



Gayrimenkul Danışmanlarının Bağlamsal Performanslarının Demografik Değişkenlere Göre İncelenmesi

Examination of Contextual Performance of Real Estate Agents Based on Demographic Variables

ABSTRACT

This research was conducted to determine whether the contextual performances of real estate consultants differ according to demographic variables. Encouraging cooperation among employees with different demographics is important to achieve goals. Demographic variables that affect contextual performance can play an important role in determining business strategies. The question that needs to be answered in order to achieve the purpose of the research is as follows; does the contextual performance of real estate agents differ according to demographic variables such as gender, marital status, education level, income and age?

Quantitative method was preferred in the research. In this study, in which the quantitative method was preferred, the data were obtained by the survey method. Real estate consultants in Kocaeli constitute the research population. Volunteer participants were included in the study in accordance with the convenience sampling method. In the research, a contextual performance scale with 6 statements was used. In the first stage, factor analysis was applied, then reliability analysis was conducted. In the second stage, whether the factors differed according to demographic variables was determined by Oneway Anova, Kruskal Wallis, and Independent Sample t-tests. According to the results of the research, there was no statistically significant difference in the contextual performance of the participants according to their gender, marital status, and age. A statistically significant difference was found in contextual performance according to education level. The real estate industry is an area with strong competition. A higher level of education can increase counselors' knowledge and skills. Thus, the ability to attract more customers and provide effective service can be improved. Increasing level of education enables the feeling of empathy to develop and effective communication to be performed. In this context, it is thought that it will also have a positive effect on contextual performance. Based on the research results, it can be said that increasing the education level and improving themselves may be an important factor for real estate consultants who want to be successful.

Keywords: Job Performance, Contextual Performance, Real Estate Agent, Demographic Variables

ÖZET

Bu araştırma, gayrimenkul danışmanlarının bağlamsal performanslarının demografik değişkenlere göre farklılık gösterip göstermediğinin belirlenmesi amacıyla yapılmıştır. Farklı demografik özelliklere sahip çalışanlar arasında iş birliğini teşvik etmek edeflere ulaşmak için önemlidir. Bağlamsal performansı etkileyen demografik değişkenler, iş stratejilerinin belirlenmesinde önemli bir rol oynayabilir. Araştırmanın amacına ulaşabilmesi için cevaplanması gereken soru şöyledir; gayrimenkul danışmanlarının bağlamsal performansları, cinsiyet, medeni durum, eğitim seviyesi gelir ve yaş gibi demografik değişkenlere göre farklılık gösteriyor mu? Araştırmada nicel yöntem tercih edilmiştir. Nicel yöntemin tercih edildiği bu çalışmada veriler anket yöntemi ile elde edilmiştir. Araştırma evrenini, Kocaeli ilinde bulunan Gayrimenkul danışmanları oluşturmaktadır. Araştırmaya kolayda örneklem yöntemine uygun olarak gönüllü katılımcılar dahil edilmiştir. Araştırmada, 6 ifadenin yer aldığı bağlamsal performans ölçeği kullanılmıştır. Birinci aşamada faktör analizi uygulanmış, daha sonra güvenilirlik analizi uygulanmıştır. İkinci aşamada, faktörlerin demografik değişkenlere göre farklılık gösterip göstermediği, Oneway Anova, Kruskal Wallis ve Independent Sample t- testleriyle belirlenmiştir. Araştırma sonuçlarına göre, katılımcıların cinsiyetlerine, medeni durumlarına ve yaşlarına göre bağlamsal performansında istatistiksel olarak anlamlı farklılık bulunmamıştır. Öğrenim düzeyine göre bağlamsal performansında ise istatistiksel olarak anlamlı farklılık bulunmuştur. Gayrimenkul sektörü, güçlü rekabetin olduğu bir alandır. Daha yüksek bir eğitim düzeyi, danışmanların sahip oldukları bilgi ve becerilerini artırabilir. Böylece daha fazla müşteri çekme ve etkili hizmet sunma becerisi geliştirilebilir. Öğrenim düzeyinin artması, empati duygusunun gelişmesine ve etkili iletişim yapılmasına olanak verir. Bu bağlamda, bağlamsal performans üzerinde de olumlu etkisi olacağı düşünülmektedir. Araştırma sonuçlarına dayanarak, başarılı olmak isteyen gayrimenkul danışmanlarının eğitim düzeylerini artırmaları ve kendilerini geliştirmelerinin önemli bir faktör olabileceği söylenebilir.

