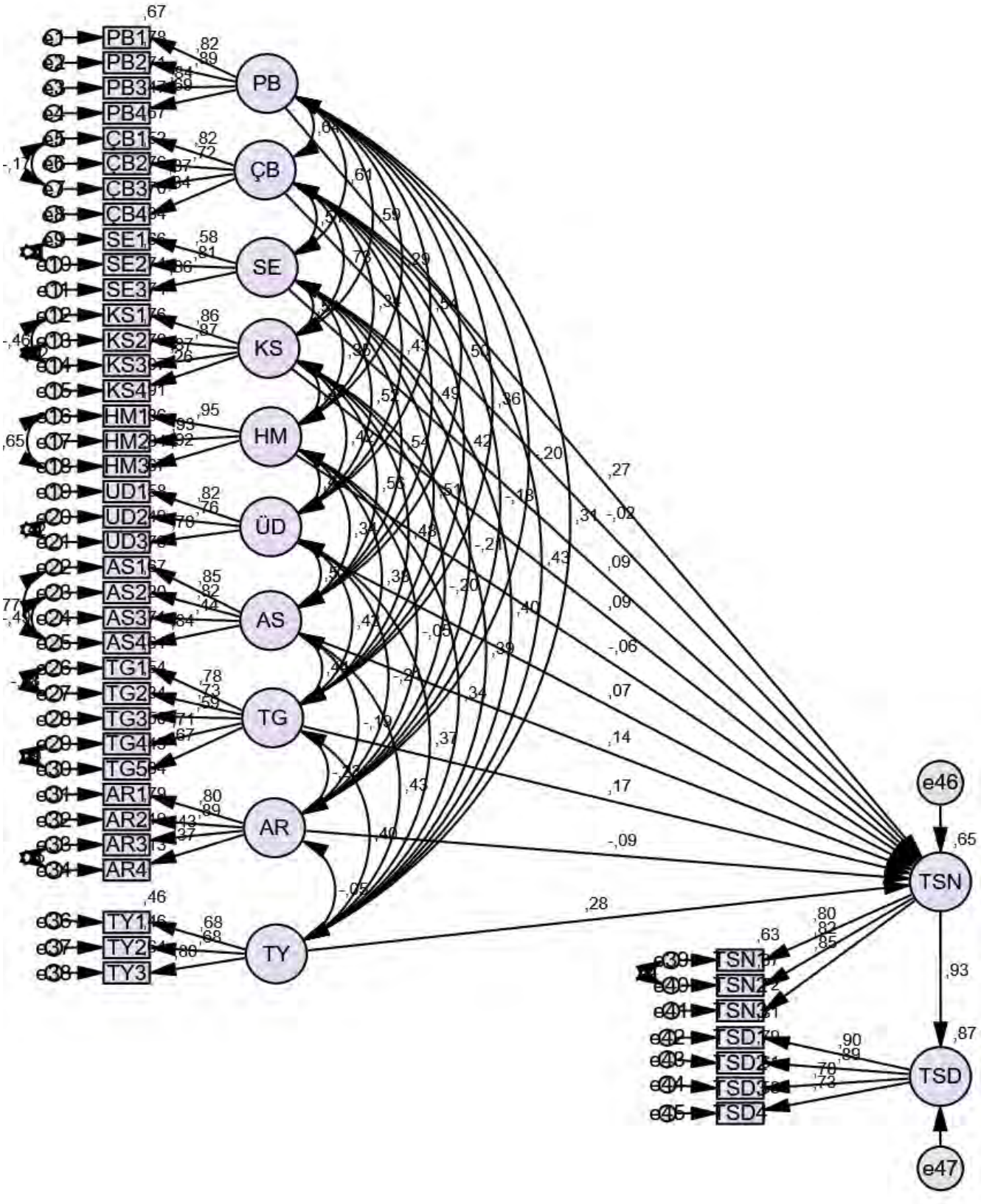

Figure 2 Analysis of the structural model

Table 4. Regression Coefficients and Significance Levels between Structures Constructed in the Research Model

