ISTANBUL TECHNICAL UNIVERSITY ★ GRADUATE SCHOOL OF ARTS AND SOCIAL SCIENCES

THE IMPACT OF EMOJI USE IN ONLINE CONSUMER REVIEWS AND COMPANY RESPONSES

M.B.A. THESIS

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Department of Management

Master of Business Administration (M.B.A.) Programme

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İSTANBUL TEKNİK ÜNİVERSİTESİ ★ SOSYAL BİLİMLER ENSTİTÜSÜ

ÇEVRİMİÇİ TÜKETİCİ YORUMLARINDA VE ŞİRKET YANITLARINDA EMOJİ KULLANIMININ ETKİSİ

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Esra Örnek, a M.A. student of ITU Graduate School of Arts and Social Sciences student ID 403151037, successfully defended the thesis/dissertation entitled "THE IMPACT OF EMOJI USE IN ONLINE CONSUMER REVIEWS AND COMPANY RESPONSES", which he/she prepared after fulfilling the requirements specified in the associated legislations, before the jury whose signatures are below.

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To my lovely granddaddy

FOREWORD

I would like to thank my thesis advisor Prof. Dr. Ayşe Banu Elmadağ Baş for her guidance and support.

I also would like to thank my beloved parents, my brother and the rest of my family, for their endless support and kindness.

May 2019 Esra ÖRNEK

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ABBREVIATIONS

CMC	**:** Computer Mediated Communication
WOM	**:** Word Of Mouth
PWOM	**:** Positive Word Of Mouth
PIN	**:** Purchase Intention
ESQ	**:** Estimated Service Quality
PLC	**:** Paralinguistic Cues
OTA	**:** Online Travel Agency

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THE IMPACT OF EMOJI USE IN ONLINE CONSUMER REVIEWS AND COMPANY RESPONSES

SUMMARY

Although many studies have examined the use of emoji in computer mediated communication environment, no academic research has been conducted for the effect of emoji usage in consumer comments and enterprises' responses in service sector. In this study, the impact of using emoji in online consumer comments and company responses on positive word of mouth, purchase intention and expected service quality for the hospitality sector was investigated. The medium is selected as most used online travel agency, booking.com.

Negative and positive message valences, different paralinguistic cues conditions (pure text or text with emoji) on consumer comments and different paralinguistic cues conditions (pure text or text with emoji) on enterprise's replies were conducted to examine the impact of emoji usage. Online survey method was used to collect data and participants were asked to answer questions about the positive word of mouth, purchase intention and expected service quality with different message valances of reviews.

According to the results of the study, the valance of the message provides a greater impact on the overall customer experience for all categories, regardless of the usage paralinguistic cues in the comments and responses. In addition, service quality expectancy is influenced by whether the use of emoji in comments and responses in different conditions. The findings for estimated service quality illustrated that the usage of emoji in the enterprises' response leads to decrease of service quality expectancy when the consumer was not use emoji in the their comment. Likewise, the findings suggest that the enterprises should use emoji in their responses if the consumer used emoji in their comment to acquire higher expected service quality.

Emoji is now being used more frequently in marketing communication, so it is important for enterprises to use emoji in their communication mediums. Otherwise, the use of emoji may adversely affect the customers' positive word of mouth, purchasing intention and expected service quality negatively.

ÇEVRİMİÇİ TÜKETİCİ YORUMLARINDA VER ŞİRKET YANITLARINDA EMOJI KULLANIMININ ETKİSİ

ÖZET

İnsanların birbirleriyle bağlantı kurma ihtiyacı, iletişim türlerinde ve araçlarında zamanla değişikliğe yol açmaktadır. Sırasıyla internet, bilgisayar aracılı iletişim ve cep telefonlarının gelişmesiyle birlikte şirketler de müşterileriyle farklı ortamlarda iletişim kurmaya başlamıştır. Şirketler artık müşterilerine tweet'lerle, sosyal medya postlarıyla veya e-ticaret sitelerindeki inceleme yorumlarıyla kolayca ulaşabiliyor. Bu sayede geleneksel pazarlama yöntemlerinden daha yüksek yanıt oranları ve daha fazla müşteri katılımı ve müşteri etkileşimi sağlayabiliyorlar.

Her ne kadar bilgisayar aracılı iletişim, bilginin yayılmasını hızlandırsa da, yanlış anlaşılmalara neden olabilir. Bu yanlış anlaşılmalar yüz ifadeleri, vücut hareketleri, jestler, göz teması, gülümseme ve dokunma gibi verilmek istenen mesajların nasıl yorumlanacağı hakkında hiçbir sözel olmayan ipucunun olmamasından kaynaklanır. Sözel olmayan ipuçlarının eksikliği bilgisayar aracılı iletişimde algılanan mesajın kalitesini etkiler ve inandırıcılık veya yakınlık hissinin azalmasına yol açabilir. Verilmek istenen mesajı doğru bir şekilde karşı tarafa iletmek ve bilgisayar aracılı iletişimde yanlış anlaşılmaları önlemek için yeni iletişim araçlarına ihtiyaç duyulmuştur.

Bilgisayar bilimi profesörü Scott Fahlman, bilgisayar aracılı iletişimde yanlış anlaşılmaları önleyebilmek ve alıcı ile vericinin daha iyi birbirlerini anlayabilmesi için 1982 yılında ilk emoticon karekterini yaratmıştır. Emoticon karekterinin yaratılması ile sözel olmayan sözlük haznesi tamamen değişmiştir ve bilgisayar aracılı iletişimde sözel olmayan ipuçlarının eksikliğine çözüm olmuştur. Emoticon karekterleri bilgisayar aracılı iletişimde popülerlik kazandıkca binlerce yeni karekter yaratılmış ve sözel olmayan sözlüğe eklenmiştir.