Anahtar kelimeler: İş Performansı, Bağlamsal Performans, Gayrimenkul Danışmanı, Demografik Değişkenler

INTRODUCTION

Performance” is the best one can do; achievement” (Turkish Language Society, TLS). The concept of performance, which is mostly expressed numerically, is handled at the institutional level or at the individual level (Deniz and Kumru, 2022: 550). Institutional performance is a concept that expresses the ability and success level of a company or business to achieve certain goals (Uzuntarla et al, 2017: 16). Individual performance, on the other hand, expresses how effectively and efficiently a person fulfills a certain job or responsibility (Yalçınsoy, 2018: 5). An employee's performance at work is reflected through how successfully they complete the tasks, how close they are to the goals, and their work efficiency. Job performance consists of task and contextual behaviour (Goodman and Svyantek, 1999). Reaching goals include effective sales presentations, and it varies between jobs within the same organization. Behaviours in task performance also contribute directly or indirectly to individual and organizational performance (Behrman and Perreault, 1982). Contextual performance is defined as an employee's discretionary behaviour without necessarily directly affecting an employee's productivity (Podsakoff et al 2000). However, contextual performance supports the organizational, social, and psychological environment in which task performance takes place. (Borman

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and Motowidlo, 1993; Motowidlo and Van Scotter, 1994). Demographic characteristics, which constitute the independent variables of the research, are the elements that define the structure of an individual or a community. Features such as age, gender, marital status, income level, education level can be given as examples of demographic characteristics. These characteristics can affect the behaviour, preferences, and performance of individuals. Understanding these characteristics is important for increasing happiness and productivity in the workplace. Understanding this relationship can be used to promote diversity and inclusion in the workplace. Promoting harmony and cooperation among employees with different demographics is important for success. Demographic variables that affect business performance can play an important role in determining business strategies. Hassan and Olufemi's (2014) study on demographic variables and job performance showed that there is a significant relationship between age, marital status, educational status, and gender as demographic variables that affect job performance. In another study, it has been concluded that gender, age, and education have significant effects on task performance (Nasir et al., 2011). Gender affects the performance of employees (Yammarino and Dubinsky, 1988). However, according to Knudson (1982), women who are under the influence of the same situation or faced with the same event or situation are as talented as men. According to Ogunleye and Osekita (2016), gender does not have a significant effect on the job performance of employees. It can be said that marital status, which is another demographic feature, has a vital importance on the performance of employees. Married employees are more determined and willing to exhibit higher job performance than single employees. The reason is that they need a permanent job due to their responsibilities to their families and concerns about economic security (Choong et al., 2012). According to Mathieu and Zajac (1990), age has an effect on performance in business life. While young people may often be more physically energetic, it can be assumed that they may lack experience in some areas. The older you get, the more experience you usually gain. However, physical abilities may decrease with age. A negative relationship was found between education and task performance. No significant relationship was found with overall job performance. While it is expected that educated individuals will affect job performance positively, the opposite result is surprising (Kähya, 2007). However, Thomas and Feldman's (2009) study showed that education is positively associated with task performance. Ojeleye (2017) examined the effect of wages on employees' performance and showed that there is a strong positive relationship between employees' total income and job performance. In the study, showing that as the age of the employees increased, their task performance also increased, it was revealed that the context and task performance of the employees affected. Their contextual performance increased only up to the 40-50 age group and remained stable thereafter. It can be asserted that older employees show higher job performance compared to their younger colleagues, and that educated employees perform better in their jobs due to the self-confidence gained through the education they have had. In addition, it has been seen that annual income plays a role as an important factor in increasing business performance (Namrita and Bhardwaj, 2019: 38). In this study, it is aimed to examine the contextual performance of real estate consultants according to demographic variables. Real estate consultancy is a communication-based professional activity that plays a role in the effective functioning of the housing market, that provides services to compare housing supply and demand under the best conditions and in the most appropriate time frame (Demirtaş, 2022:121). Housing is one of the basic needs of people. It is used as an investment tool as its value increases. In addition, it is a property that is used for housing and has rental income (Bolat and Şenol, 2020: 216). In order to identify how real estate consultants behave in social and cultural context, analysing the effect of demographic variables on contextual performance makes this study important. It is believed that this review will make valuable contributions to the literature in terms of both the development of individual consultants and the overall effectiveness of the real estate sector. It can be said that increasing their contextual performance will help real estate consultants develop different marketing or sales strategies according to their portfolio and increase their competitiveness with their competitors. Besides, real estate consultants will increase their service quality and satisfaction levels in their direct communication with their clients. It can create satisfied customers, positive references, and recurring business opportunities.

