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SOLOMON ASH UYUMLULUK DENEYİ VE BİREYLERİN KARAR VERME TARZLARI ARASINDAKİ İLİŞKİ (TÜRKİYE ÖRNEĞİ)*

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ÖZET

Bu çalışmanın temel amacı bireylerin karar alırken örgütün baskısından etkilenip etkilenmediğini araştırırken, bu etkinin anlamlı olup olmadığını da incelemektir. Ülkemizde daha önceden sosyal psikoloji alanıyla ilgili çok çalışma yapılmamış olmasına rağmen söz konusu bu çalışma için ABD’de daha önceden Asch (1951) tarafından uygulanan uyumluluk deneyi ve Scott ve Bruce (1995) tarafından yapılan Karar verme tarzları ölçeği temel alınmıştır. Bu çalışma da karma analiz yolu izlenmiştir.

Çalışmanın kapsamı ise Bayburt üniversitesinde lisans eğitimine devam eden öğrencilerden oluşmaktadır. Araştırma sonucunda ise rasyonel karar verme eğilimi yüksek olan öğrencilerin ilginç bir şekilde gruba uyma konusunda daha istekli olduğu gözlemlenirken, sezgisel karar verme puanı yüksek olan katılımcıların gruba uyma konusunda daha az istekli olduğu ortaya çıkmıştır. Ayrıca bu çalışma kontrol grubu ve deney grubu olmak üzere iki grup üzerinde gerçekleştirilmiştir. Kontrol grubunda katılımcıların %99’u bütün sorulara doğru cevabı vermiştir. Ancak deney grubunda ise bu oran %65 lere kadar gerilerken hiçbir

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şekilde grubun baskısına uymadan cevap verenlerin sayısı %35 seviyesinde gözlemlenmiştir. Yapılan çalışmanın sonuçları, ilginç bir şekilde, rasyonel bir karara sahip olduğu belirlenen katılımcıların grup baskısından daha fazla etkilendiği ortaya koyarken Sezgisel karar verme oranının yüksek olduğu katılımcıların grup baskısından daha az etkilendiği ortaya çıkarmıştır. Bu çalışmanın genel sonucu, teorik (İstatistiksel) olarak bireylerin kendilerini karar verme tarzlarında ki boyutlardan birine eğilimli olarak algıladılar. Ancak pratikte tersine sonuçlar verebilmektedir.

Anahtar Kelimeler: Örgütsel bağlılık, Karar Verme Tarzları, Grup Baskısı, Uyum Deneyi

**THE RELATIONSHIP BETWEEN SOLOMON ASH
COMFORMITY TEST AND DECISION MAKING STYLES:
(THE CASE OF TURKEY)**

ABSTRACT

The main purpose of this study is to investigate whether individuals are affected by the pressure of the organization while making decisions. Although there is not much work in the field of social psychology in our country, this study is based on the compatibility test previously applied by Asch (1951) in the US and Scott and Bruce's (1995) decision-making scale. In this study, mixed analysis method was followed.

The scope of the study consisted of the students attending Bayburt University. As a result of the research, it was observed that students with high rational decision making tendency were more interested in obeying the group. In addition, this study was conducted on two groups as control group and experimental group. In the control group, 99% of the respondents gave the right answer to all questions. However, in the experimental group, this rate decreased to 65%, while the number of respondents who did not comply with the pressure of the group was observed at 35%. The results showed that interestingly, that the participants, who were determined to have a rational decision, were more involved in the organization. While the participants with high intuitive decision-making rates were less affected by the group pressure. The general result of this study is the theoretical (statistical) as individuals tend to perceive themselves as one of the dimensions of their decision-making style. In practice, however, can give negative results.

STRUCTURED ABSTRACT

This study examines the relationship between Solomon Ash conformity test and decision making-styles. First, these concepts are defined in two parts. Then the model of the study is given. Finally, the methods and results of the study is discussed. These steps are briefly mentioned below.