REPURCHASE INTENTION	AFFECTING STRUCTURES	β	B	SI	Significance Level
	PERFORMANCE EXPECTATION	0.255	0.275	0.043	0.001
	EFFORT EXPECTATION	-0.018	-0.019	0.045	0.05
	SOCIAL INFLUENCE	0.084	0.091	0.042	0.05
	FACILITATING CONDITIONS	0.081	0.092	0.041	0.05
	HEDONIC MOTIVATION	-0.041	-0.061	0.021	0.05
	PRICE VALUE	0.068	0.069	0.042	0.05
	HABITS	0.161	0.142	0.043	0.001
	CONSUMER TRUST	0.17	0.169	0.039	0.001
	PERCEIVED RISK	-0.111	-0.085	0.04	0.01
	CONSUMER INNOVATION	0.217	0.282	0.03	0.001
REPURCHASE BEHAVIOR	**AFFECTING STRUCTURE**	**β**	**B**	**SI**	**Significance Level**
	REPURCHASE INTENTION	0.905	0.932	0.038	0.001

In this context, 8 out of 11 hypotheses were supported. More precisely, 8 of the established hypotheses are accepted as valid at $p < 0.05$, $p < 0.01$ and $p < 0.001$ significance levels as stated above. The hypotheses of the Price Value and Effort Expectation constructs were rejected as they did not meet the significance levels. The hypothesis regarding the Hedonic Motivation variable was rejected as it showed the opposite effect. The claim hypothesis is that Repurchase Intention positively influences Repurchase Behavior. In this context, "Repurchase Intention" explains 87% of Repurchase Behavior, or 65% of positive repurchase intentions, which occur depending on consumers' perceptions and interactions towards technological services, turn into behavior at a rate of 87%.

Table 5. Proposed Hypotheses Regarding the Research Model

	Proposed Hypotheses Regarding the Research Model	Status
1	Repurchase intention has a positive effect on repurchase behavior.	**Supported**
2	Performance expectation has a positive effect on repurchase intention.	**Supported**
3	Effort expectation has a positive effect on repurchase intention.	**Rejected**
4	Social influence has a positive effect on repurchase intention.	**Supported**
5	Facilitating conditions have a positive effect on repurchase intention.	**Supported**
6	Price value has a positive effect on repurchase intention.	**Rejected**
7	Hedonic motivation has a positive effect on repurchase intention.	**Rejected**
8	Habits have a positive effect on repurchase intention.	**Supported**
9	Consumer's perception of trust has a positive effect on repurchase intention.	**Supported**
10	Consumer's technological innovation has a positive effect on repurchase intention.	**Supported**
11	Consumer's risk perception has a negative effect on repurchase intention.	**Supported**

5. Discussion, Conclusion and Implications

The present research examined the effect of consumers' acceptance and perception of technology on their repurchase behavior. In this context, a research model was developed based on the UTAUT2 theory. The reason for taking this theory as the basis is that it is the most comprehensive technology-oriented consumer adaptation and usage theory in the literature. With the research model developed on the basis of the UTAUT2 theory, an important contribution has been made to the literature in understanding technology-

oriented consumer behaviors. Within the scope of the developed model proposal, 8 hypotheses were supported. These not rejected hypotheses are the first to prove the relationship between consumers' acceptance and perception of technology and their repurchase intentions. Therefore, the research provides important insights into technology-oriented consumer behavior for the domestic passenger market. It is seen that Performance Expectation, Social Influence, Facilitating Conditions, Habits, Consumer Trust, Perceived Risk, and Consumer Innovation structures are significantly effective on repurchase intention.