This research is based on job adaptation theory. Job adaptation theory is closely related to employee's job performance and level of job adjustment. It is of great importance that the expectations, personality traits, experiences, knowledge, and skills of the employees are in harmony with the work they do (Edwards, 1991). Studies have shown that employees who are compatible with their jobs have high job satisfaction, full motivation, high organizational commitment and performance, low stress levels and willingness to work (Edwards, 1991; Sekiguchi 2004). It is thought that demographic variables may affect the adaptation of employees to work, and this may affect performance. Literature review, research methods, data analysis, conclusion and recommendations are included in the chapters of this study.

CONCEPTUAL FRAMEWORK

Work Performance

Researchers suggesting performance as two factors (Borman and Motowidlo 1993; Borman and Motowidlo, 1997) identified these two factors as task performance and contextual performance. Task performance refers to the job-determined behaviours that support the technical structure of the organization. (Borman and Motowidlo, 1997; Viswesvaran and Ones, 2000). Contextual performance refers to optional behaviours such as undertaking tasks and helping and collaborating with colleagues. These duties are often not formally determined and are not directly or explicitly included in compensation systems. However, they contribute to sustainability by facilitating the achievement of organizational goals (Borman and Motowidlo, 1997; Organ and Ryan, 1995; Whitman, Van Rooy and Viswesvaran, 2010).

Context Performance

Contextual performance refers to the performance of a person or a group under certain context, condition, or environmental elements. It is the fulfilment of the basic duty beyond the official job descriptions of the employees (Goodman and Svyantek, 1999; Díaz-Vilela et al., 2015). The role of the business environment in which performance takes place is of great importance. This context may include elements such as organizational culture, leadership style, communication, workload, incentive system, job satisfaction level. These elements can have a direct or indirect effect on performance. In other words, contextual performance usually includes what needs to be done to achieve the goal (Motowidlo, 1997; Cleveland et al., 2019). To put it another way, although contextual performance is not a part of the formal role requirement, it expresses a process of social change and includes voluntary behaviour in favour of the organization (Rhoades and Eisenberger, 2002; Erdilek Karabay et al., 2020), it refers to the extra role performance of voluntary behaviour and (Borman and Motowidlo, 1993; Acaray, 2019; Palenzuela et al., 2019) are positive behaviours. It encourages others to help and cooperate (Motowidlo et al., 1997). Some of these organizational goals are as follows; voluntary participation in work, helping colleagues, following, adopting, and advocating organizational rules and procedures. (Koopmans et al., 2013; Jiang et al., 2022).