While examining some studies in the field of social psychology, it is often claimed that these are related to the experiences of people in previous periods. From this point of view, it is necessary to look at the known history of man, who is called homo sapiens race, but still controversial. It is a known fact that in these primitive periods, people established tribes in order to facilitate their situation and continued their lives in this way thought that people can help the modern world in their instincts and reflexes. However, if we accept the assumption that this reality is related to social psychology, it will be possible to put forward the reason behind some behaviors more easily. The study is a research conducted in order to understand the reason under the group behaviors. Firstly, imagine yourself in the following situation: Imagine that you are registering for a psychology experiment, and that you and the participants come at a specific date, and others sit at a table in a small room. At the time, others were actually partners of the experimenter and their behavior was carefully written. But you're, the only real participant. This is exactly the fiction of his experiment in Asch (1951). When the experiment was done for the first time, it was done in a hall for 7 people. The experimenter tells you that the research you are about to attend is related to people's visual judgments. Place two cards before you. The card on the left contains a vertical line. The card on the right displays three lines of variable length. The experimenter always asks the participants to choose which of the three lines on the card correspond to the length of the card on the left and say it out loud. The task is repeated twelve times with different cards. In some cases, other "participants" unanimously choose the wrong line They are wrong, but they all give the same answer. Thus, a group pressure was created to the main participant who was unaware of this manipulation (Asch,1955:31-35). Measured the number of 18 real participants to follow the majority's opinion. On average, about one third (32%) of the participants in the case made wrong decisions with the pressure of the group. In 12 critical trials, approximately 75% of respondents at least once fit group pressures, while 25% of participants did not. In the control group, these questions were asked again without the appropriate pressure of 18 different people, and less than 1% of the respondents answered incorrectly. (Ash, 1956: 70)

This compatibility experiment by Asch (1951) was later subjected to some criticism. Some of these studies use a biased sample. All participants are male students, all of whom belonged to the same age group. This is an assumption that the study lacks population validity and that the results cannot be generalized to women or older groups of people. Another problem is the fact that the experiments use an artificial task to measure suitability. This means that the ecological validity of the study is low and the results cannot be generalized to other real life conditions. (Wilson,1959;836-845; Bormann,1970; Rock,2014) .

While choosing among alternative products in consumer behavior, individuality is perhaps the most studied subject in consumer interest studies. However, although there are many factors affecting the consumer decision-making process, it is thought that consumers approach the market with certain basic decision-making styles For example, quality seekers, innovation seekers, comparison shoppers, information seekers and consumers with habit or brand loyalty. For example: (Bettman 1979; Jacoby and Chestnut 1978; Maynes 1976;

Miller 1981; Sproles 1979; Sproles 1983; Thorelli, Becker, and Engeldow 1975).

The mode of decision-making is defined as a mental orientation that characterizes the consumer's choice. It has cognitive and affective characteristics (eg quality awareness and fashion consciousness). In essence, the more frequently studied decision-making styles in the field of marketing are fundamentally important in the field of organizational behavior.

The decision-making style explains the direction in which individuals make these decisions while also making decisions. In this context, the five-dimensional definition of Scott and Bruce (1995) is very popular. These dimensions are also respectively: Spontaneous Decision Making, Rational Decision Making, Intuitive Decision Making, Dependent Decision Making, Hesitant Decision Making.

Two original scales are used in this study (S.Asch, 1951: 222-236 and Scott and S.G., and Bruce, R. A. (1995). First of all, the participants (students of Bayburt University) were told to sit randomly in the pre-determined classes. Then the total number in these classes is limited to 50 people. In other words, two classes were used in total and 25 groups of people were separated from each other so that they could not contact each other and they were asked to close their mobile phones with their own will. Since the main purpose of this study is to measure the environmental pressure, the answers given to the voices were recorded. In doing so, the participant will not only use the names or a definitive expression of them, but only the 1st participant, 2. By enumerating the participant, their answers are recorded as the first step. The same original test is applied to Solomon Ash. These cards are shown 12 times in the control group and in the experimental group so an answer is received. Firstly this experiment is done to the control group. As a result, 99% of participants give correct answers. In this respect the US is similar to the solomon ash experiment. Then, as in Ash method, the manipulation group was formed on the 25-person group, which is our main experimental group, to try to influence the individuals in the subject group. As a result, 65% of the participants in the experimental group were affected by the other participants in the manipulation group and 35% were not manipulated in any way. Prior to the study, participants' scale of decision-making was made. The results showed, interestingly, that the participants, who were determined to have a rational decision, were more involved in the organization. While the participants with high intuitive decision-making rates were less affected by the group pressure.