Evaluation of the supported hypotheses reveals that the highest contribution to repurchase intention was obtained with the consumer innovation structure with a rate of 28%. This result is supported by the other studies carried out in related literature (Slade et al., 2015; Jeon et al., 2020; Alkawsi et al., 2021). This degree of influence proves how much consumers are adopting new technological services. In other word, the greater consumer innovativeness will result in the greater repurchase behavior. Considering repurchase behavior, airline companies should give more importance to innovative technological services. This structure was followed by the performance expectation structure with a contribution of 25%. This finding is similar to the previous studies in related literature (Martin and Herrero, 2012; Droogenbroeck and Hove, 2021; Akinnuwesi et al., 2022). This effect shows that consumers give importance to factors such as easily accomplishing a job and usefulness. From this point of view, it would be appropriate for airline companies to improve the functionality of the technological services they offer and increase their usefulness for repurchase behavior. For this purpose, airline companies can give some extra customer services like free phone calls or creating customer communication channels on social media platforms in order to make using their platforms easier. While the Consumer Trust structure has a positive effect of approximately 17% within the scope of benevolence, competence, and integrity dimensions, the Perceived Risk structure has a negative effect at the rate of -8.5% within the scope of physical, financial, privacy, and security risk dimensions. The obtained results regarding perceived risk and consumer trust are very similar to Rodriguez and Trujillo's (2014) study that is exploring consumer shopping behavior toward websites. Another study carried out by Slade et al. (2015), Trust has not showed a significant relationship while perceived risk significantly affects behavioral intention. For repurchase behavior, businesses should continue to increase their perceptions of trust in their technological services within the context of physical, financial, privacy, and security dimensions.

Another remarkable conclusion of this study is that the contribution rate of the structure of the habits is 15%. In terms of habit, almost same results have been obtained by many studies in the relevant literature (Macedo, 2017; Lian and Li, 2021). Consumers develop a reasonable level of automatic behavior based on their positive purchase experiences. In this sense, it would be appropriate for airline companies to continue to develop their technology services and make them user-friendly. By this way, consumers' repurchase intention will be affected positively and this will be resulted in more repurchases. Social Influence and Facilitating Conditions structures contributed approximately 10% each. It is supported by the results obtained in previous studies (Morasan and Defranco, 2016, Sing et al., 2017). Consumers' repurchase intentions are positively affected by the positive feedback they receive from people they value and care about their views, and by the perception of accessibility to the technological services of airline companies. In terms of the Social Influence structure, it would be beneficial for airline companies to continue to improve and increase the recognition of their technological services in terms of potential customers for repurchase behavior. In terms of the Facilitating Conditions structure, airline companies should increase the accessibility of their technological services. In order to increase accessibility of technological services, airline companies can use digital channels like email, social media platforms. The results shows that any increase at Facilitating Conditions and Social Influence will find a positive answer in repurchase behavior. A positive contribution could not be achieved with the structures of Hedonic Motivation, Price Value and Effort Expectations. In terms of not supported variables, there are some similar and opposite results in relevant literature. While Price Value variable supporting the relationship which is set up with purchase intention in Rodriguez and Trujillo' study (2013), Hedonic Motivation and Effort Expectancy could not show a significant relationship with the purchase intention variable. Miguel et al (2015) examined online purchasing behavior of consumers, according to their genders and ages. In terms of Hedonic Motivation and Effort Expectancy, same results have been obtained by the study of Miguel et al. (2015). Rearranging these structures and testing them at different airports is considered appropriate in terms of evaluating their operability.

In the light of the research findings, the rate of explaining the repurchase intention of the supported hypotheses is 65%. This rate turns into repurchase behavior at a rate of 87%. These rates were 44% and 74% in the UTAUT2 theory (Ventakesh et al., 2012). In this context, the variance value obtained shows that the developed research model can be easily used in studies to explain technology-oriented consumer behaviors. Moreover, the findings confirm that the developed research model strongly explains the repurchase behavior in the Turkish domestic market. Accordingly, technology-oriented consumer behavior can be easily understood by airline companies in the Turkish domestic market by using this research model, and the necessary marketing policies can be determined within this scope. It can also be used by researchers in the field and can make important contributions to the literature.

