

Influence of Social Culture on Decision-Making Manner in Turkey: An Analysis with the Structural Equation Model

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ABSTRACT The aim of the present study is to determine the influence of social culture on decision-making behavior. The research is done with the questionnaire technique on 243 senior and midlevel managers who work in public and private sectors in Burdur. The influence of social culture on decision-making behavior has been examined with the Structural Equation Model by using the software known as AMOS. According to the findings obtained, it is observed that the social culture is influential on decision-making manner. It has been statistically determined that there are significant influences of individualism on dependent and tentative decision-making manners, risk avoidance on dependent decision-making manner, willingness to take risk on intuitive decision-making manner, and low-authority range on rational decision-making manner.