CONTENTS

VALUE PRIORITIES OF FUTURE PRESCHOOL AND CLASS TEACHERS IN SERBIA IN TERMS OF THE SCHWARTZ REFINED VALUE THEORY
Milica Marušić-Jablanović ................................................................. 143

TESTING AND INCORPORATING ADDITIONAL DETERMINANTS OF ETHICS IN COUNTERFEITING LUXURY RESEARCH ACCORDING TO THE THEORY OF PLANNED BEHAVIOR
Syed Imran Zaman, Tariq Jalees, Yushi Jiang, and Syed Hasnain Alam Kazmi . . 163

THE COLOUR LEXICON OF THE SERBIAN LANGUAGE
– A STUDY OF DARK BLUE AND DARK RED COLOUR CATEGORIES
PART 1: COLOUR-TERM ELICITATION TASK
Ivana Jakovljev & Sunčica Zdravković .................................................. 197

A MODEL OF THE RELATIONSHIPS BETWEEN THE BIG FIVE PERSONALITY TRAITS AND THE MOTIVATIONS TO DELIVER WORD-OF-MOUTH ONLINE
Bogdan Anastasiei & Nicoleta Dospinescu ........................................... 215

THE RELATION OF HUMOR STRUCTURE APPRECIATION WITH SENSATION SEEKING AND JUDGMENTS OF COMPLEX-ABSTRACT ART AND SOPHISTICATED MUSIC
Filip Sulejmanov .................................................................................... 229

CONSTRUCTION AND PSYCHOMETRIC EVALUATION OF A SHORT FORM OF THE BROAD AUTISM PHENOTYPE QUESTIONNAIRE
Irena Stojković, Bojan Dučić, Svetlana Kaljača, and Mirjana Dorđević. ........ 243
Value priorities of future preschool and class teachers in Serbia in terms of the Schwartz refined value theory

Milica Marušić-Jablanović

Institute for Educational Research, Belgrade, Serbia

To understand an individual’s behavior, attitudes, and decisions, it is necessary to learn his/her value priorities. In order to explore the structure and hierarchy of values of future preschool and class teachers we conducted a survey (N = 232). It relies on the famous Schwartz value theory in its refined version, applying his PVQ-57 (Portrait Value Questionnaire). The analysis encompassed reliability analysis, goodness of fit, multidimensional scaling, mean rating and ranking, and t-test. The obtained data fits the theoretical model well, and the location of empirical value types can be predicted by the proposed circumplex, except for universalism and benevolence values, which are located in reverse. Several values adjacent in the model appear combined in the data. The value hierarchy starts with Benevolence (Care and Dependability), Self-direction–Action, Security–Personal, Universalism–Concern, and finishes with Humility, Power–Resources and Dominance.

Key words: Schwartz value theory, refined model, location of values, hierarchy of values, future preschool and class teachers

Highlights:

• Data obtained concerning Serbian students – future teachers, fits Schwartz 19-value theory.
• Universalism and Benevolence values are found in reversed order.
• Some values adjacent in the model appear combined in empirical data.
• The most highly-ranked values are Benevolence, Self-Direction–Action, and Security–Personal.
• Women describe themselves as slightly more conservative.

Corresponding author: millica13@yahoo.com

Acknowledgement. The work was funded by Ministry of Education, Science and Technological Development, through the projects Improving the quality and accessibility of education in modernization processes in Serbia and From encouraging initiative, cooperation and creativity in education to new roles and identities in society (project number 47008 and 179034). The author would like to express gratitude to Professor S. H. Schwartz from Hebrew University of Jerusalem, for providing the PVQ-RR in Serbian, as well as for the highly appreciated help in data processing.
Testing and incorporating additional determinants of ethics in counterfeiting luxury research according to the theory of planned behavior

Syed Imran Zaman¹, Tariq Jalees², Yushi Jiang¹, and Syed Hasnain Alam Kazmi¹,³

¹School of Economics and Management, Southwest Jiaotong University, Chengdu, China
²College of Management Sciences, Karachi Institute of Economics and Technology, Pakistan
³Faculty of Management Sciences, Shaheed Zulfikar Ali Bhutto Institute of Science and Technology (SZABIST), Karachi, Pakistan