In terms of theoretical perspective, the study enriches UTAUT-2 theory with Consumer Innovativeness, Perceived Risk, Consumer Trust variables. Additionally, the carried research shows that the developed model from UTAUT-2 is applicable in airline marketing. In addition, the empirical findings of the developed research model have some implications for airline companies. The results suggest that airline companies should focus on increasing the functionality and quality of the applications that they serve for passengers' use on the purpose of maintaining their current customer potential and gaining new ones. Increased accessibility of the technologic services can encourage of the Facilitating Conditions of online applications of airlines and affect Performance Expectancy of the passengers positively. Considering the vital relationship between the updated digital contents and consumer innovativeness, this result suggest that airline companies should always keep their digital services updated for a positive consumer attitude in terms of repurchase intention. Another important finding of the carried research is the positive effect of social influence on repurchase intention of passengers. This result shows that Turkish society are well aware of technological services and its importance for their life. Also, it reveals that airline passengers use technological services if their social environment approves it. Consumer trust is third strongest predictor of repurchase intention in the scope of the carried research. The obtained findings clearly suggest that more consumer trust will bring more passengers to use airlines companies' digital platforms. It is suggested that the airlines companies should carried out their marketing strategies in terms of developing consumer trust in online transactions. On the other hand, consumers still have some suspects in terms of reliability, privacy, financial and physical dimensions of online platforms. It is suggested that airline passengers should be better informed about airline companies' security measures for their online presences. Habit is another important variable affecting repurchase intention positively. In terms of habit, it is seen that airline passengers develops automated behaviour toward technological services. This implies that airline companies should continue to develop their technological services in terms of user friendliness, easily understandable content, and navigation.

Companies need the data explaining the potential consumers' characteristics and behavior in order to develop correct marketing strategies and build strong customer relationships. By this way, not only the correct messages are to be delivered to correct segments but also the correct services are to be delivered to correct customer segments. When it comes to digital marketing efforts, it becomes more important to have this vital data for the companies that try to understand consumer potentials' behavior. On this point, airline industry is one of the industries dealing with digital consumer behavior analysis. Naturally the usage rate of digital platforms by airline passengers draw airline companies' attention to the field of technology use and consumer behavior. It will be beneficial to look at online shopping statistics of airline passengers in order to understand the importance of analyzing online consuming behavior. In terms of global airline market, the amount of online shopping transactions was nearly 300 billion dollars in 2018. In addition to that the rate of online shopping of airline passengers in total online purchases was 65% (Nöldeke, 2018). These statistics for Turkey was respectively 60 billion Turkish liras in total online purchases and the rate of 35% in total online purchases (TÜSİAD, 2018). As it is seen, the digital platforms are used by the airline passengers intensely. The findings derived from the developed research model provides consumers' demographic and psychographic features decently in the context of using digital platforms for travelling. By the obtained findings, airline companies can easily understand consumer potentials' online behaviors. By this way, airline companies can develop more precise digital marketing strategies and can build strong customer relations.

This research has strongly proven that a key component of airlines' value proposition to consumers is technological services. The study makes it clear that there is a significant gap in this area. The research

makes an important contribution to this field by modeling the influence of technology acceptance and perception of airline consumers on their repurchase behavior, and also provides an important explanation for technology-oriented consumer behavior in the domestic airline market.

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ANNEX 1 Research Qustionnaire