METHODOLOGY

Purpose of the Research

This research was conducted to determine whether the contextual performance of real estate consultants, which includes elements such as undertaking tasks, helping and cooperating with colleagues, differs according to demographic variables. Thus, it will be determined in which demographic variables and at what level the contextual performance differs. Based on these data, it is thought that it will help us understand the different demographic factors that affect the performance of real estate consultants and make sense of the trends in the sector.

The question that needs to be answered in order to achieve the purpose of the research is given below.

How does the contextual performance of real estate agents differ according to demographic variables such as gender, marital status, education level, income and age?

In order to answer this question, the following basic hypotheses were formed according to the demographic variables used in the research:

H1: Gender makes a difference on contextual performance.

H2: Marital status makes a difference on contextual performance.

H3: Education makes a difference on contextual performance.

H4: Income makes a difference on contextual performance.

H5: Age makes a difference on contextual performance.

Research Method and Model

Quantitative method was preferred in the research. In this study, in which the quantitative method was preferred, the data were obtained by the survey method because this method has the feature of providing cooperation with the respondents, minimizing the rate of non-response, and answering the questions sincerely (Tekin, 2007: 60). The survey consists of two parts. In the first part, there is the Contextual performance scale, and in the second part, there are statements about the demographic variables. These expressions; gender, marital status, education level, income, and age. The questions in the questionnaire were arranged according to a five-point Likert scale, and the different attitudes in the scale and the coefficients of these attitudes are as follows: 1. Strongly disagree, 2. Disagree, 3. Undecided, 4. Agree, 5. Strongly agree. The research model consists of two stages. In the first stage, factor analysis was applied, then reliability analysis was applied. In the second stage, whether the factors differ according to demographic variables was determined by Oneway Anova, Kruskal Walllis, and Independent Sample t-tests.

Population, Sample and Scales of the Research

Real estate consultants in Kocaeli constitute the population. Volunteer participants were included in the study in accordance with the convenience sampling method. In the research, a contextual performance scale with six statements was used. The scale was developed by Çalışkan and Koroğlu (2022). The reliability of the scale was calculated as 0.785.

For the application of the survey of this study, ethics committee permission was given by Kocaeli University Social and Human Sciences Ethics Committee with the decision dated 19.04.2023 and E. 399617. The questionnaires were distributed to the participants who attended the training seminar and collected at the end of the seminar. The number of surveys included in the analysis is 209. There are different opinions about accepting the sample size as sufficient (Büyüköztürk, 2002: 480). According to the generally accepted opinion, the number of samples is at least five times the number of items in the questionnaire (Aksu et al., 2017: 26).

The limitations of the study are that it was conducted on a professional group and the number of samples.

Analysis of Data

Factor Analysis

In order to determine the factors affecting the contextual performance, the data obtained as a result of the survey study were subjected to factor analysis with IBM SPSS 20 statistical software. In the first step, KMO (Kaiser-Meyer-Olkin) and Barlett's test were applied, and it was observed that there was a sufficient relationship between the variables for factor analysis. The KMO value is .756, and the lowest acceptable limit of sample adequacy is 0.50. In the second step, it was understood that all questions would be included in the factor analysis by looking at the Measures of Sampling Adequacy (MSA) values. In the third step, by looking at the "Total explained variance" table, it was seen that six questions with eigenvalues greater than "1" were included in the factor analysis. According to the "Total Explained Variance" table, eigenvalues are included in the analysis as a factor greater than "1". The cumulative frequency value of the items is 0.49080, which is an acceptable value. The descriptive statistics regarding the demographic characteristics of the sample group included in the study are as follows: 142 of the participants (67, 9) were men and 67 (32.1%) were women. For marital status, it has been clarified that the number of married people was 124 (59.3%) and the number of singles was 85 (40.7%). For the age group, the highest number was in the 34-40 age group (n=63; 30.1%), and the lowest number was in the 55 and over age group (n=18; 8.6%). For income, it was established that it was between 8200 and above at most (n=205; 98%) and at least between 7200-8199 (n=4; 2%). For education, it was seen that the highest number of students was high school (n=95; 45.5%) and the least was graduate (n=10; 4.8%).