Counterfeiting is a worldwide issue. In order to resolve the counterfeiting problem, a new holistic model is developed containing 17 constructs. This empirically tested model is grounded on Theory of Reasoned Action and Theory of Planned Behaviour. The valid sample size for the study is 907 with a response rate of 95%. After preliminary analysis, the model is developed and tested in two stages. Initially, of each construct, CFA is tested followed by testing of the overall model. The model (H1) developed and empirically tested, adequately explains consumer attitude and behaviour. Attitude (H5) is the strongest predictor of purchase intention. Additionally, moral orientation (H4) is the strongest predictor of attitude, followed by personal orientation (H3) and social orientation (H2). In the case of sub-factors of social orientation, individualism (H2D) is the strongest predictor of attitude followed by informative (H2B) and collectivism (H2C). Normative (H2D) is not tested and dropped while fitting into the model. On the other hand, in the case of personal orientation, perceived risk (H3C) has no effect on attitude. Whereas personal gratification (H3E) has the strongest effect on attitude followed by materialism (H3D), status consumption (H3A) and value consciousness (H3B). Similarly, In the case of moral orientation (H4B) only Relativism is validated. The other three hypotheses on idealism (H4A) religiosity (H4C) and ethics (H4D) though having significant effects are rejected as all of these effects are positive as compared to what is hypothesised. It is also found that effect of attitude towards purchase is universal and does not vary from one product category to other. However, the rest of subfactors effects differ from one culture to other and from one product to another.

Key words: Theory of Reasoned Action (TRA), Theory of Planned Behavior (TPB), social orientation, moral orientation and personal orientation

Corresponding author: hasnain@my.swjtu.edu.cn

Acknowledgement. This research is supported by National Natural Science Foundation of China (grant number 71572156).

* Note. All Authors contributed equally and share the first equal authorship rights ¹,²,³,⁴.
Highlights:

- Developing of counterfeiting holistic model on grounded of Theory of Reasoned Action and Theory of Planned Behaviour.
- By integrating the results of earlier works, this study has provided comprehensive and explanatory model with 19 antecedents of attitude towards counterfeiting.
- Study has establish the correlation between moral, social and personal factors with the attitude of counterfeit luxury products for the purpose of enriched understanding the purchase intentions of the consumers.
The colour lexicon of the Serbian language
– a study of dark blue and dark red colour categories
Part 1: Colour-term elicitation task

Ivana Jakovljev1 & Sunčica Zdravković1,2,3

1Laboratory for Experimental Psychology, University of Novi Sad, Serbia
2Laboratory for Experimental Psychology, University of Belgrade, Serbia
3Department of Psychology, Faculty of Philosophy, University of Novi Sad, Serbia

In this study, we linguistically investigated Serbian colour terminology. We administrated colour-term elicitation task aiming to establish the inventory of basic colour terms (BCTs) in the Serbian language and, in particular, to investigate the salience and the status of colour terms teget ‘dark blue’ and bordo ‘dark red’. Native speakers of Serbian (N = 83) participated in a list task (Morgan & Corbett, 1989), in which they had to list as many Serbian colour terms as possible during five minutes. Based on the collected data, we calculated frequency of each term, its mean position and two indexes of salience. Results showed that 11 Serbian most salient colour terms correspond to the eleven BCTs found by Berlin and Kay (1969), namely, plavo ‘blue’, crveno ‘red’, žuto ‘yellow’, zeleno ‘green’, crno ‘black’, belo ‘white’, ljubičasto ‘purple’, narandžasto ‘orange’, sivo ‘grey’, roze ‘pink’, and braon ‘brown’, but that basic status of braon needs to be further examined. Teget ‘dark blue’ and bordo ‘dark red’, along with tirkizno ‘turquoise’ and oker ‘ochre’ were frequently used, with higher salience indices than other non-BCTs. Further research is needed to find out whether teget and bordo meet criteria of BCTs in the Serbian language.

Key words: colour terms, Serbian language, colour-term elicitation task

Highlights:

• We studied Serbian colour terminology using colour-term elicitation task.
• The most salient Serbian colour terms were found to correspond to the 11 BCTs identified by Berlin and Kay (1969), with basic status of braon ‘bown’ remaining equivocal.
• Four highly salient non-BCTs have been identified: teget ‘dark blue’, bordo ‘dark red’, tirkizno ‘turquoise’ and oker ‘ochre’.

Corresponding author: jakovljev.ivan@yahoo.com

Acknowledgement. This research was supported by Ministry of Education and Science, Republic of Serbia (grant number 179033 and III47020).