Variable	Code	Source: Ventakesh et al. (2012)
Performance Expectancy	PB1	I find functional using of airline companies' technological services for my things such as planning my travels, buying tickets.
	PB2	Using technological services offered by airline companies increases my achievement luck for the things such as planning my travels, buying tickets which is important for me.
	PB3	Using technological services offered by airline companies help achieving the things such as planning my travels, buying tickets more rapidly.
	PB4	Using technological services offered by airline companies increases (providing easier, faster, less cost travel planning) my productivity.
Variable	**Code**	**Source: Ventakesh et al. (2012)**
Effort Expectancy	ÇB1	It is easy for me to learn how to use technological services offered by airline companies.
	ÇB2	My interaction with technological services offered by airline companies is open and understandable.
	ÇB3	It is easy for me to use technological services offered by airline companies.
	ÇB4	It is easy for me to gain using skill of technological services offered by airline companies.
Variable	**Code**	**Source: Ventakesh et al. (2012)**
Facilitating Conditions	KŞ1	I have the needed resources to use airline companies' technological services.
	KŞ2	I have the needed knowledge to use airline companies' technological services.
	KŞ3	Technological services offered by airline companies is compatible with other technologies that i use.
	KŞ4	I can get help from others when I have difficulty using the technological services offered by airline companies.
Variable	**Code**	**Source: Ventakesh et al. (2012)**
Hedonic Motivation	HM1	It's fun to use the technological services offered by airlines
	HM2	It is enjoyable to use the technological services offered by airline companies.
	HM3	It is very pleasant to use the technological services offered by airline companies.
Variable	**Code**	**Source: Ventakesh et al. (2012)**
Price Value	ÜD1	I can plan a less costly travel by using the technological services offered by airline companies.
	ÜD2	By using the technological services offered by airline companies, I can search for different discounted flight campaigns or cheaper flights and choose among them.
	ÜD3	I can buy more economical tickets by using the technological services offered by airline companies.
Variable	**Code**	**Source: Ventakesh et al. (2012)**
Habit	AŞ1	It became a habit for me using the technological services offered by airline companies.
	AŞ2	Using the technological services of airline companies is something I do frequently.
	AŞ3	It is an obligation for me to use the technological services of airline companies.
	AŞ4	It comes natural to me to use the technological services of airline companies.

Variable	Code	Source: Martín S., M., Herrero, A., 2012
Social Effect	SE1	People that i value their ideas think that it is beneficial for me to use airline companies' technological services.
	SE2	People that are around me think that it is logical for me to use airline companies' technological services.
	SE3	People that are important for me agree with me upon using airline companies' technological services.
Variable	Code	Source: Grazioli ve Jarvenpaa (2000)
Perceived Trust	TG1	Airline companies' technological services have the infrastructure enabled me to make things such as safely purchasing tickets, making reservation and searching flights.
	TG2	Airlines keep their promises with their technological services.
	TG3	Airline companies do their best to help whenever i need them while using their technological services.
	TG4	Airline companies have the necessary experience to safely make payment transactions over the internet with their technological services.
	TG5	Airline companies' technological services are reliable.
Variable	Code	Source: Davari, A., Lyer, P., Rokonuzzaman M., (2016).. and Andrews (2011)
Perceived Risk	AR1	Buying tickets by using airline compaines' technological services over the internet is risky.
	AR2	I believe that it is riskier when comparing for buying tickets by using technologic services offered airline companies than other alternatives.
	AR3	I am not sure whether my personel information stored while using airline companies' technological services is shared or not with third parties.
	AR4	I am not sure whether my personal information is protected or not during using airline companies' technological services.
	AR5	I do not hesitate give my credit card information when requested while using airline companies' technological services.
Variable	Code	Source: Martin and Catalan, (2012)'dan uyarlandı
Consumer Technologic Innovativeness	TY1	If i hear a new information technology, i look for the ways for experiencing it.
	TY2	I am generally the first person using new information technologies among my friends.
	TY3	I enjoy trying new information technologies.
Variable	Code	Source: Nyguen, L., and Nyguen, M., (2017) and Ventakesh et al. (2012)
Repurchase Intention	TSN1	I have intention to continue my air travels by using airline companies' technological services in future.
	TSN2	I am planning to continue my air travels by using airline companies' technological services.
	TSN3	It is highly possible that i repurchase flight ticket by using airline companies' technological services.
Variable	Code	Source: Nguen, Leblanc (2001), Ranaweera, Prabhu (2003) and Koçoğlu, 2016
Repurchase Behavior	TSD1	I will purchase flight ticket again by using airline companies' technological services.
	TSD2	I purchase ticket for my travels by using airline companies' technological services.
	TSD3	I advise my friends to buy tickets by using airline companies technological services.
	TSD4	When i need, i firstly prefer airline companies' technological services in order to buy ticket.
		*cited Demirgüneş (2015) 10.12711/tjbe.2015.8.1.0009