To give two striking examples, the first one is George Orwell's original and horrific conclusions, the community supports group thinking and thus forces people to accept false information as true. (Orwell, 1949). The fact that the verification of an idea or a set of ideas depends on whether they are accepted by the majority adds a deceptive attraction to democratic administration. In fact, Orwell describes a totalitarian regime, but we now know that this adaptation mechanism fits into a democratic society. Once the majority has embraced the wrong information, it is almost impossible to correct this in public consciousness. Even in a highly educated democracy, a person prefers to

accept the opinion of the majority, in order to continue to benefit from the blessings that society has to offer.

Another striking example of this is Unamuno's fiction novel. Augusto, the protagonist of the novel, is in a deep love. Therefore, he decides to commit suicide. Before his death, he read Unamuno's essays on "living." She likes life due to the influence of articles and wants to live, she gives up her suicide idea. In order not to die, he goes to Unamuno, who has established himself as a hero of the novel "I don't want to die," he says. Unamuno said, No, you cannot have a right not to die, that will be mine. You're a nivola, a creature I created, you're a toy. As I have created, You can not and you have no power to oppose it. Augusto committed suicide, he wrote. Existing with one's pen, is destroyed with the same pen. (Unamuno,2006)

There are two interrelated mechanisms, which are effective in people's correct adoption of misinformation: a passive compliance to the belief of the majority, and the support of an obvious error by an authoritarian system that tries to expand its boundaries. The instinctive mechanism of adaptation is seemingly harmless and has a non-subtle characteristic to human will. Passive harmony is a simple mechanism from the nature of man. Investigation of the propaganda and conditioning tools used by authoritarian systems to disseminate false information purposefully is a separate research topic.(Hoffer, 1951) Individuals support irrational beliefs to provide control over a group of people. In various denominations, dangerous sects, political movements at extremes etc. examples of this are found.

Keywords: Organizational Commitment, Decision Making Styles, Group Pressure, Conformity experiment

1. Introduction

While examining some studies in the field of social psychology, it is often claimed that these are related to the experiences of people in previous periods. From this point of view, it is necessary to look at the known history of man, who is called homo sapiens race, but still controversial. It is a known fact that in these primitive periods, people established tribes in order to facilitate their situation and continued their lives in this way thought that people can help the modern world in their instincts and reflexes. However, if we accept the assumption that this reality is related to social psychology, it will be possible to put forward the reason behind some behaviors more easily. The study is a research conducted in order to understand the reason under the group behaviors.

The study started with Solomon Asch's (1955) experiment in group pressure and compatibility. (Asch, 1955: 31-35) Also in this study, the scale of decision styles developed by Scott, and Bruce, (1995) is used. (Scott and Bruce,1995: 818-831) Solomon Asch (Asch, 2003; 2004) has shown in a series of classical experiments that a person is ready to not rely on his own perceptions and to adopt a false belief instead, because of the oppression of his peers. In one experiment, subjects are misleading in a manner consistent with the views of a biased group, and they always misrepresent the length of a line relative to the other. People, no matter what, adopt the opinion of the majority. Adaptation to group belief is stronger than one's own sense organs. Of course, in these experiments other members of the group were specifically selected and deliberately misleading subjects, but the difference between the lines of the subjects was clear enough for everyone to see easily. Stanley Milgram carried out different experiments confirming this adaptation effect (Milgram, 1961:45-51), and then the scope of these initial findings was expanded with a further development. (Berns et al.2005: 245-253).

2.Theoretical Framework

2.1. Solomon Asch Conformity Test

Firstly, imagine yourself in the following situation: Imagine that you are registering for a psychology experiment, and that you and the participants come at a specific date, and others sit at a table in a small room. At the time, others were actually partners of the experimenter and their behavior was carefully written. But you're, the only real participant. This is exactly the fiction of his experiment in Asch (1951). When the experiment was done for the first time, it was done in a hall for 7 people.