Note. Authors are especially grateful to Galina Paramei, who served as a reviewer of this text, and helped us to advance data analysis and to significantly improve the manuscript.
A model of the relationships between the Big Five personality traits and the motivations to deliver word-of-mouth online

Bogdan Anastasiei & Nicoleta Dospinescu

Faculty of Economics and Business Administration, University of Iasi, Romania

The goal of this research is to establish the relationships between the Big Five personality traits – Extraversion, Agreeableness, Conscientiousness, Neuroticism and Openness – and the motivations to deliver electronic word-of-mouth (eWOM) in the social media. The research method was based on a survey administered to 262 subjects, mostly students and young professionals. The personality traits that are most related to eWOM are Extraversion (that influences the need for social appreciation and Positive self-enhancement) and Openness to experience (that determines the concern for others and the desire to help good companies). Conscientiousness has a negative relationship with the tendency to Vent negative feelings about a bad buy, while Neuroticism has a slight influence on the motivation to get Social benefits and Self-enhancement. Knowing the prevalent personality traits and motivations of the eWOM transmitters, the company communication strategist can figure out the most proper ways to approach them. This paper is one of the few that thoroughly investigates the relationship between personality traits and the intrinsic motivations to write online reviews about companies and brands.

Key words: big five model, electronic word of mouth, word of mouth communication; personality traits, social media

Highlights:

- Personality traits are weakly related to eWOM motivations.
- There is a relationship between Extraversion and seeking Social benefits.
- Agreeableness has an important effect on the Concern for others.
- The relationship between Conscientiousness and word-of-mouth amount is inverse.
- There is little evidence for the relationship between Agreeableness and eWOM.

Corresponding author: abogigs@gmail.com
The relation of humor structure appreciation with sensation seeking and judgments of complex-abstract art and sophisticated music

Filip Sulejmanov

Department of Psychology, Cyril and Methodius University, The Former Yugoslav Republic of Macedonia

The aim of the present study is two-fold. Firstly, the relation between sensation seeking and humor structure appreciation has been investigated (Carretero-Dios & Ruch, 2010), and also the association between humor structure appreciation and complex-abstract art has been reported (Ruch & Hehl, 1998). In that sense, this study aims to replicate previously reported findings. Second, the association between humor structure appreciation and sophisticated music (Rentfrow, Goldberg, & Levitin, 2011) was explored. Results obtained from 77 participants partially supported the predictions. Sensation seeking was negatively related with the aversiveness ratings of Nonsense humor, while pleasantness of complex-abstract art was negatively associated with funniness of Incongruity–Resolution humor and positively with the structure preference index. Aversiveness of Incongruity–Resolution humor correlated negatively with sophisticated music ratings. Finally, ratings on the abstract-art paintings and sophisticated musical excerpts were positively associated. Implications of the findings, limitations of this study and avenues for further research are examined.

Key words: humor structure appreciation, sensation seeking, abstract art, sophisticated music

Highlights:

- Sensation seeking was negatively correlated with aversiveness of Nonsense humor.
- The SPI was positively associated with complex-abstract art.
- Aversiveness of INC-RES humor correlated negatively with sophisticated music.

Corresponding author: filip.sulejmanov@gmail.com
Construction and psychometric evaluation of a short form of the Broad Autism Phenotype Questionnaire

Irena Stojković, Bojan Dučić, Svetlana Kaljača, and Mirjana Đorđević
Faculty of Special Education and Rehabilitation, University of Belgrade, Serbia

Broad Autism Phenotype (BAP) represents a group of personality traits expressed in limitations in social relations and pragmatic speech dimension, and rigid behavior. The Broad Autism Phenotype Questionnaire (BAPQ) measures personality traits which are crucial in defining the BAP. In the present research, three studies were conducted with the general aim to create a short form of the BAPQ. Study 1 was carried out to determine the factor structure of the BAPQ in a sample of 501 students and to select items for the short form. Obtained components: Aloofness, Rigidity, and Pragmatics, corresponding to the structure of the instrument proposed by authors, accounted for 26.61% of variance. Study 2 was conducted to examine factor structure of the BAPQ short form (BAPQ-SF), in a sample of 298 students. This solution explained 45.76% of the total variance. The aim of Study 3 was to determine psychometric characteristics of the BAPQ-SF in a sample of students ($N = 294$). Three-factor model of the BAPQ-SF was confirmed. Correlations of the BAPQ-SF with the Autism-Spectrum Quotient (AQ) and the Delta 10 suggest convergent and discriminant validity of the BAPQ-SF.

Key words: autism spectrum disorder, The Broad Autism Phenotype Questionnaire, confirmatory factor analysis

Highlights:

- Three-factor structure of the BAPQ was determined.
- The BAPQ short form was constructed.
- Evidence for validity and reliability of the BAPQ short form was provided.

Corresponding author: irenas@fasper.bg.ac.rs

The Serbian version of the BAPQ and the BAPQ-SF may be obtained from the corresponding author upon request.

Acknowledgment. The research reported in the paper is a part of the projects funded by the Ministry of Education, Science, and Technological Development of the Republic of Serbia (grant number III 47015 and 179025).