FINDINGS

The data obtained as a result of the research and the analyses applied to the data in order to test the hypotheses and the results are given below.

Table 1: Keiser-Meyer-Olkin ve Barlett value

KMO		0,785
Barlett Testi	Sd	15
Sig		,000

The Keiser-Meyer-Olkin value was calculated as 0.785, the degree of freedom of the Barlett test was 15, and the significance value was 0.00.

The findings of demographic variables and contextual performance are given in the tables below.

Table 2: Contextual performance relationship of gender

Factor	Gender	N	ss.	t	F	p
Contextual performance	Male	142	0,085	0,005	0,504	0,996
	Woman	67	0,088			

According to the results of the t-test in which the relationship between gender and contextual performance was examined, it was seen that the variances were equal (0.478). According to this result ($p > 0.05$), no significant relationship was found between gender and contextual performance.

Table 3: Contextual performance relationship of marital status

Factor	Marital status	N	ss.	t	F	p
Contextual performance	Married	124	0,522	0,981	2,386	0,328
	Single	85	0,702			

According to the t-test result ($p>0.05$), in which the relationship between marital status and contextual performance was examined, no significant relationship was found between gender and contextual performance.

Table 4: Contextual performance relationship of education

Factor	Education	N	ss.	F	p
Contextual performance	High school	95	0,500	4,665	0,001
	Associate degree	50	0,621		
	University	52	0,564		
	Graduate	12	0,711		

The relationship between education and contextual performance was examined with one-way analysis of variance. As a result of the analysis ($p<0.05$), there is statistical significance between education and contextual performance. It was determined that the level of significance of associate degree graduates was higher.

Table 5: Income contextual performance relationship

Factor	Income	N	ss.	F	p
Contextual performance	8200 and over	205	0,040	0,94	0,911

The relationship between income and contextual performance was examined with one-way analysis of variance. As a result of the analysis ($p>0.05$), no significant relationship was determined between income and contextual performance.

Table 6: Contextual performance relationship of age

Factor	Age	N	ss.	F	p
Contextual performance	20-26	28	0,130	1,237	0,293
	27-33	34	0,115		
	34-40	63	0,067		
	41-47	43	0,084		
	48-54	23	0,084		
	55 and over	18	0,128		

The relationship between age and contextual performance was examined with one-way analysis of variance. As a result of the analysis ($p>0.05$), there was no statistical significance between age and contextual performance.

CONCLUSION AND RECOMMENDATIONS

There was no statistically significant difference in the contextual performance of the participants according to their gender, marital status, and age. In this respect, the results of the research show similarities with the studies conducted by Borş (2010), Kılınc and Ulusoy (2014). The result of the research helped us understand that there is no gender inequality in the sector, and there is equal opportunity for real estate consultants. A statistically significant difference was found in the contextual performance of the research results according to the education level. This result is similar to the studies conducted by Kılınc and Ulusoy (2014), Şehitoğlu and Zehir (2010). It is stated that the higher the education level is, the higher the performance is. Increasing level of education enables the feeling of empathy to develop and effective communication to be performed. Hence, it can be said that this might have a positive effect on contextual performance. According to the results of the research, it can be said that real estate consultants should increase their education level in order to be successful. However, it should be taken into account that the factors affecting performance include not only demographic changes, but also personal abilities, motivation, market trends, and various other factors. For real estate consultants, increasing their education level and improving themselves can be an important step that has the potential to increase their success.

In future studies, it is recommended to investigate the relationship between performance and factors such as talent, motivation, market trends, and economic factors.

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