The experimenter tells you that the research you are about to attend is related to people's visual judgments. Place two cards before you. The card on the left contains a vertical line. The card on the right displays three lines of variable length. As shown in Table 1 below:

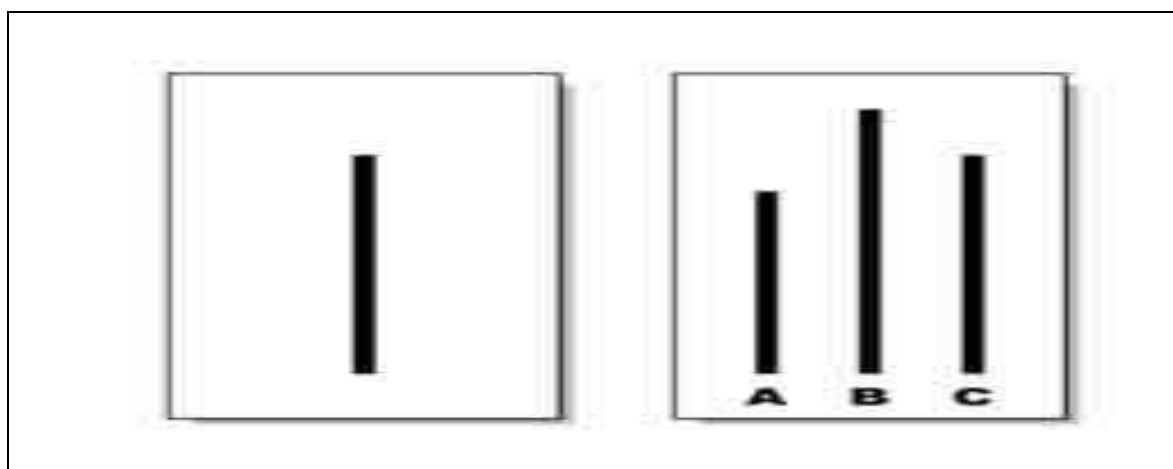


Table 1. Solomon Asch Experiment Lines, 1951

The experimenter always asks the participants to choose which of the three lines on the card correspond to the length of the card on the left and say it out loud. The task is repeated twelve times with different cards. In some cases, other "participants" unanimously choose the wrong line. They are wrong, but they all give the same answer. Thus, a group pressure was created to the main participant who was unaware of this manipulation (Asch, 1955:31-35). Measured the number of 18 real participants to follow the majority's opinion. On average, about one third (32%) of the participants in the case made wrong decisions with the pressure of the group. In 12 critical trials, approximately 75% of respondents at least once fit group pressures, while 25% of participants did not. In the control group, these questions were asked again without the appropriate pressure of 18 different people, and less than 1% of the respondents answered incorrectly. (Ash, 1956: 70) Why do participant's conformity so easily? When they interviewed after the experiment, most respondents said that they did not really believe in their appropriate answers, but they decided to tend to be with the group because they thought they were ridiculous or aim strange, while a few said they really believed that the answers were correct.

This compatibility experiment by Asch (1951) was later subjected to some criticism. Some of these studies use a biased sample. All participants are male students, all of whom belonged to the same age group. This is an assumption that the study lacks population validity and that the results cannot be generalized to women or older groups of people. Another problem is the fact that the experiments use an artificial task to measure suitability. This means that the ecological validity of the study is low and the results cannot be generalized to other real life conditions. (Wilson, 1959; 836-845; Bormann, 1970; Rock, 2014)

Asch, however, told the critics that the participants wanted to explore a simple situation, no doubt, what the correct answer might be. A number of critics, later concerned with the Asch experiment, said that Asch's high level of compatibility was a reflection of American culture in the 1950s, and that they told us a lot about the historical and cultural climate of the US in the 1950s. In the 1950s, America was very conservative, there was an anti-communist witch-hunt against anyone thought to have sympathetic left-wing views. This criticism received support from studies that showed lower compliance rates in the 1970s and 1980s in the same experiment in later periods. (Perrin & Spencer, 1980:405). Perrin and Spencer (1980) claimed that the Asch effect was a "child's time Per. They performed a complete replication of the original Asch experiment using engineering, mathematics, and chemistry as subjects. They found that in only one of the 396 trials, one observer was involved in the faulty majority. They claimed that the cultural exchange between students and the value placed on conformity and obedience was realized. In the United States in the 1950s, students were unobtrusive members of the society, but now they are more liberal and questioning. (Perrin and Spencer, 1980:405)

Finally, there are ethical issues, and the participants are not protected from the psychological stress that would occur if they did not participate in the majority. In Asch-type cases, there is evidence that participants were quite emotional. They therefore found that the participants greatly increased their levels of autonomic arousal. (Back et al., 1963: 34-40), This finding will also make things more difficult to understand whether they are in conflict, whether they will see what they see, or whether they will agree with others' ideas. Asch also deceived student volunteers by claiming that he participated in the 'vision' test; the main purpose was to see how the 'naive' participant would react to the group's behavior. However, deception was necessary to produce valid results.

2.2. Decision -Making Styles

While choosing among alternative products in consumer behavior, individuality is perhaps the most studied subject in consumer interest studies. However, although there are many factors affecting the consumer decision-making process, it is thought that consumers approach the market with certain basic decision-making styles. For example, quality seekers, innovation seekers, comparison shoppers, information seekers and consumers with habit or brand loyalty. For example: (Bettman 1979; Jacoby and Chestnut 1978; Maynes 1976; Miller 1981; Sproles 1979; Sproles 1983; Thorelli, Becker, and Engeldow 1975).

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The decision-making style explains the direction in which individuals make these decisions while also making decisions. In this context, the five-dimensional definition of Scott and Bruce (1995) is very popular. These dimensions are also respectively:

2.2.1. Spontaneous Decision Making

Individuals tend to make quick decisions when they cannot trust others and have too much uncertainty. (Battal et al. 2017: 13-14) In addition, high-risk-prone individuals tend to make quick decisions. Therefore, spontaneous decision-makers spend less time gathering and evaluating the decision-making process. (Taşdelen, 2001: 41).

2.2.2. Rational Decision Making

Decision makers need more information in rational decisions. (Etzioni, 1976: 385-392). In this context, rational decision-making is the ability to have complete knowledge of alternatives and to evaluate the results in terms of business objectives. (Battal et al. 2017: 13-14) Thus, uncertainty in the

decision-making process is kept at lower levels with rational decisions and the control of the decision process becomes more (Martin, 2012: 34-47).

2.2.3. Intuitive Decision Making

Intuition is to be aware of a deeper meaning, emotion, understanding and thoughts in bodily sense. It can also be defined as a way of understanding the world that cannot be easily obtained (Sadler et al, 2004: 76-91). Such decision-makers act with confidence in their instinctive feelings. (Battal et al, 2017: 13-14) In other words, the person who makes an intuitive decision selects the trial-error method on the general problem and presents the non-analytical. (Henderson, 1980: 371-386).

2.2.4. Dependent Decision Making

Decisions are made with the support of someone else before making a decision. (Battal et al, 2017: 13-14) Decisions made with the support, guidance and protection of others indicate that the decision maker is not intellectually and practically independent. (Jokar, 2014: 119).

2.2.5. Hesitant Decision Making

Such decisions may cause individuals to postpone their decisions because of their unstable attitudes or lack of confidence in themselves. These individuals may be able to transfer their trust and responsibility to others. (Battal et al, 2017: 13-14) In addition, such individuals may not think that the person (manager, leader) who decides in a decision-making process will be satisfactorily completed. (Khasawneh, 2011: 311).

3. Method

Two original scales are used in this study (S.Asch, 1951: 222-236 and Scott and S.G., and Bruce, R. A. (1995). First of all, the participants (students of Bayburt University) were told to sit randomly in the pre-determined classes. Then the total number in these classes is limited to 50 people. In other words, two classes were used in total and 25 groups of people were separated from each other so that they could not contact each other and they were asked to close their mobile phones with their own will.

The participants are given a questionnaire with 25 questions, including Scott and Bruce's decision-making style, and 12 questionnaires for applying Asch's adaptation experiment, which we used as the participant question registration form on the back side. In order to control the participants, two academicians waited in the classrooms. First of all, participants were instructed to conduct a decision-making questionnaire. The participants were given a total of 25 minutes for this survey. As a result of this process, it was reported that the participants will be given a test in order to measure the attention in the meeting room and the results will be shared with them. In this sense, this study was planned as two-step method and two different application groups. These are the control group and the experimental group, respectively. In addition to the SPSS 20.0 program, explanatory factor analysis and validity tests are applied to the model and structural equation modeling performed is with the help of Amos package program. Cronbach's Alpha method are used to define the validity and reliability of the scale. (Cronbach, 1951: 297-334).

3.1 Universe and Sample

In this study, used to mixed research method, which uses the method of using the qualitative and quantitative research methods together in the research is used. Mixed research; the collection, analysis and interpretation of a single study of qualitative and quantitative research data within studies. (Leech and Onwuegbuzie, 2009: 266). In this context, the study is applied to 50 students as a control and experimental group.

3.2 Suggested Models and Hypotheses

The basic model of the study is the relationship between organizational commitment and decision making.

While the decision-making styles were considered as dependent variables in this study, the answers given to Asch's organizational conformity questions were considered as independent variables. In this context, the model and hypotheses of the study are given as follows:

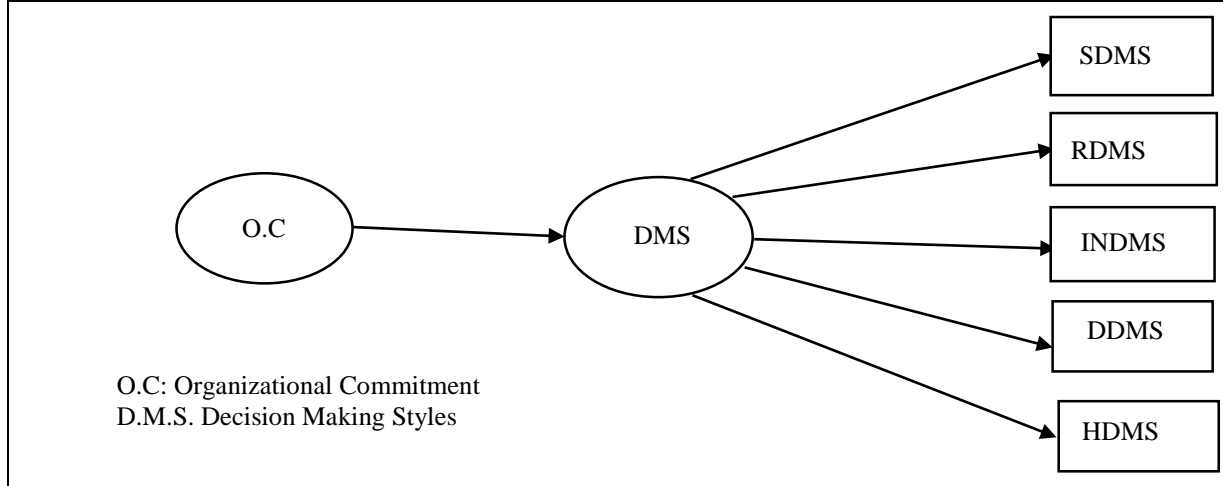


Table 2. Basic model

According to the above table, the relationship between Asch's organizational adjustment and decision-making styles is modeled. In addition, five dimensions of decision-making styles are examined according to this model. Thus, it will be tried to be tested in the direction of the relationship between the dimensions of organizational adjustment and decision- making.

3.2.1. Hypotheses

H1: There is a significant relationship between organizational commitment and decision-making.

H1a: There is a significant relationship between organizational commitment and spontaneous decision -making.

H1b: There is significant relationship between organizational commitment and rational decision-making.

H1c: Organizational commitment and intuitive decision-making styles have a significant meaningful relationship.

H1d: There is a significant relationship between organizational commitment and dependent decision- making.

H1e: There is a significant relationship between organizational commitment and hesitant decision-making styles.

4. Model Findings and Tests

60% (30) of the participants were female and 40% (20) were male. The age group was between 22 and 24 years, with the lowest age range of 36.4% and the lowest age was 10.0% and the age group was 17-19. In addition, the monthly income level of the students (500-800) was 74.2%. Factor analysis, especially in very complex and multidimensional encounters, is the relationship analysis, canonical

correlation analysis, clustering analysis and multidimensional scaling analysis. (Matsunaga, 2010: 97-110) Therefore, the factor analysis that we applied in our study was carried out after the implementation of the scale draft consisting of 25 items. Factor analysis revealed that the main dimension factor was 5-dimensional and gave 78.864 rotation factor reliability. In addition, the 2-item (3-11) question, in which the factor load value is below 0.40, was removed from the scale because it was thought that the participants were not close or understood. (Scherer and Robert, 1988: 763-770).

In the first stage, a descriptive factor analysis is performed. The data are analyzed by the Kaiser-Mayer-Olkin (KMO) test and Bartlett's test. The KMO value was 89 and the Bartlett sphericity test result is significant ($p < .01$). These results indicate that the research sample is sufficient and that the data related to the scale are both suitable for factor analysis and that the internal consistency is good. As a result of the reliability analysis, Cronbach's alpha coefficient is found to be 0.917 for decision-making styles.

4.1. Testing the Theoretical Model

In the analysis of the data, first of all, the measurement model as a whole are subjected to confirmatory factor analysis and the structure validity and reliability of the model is examined. In addition, the main indicators of the validity and reliability of dimensional averages are summarized in Table 2 because the number of items in the measurement model is high:

Concept	Indicator	Standardized factor load	t value	Unified reliability	Average Variance	Cronbach alfa
					0.923	
Decision Making Styles Scale	Spontaneous _Avarage	0.85	24.36	0.894	0.88	0.912
	Rational _Avarage	0.79	21.67	0.833	0.81	0.896
	Intuitive _ Avarage	0.71	19.23	0.736	0.76	0.864
	Hesitant _ Avarage	0.83	23.56	0.852	0.86	0.717
	Dependent _ Avarage	0.88	26.47	0.921	0.95	0.823
					0.883	
	Experimental group _ Avarage	0.84	19.61	0.884	0.78	0.897
Asch Conformity Test	<i>Control group _ Avarage</i>	<i>0.98</i>	<i>54.39</i>	<i>0.996</i>	<i>0.99</i>	<i>0.986</i>

Table 3. Values of the Measurement Model

The Cronbach's alpha value of the scale that measures each variable according to the values in Table 2 can be claimed to have high internal consistency since the Cronbach's alpha value is above 0.70. (Peterson, 1994:381-391) For the convergent validity, the factor loads of each item is significantly higher than 0.50, the integrated reliability is higher than 0.60 and the mean variance extracted (AVE) was 0 for all concepts. Must be higher than 0.50. (Bagozzi and Yi, 1988:74-94)

In this model, all factor loads and integrated reliability are acceptable, and $p = 0.01$ significance is also significant. Fornell and Larcker's approach is used to test the validity. (Fornell and Larcker, 1981:382-388). In this approach, the square root of the average explained variance value for each concept should be higher than the correlation between this concept and other concepts. In this model, the relationship between the two variables is looked at simply, but since we have registered the compatibility scale qualitatively (verbal), only the data about the decision styles and dimensions are shown in the table above. The difference between the values obtained by taking the mean of the mean variance values is compared. However, it should be noted that in such mixed studies the control group values should not be included in the calculation; because this group is only a fixed coefficient. For this

reason, only the values of the experimental group are taken into account in Table.3 above. The values for decomposition validity are shown in Table 3:

	1	2
<i>Decision Making Styles Scale</i>	0.92	
<i>Asch Conformity Test</i>	0.881	0.88

Table 3. Indicator Validity Indicators

The values shown in bold in the bold are the square root of the explained mean variance, and those below the diagonal are the correlation coefficient that indicates the relationship between each variable and the other variable. The variables in the measurement model according to Table 3 show the decomposition validity. In addition, all relationships are associated with positive correlation. After the reliability of the variables, the reliability of the variables is analyzed by means of decomposition and convergence validity of the measurement model. Maximum likelihood (highest likelihood) is used as the estimation method. Compliance indices for road analysis are given in Table 4:

Abbreviation	Meaning	Model value	Acceptance Value
χ^2	Chi Square	416,82	-
Sd	Degree of freedom	165	-
χ^2 / sd	Chi square / degree of freedom	2.526	$\leq 2a, \leq 5b$ (a: very good fit, b: good fit)
p	Severity	0.039	$0,05 \leq$
RMSEA	Approximate Square Root of Errors	0.068	$0,05 <$ (tolerance 0,08)
CFI	Increased Goodness of Fit Index	0.95	$0,90 \leq$
NNFI	Unregulated Adjustment Goodness Index	0.93	$0,90 \leq$
AGFI	Adjusted Kindness Harmony Index	0.92	$0,90 \leq$

Table 4. Compliance Index of Research Model

The research model developed according to Table 4 shows acceptable compliance. The regression coefficients of the equations in the model are shown in Table 5:

The Road	Hypothesis	Road Coefficient	T Value	Result
ORG.COM. → DMS	H1	0.47	5.76	Accepted
ORG.COM → Spontaneous DMS	H1a	0.44	6.47	Accepted
ORG.COM → Rational DMS	H1b	0.62	6.01	Accepted
ORG.COM → Intuitive DMS	H1c	0.29	5.23	Accepted
ORG.COM → Hesitant DMS	H1d	0.36	5.01	Accepted
ORG.COM → Dependent DMS	H1e	0.69	9.67	Accepted

Table5: Regression Coefficients

According to Table 5, while a positive and significant result was obtained in the hypothesis of H1, the relationship between organizational dependence and decision making style was found to be positive and significantly related to the sub-hypotheses (H1a; H1b; H1c; H1d; H1e;).

5. Results and Recommendations

Since the main purpose of this study is to measure the environmental pressure, the answers given to the voices were recorded. In doing so, the participant will not only use the names or a definitive expression of them, but only the 1st participant, 2. By enumerating the participant, their answers are recorded as the first step. The same original test is applied to Solomon Ash. These cards are shown 12 times in the control group and in the experimental group so an answer is received. Firstly this experiment is done to the control group. As a result, 99% of participants give correct answers. In this respect the US is similar to the Solomon Ash experiment.

Then, as in Ash method, the manipulation group was formed on the 25-person group, which is our main experimental group, to try to influence the individuals in the subject group. As a result, 65% of the participants in the experimental group were affected by the other participants in the manipulation group and 35% were not manipulated in any way. Prior to the study, participants' scale of decision-making was made. The results showed, interestingly, that the participants, who were determined to have a rational decision, were more involved in the organization. While the participants with high intuitive decision-making rates were less affected by the group pressure.

Based on these results, it was observed that these decisions could be changed by the organization, although in some cases it was perceived that individuals took rational decisions while making their decisions. In addition, it was observed that individuals who were decided by their intuition in the opposite cases could not be affected by the pressures of the organization.

As in every study, this study has some limitations. The most important of these is that this study is done to individuals in a certain age group. In the following periods, this study can be applied in different age groups and in different regions of our country. In addition, there is a problem in the field of social psychology due to very rare studies in Turkey. As the example of this is mentioned above, the United States can be given with the repetition of this study in 1951-1980. Thus, very serious steps can be taken to define the perceptions of individuals in our country.

To give two striking examples, the first one is George Orwell's original and horrific conclusions, the community supports group thinking and thus forces people to accept false information as true. (Orwell, 1949). The fact that the verification of an idea or a set of ideas depends on whether they are accepted by the majority adds a deceptive attraction to democratic administration. In fact, Orwell describes a totalitarian regime, but we now know that this adaptation mechanism fits into a democratic society. Once the majority has embraced the wrong information, it is almost impossible to correct this in public consciousness. Even in a highly educated democracy, a person prefers to accept the opinion of the majority, in order to continue to benefit from the blessings that society has to offer.

Another striking example of this is Unamuno's fiction novel. Augusto, the protagonist of the novel, is in a deep love. Therefore, he decides to commit suicide. Before his death, he read Unamuno's essays on "living." She likes life due to the influence of articles and wants to live, she gives up her suicide idea. In order not to die, he goes to Unamuno, who has established himself as a hero of the novel "I don't want to die," he says. Unamuno said, No, you cannot have a right not to die, that will be mine. You're a nivola, a creature I created, you're a toy. As I have created, You can not and you have no power to oppose it. Augusto committed suicide, he wrote. Existing with one's pen, is destroyed with the same pen. (Unamuno,2006)

There are two interrelated mechanisms, which are effective in people's correct adoption of misinformation: a passive compliance to the belief of the majority, and the support of an obvious error

by an authoritarian system that tries to expand its boundaries. The instinctive mechanism of adaptation is seemingly harmless and has a non-subtle characteristic to human will. Passive harmony is a simple mechanism from the nature of man. Investigation of the propaganda and conditioning tools used by authoritarian systems to disseminate false information purposefully is a separate research topic.(Hoffer, 1951) Individuals support irrational beliefs to provide control over a group of people. In various denominations, dangerous sects, political movements at extremes etc. examples of this are found.

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