Emojiler ise Unicode karakterleri ile temsil edilen ve temel olarak bilgisayar aracılı ileitşimde duygu ya da ruh halinin alıcı tarafına doğru bir şekilde iletilmesine yardımcı olmak için geliştirilmiş yüz ifadeleri veya bedensel hareketlerin resimli karekterleridir. 1990'lı yılların sonuna doğru cep telefonu üretcicileri tarafından benimsenmesi emojilerin dünya çapında popülerlik kazanmasına yol açmıştır. Günümüzde emoticon ve emojiler sosyal medyada, bloglarda, web sitelerinde farklı yaşlarda olan kadınlar ve erkekler tarafından giderek daha fazla kullanılmaktadır.

İnternet uygulamaları, yüksek hızlı internet ağlarının yayılmasının önemli bir sonucu olarak hem işletmeler hem de tüketiciler için devrim niteliğindedir. Birçok pazarda arama maliyetlerindeki düşüş, Amazon, eBay, Google ve Bing gibi hizmet sağlayıcıları sayesinde olmuştur. Son zamanlarda yayınlanan bir araştırmaya göre, seyahat edenlerin %80'inden fazlası hangi otelde kalacağına karar vermeden önce sayısız değerlendirme okuduklarını ve %53'ü yorum yapılmayan bir otelde rezervasyon yapmak istemeyeceklerini belirtmiştir. Çevrimiçi seyahat acenteleri ise seyahat eden tüketici incelemelerinin önemli bir kaynağıdır.

Birçok çalışma emojilerin çevrimiçi iletişim ortamında kullanımını incelemesine rağmen, tüketici yorumlarında emoji kullanımının ve hizmet sektöründeki işletmelerin yanıtlarında emoji kullanımının etkisi konusunda akademik bir araştırma yapılmamıştır. Bu çalışmada, tüketici yorumlarında ve işletme yanıtlarında emoji kullanımının pozitif ağızdan ağıza iletişim, satın alma niyeti ve beklenen hizmet kalitesi üzerine etkisi konaklama sektörü için incelenmiştir.

Otel seçimi ve konaklama yeri satın alma süreçlerinde tüketicilerin yapılan yorumlara yanıt veren firmalara verdikleri tepkileri değerlendirmek için mecra olarak e-ticaret sitesi kullanılmıştır. Avrupa'da ve Türkiye'de en fazla kullanılan çevrimiçi seyahat acentesi, booking.com seçilmiştir.

Emoji kullanımının etkisini incelemek için, hem tüketici yorumunda hem de işletme yanıtlarında pozitif ve negatif mesaj değerleri, tüketici yorumlarında farklı paralingistik ipucu koşulları (emoji veya düz metin) ve işletme yanıtlarında farklı paralingistik ipucu koşulları (emoji ve düz metin) uygulanmıştır. Araştırmada bağımlı değişkenlerin verilerini toplamak için anket yöntemi kullanılmıştır.

Tüketici yorumu ve şirket yanıtı, booking.com'da kullanıcılar tarafından en çok oylanan incelemelerden uyarlanmıştır. Bu şekilde, pozitif ve negatif yorumların aynı çerçevede, benzer kelime sayısına sahip fakat farklı mesaj değerlerinde olmaları amaçlanmıştır. Anket katılımcılarında deneyimin gerçekliğini arttırmak için tüm yorum ve yanıtların yerleştirilmesi, yazı karekterleri ve renkleri, ülke bayrakları gibi booking.com kullanıcı arayüzünü taklit edecek şekilde tasarlanmıştır. Tasarımlar katılımcılara ekran görüntüsü olarak gösterilmiştir. Katılımcılardan sekiz farklı kategoride hazırlanan görsellerden biri gösterilmiş ve pozitif ağızdan ağıza iletişim, satın alma niyetleri ve beklenen hizmet kalitesi hakkındaki soruları yanıtlamaları istenmiştir.

Çalışmanın örneklem büyüklüğü, her kategoride en az 50 kişi olmak şartıyla en az 400 kişi olarak belirlenmiştir. 16.03.2019 - 03.04.2019 tarihleri arasında ankete 589 kişi katılmıştır. Anket katılımcılarının yaşları 17 ile 89 arasında değişmektedir (M = 32), katılımcıların %53'ü kadın, % 47'si erkektir. Anketten güvenilir veriler elde etmek için, sorular zorunlu hale getirilmiş ve anketin her cihazda yalnızca bir kez çözülmesi sağlanmıştır. Veriler SPSS programı ile analiz edilmiştir.

Hipotez analizlerinden önce anket verilerinin güvenilirlik ve manipülasyon kontrolleri yapılmıştır. Güvenilirlik analizlerine göre, üç bağımsız değişken verileri yüksek güvenilirlik göstermektedir. Manipülasyon analizlerinde pozitif ve negatif mesaj değerinin farkındalığı, tüketici yorumunda ve şirket yanıtlarında sözel olmayan ipucu kullanımının farkındalığı ve katılımcıların ne sıklıkla çevrimiçi kanallardan hizmet satın aldıkları incelenmiştir. Hipotez analizi iki aşamada analiz edilmiştir. Detaylı hipotez analizinden önce, verilerin normal dağılıp dağılmadığı kontrol edimiştir. Veriler normal dağılım gösterdiği ve iki kategoriden fazla oldukları için detaylı analizde ANOVA testi kullanılmıştır.

Çalışmanın sonuçlarına göre, pozitif ve negatif mesaj değeri, tüketici yorumlarındaki ve işletme cevaplarındaki sözel olmayan ipuçlarının kullanılıp kullanılmamasından bağımsız olarak, sözel olmayan ipuçları kullanım farkındalığı yüksek olsa da, tüm kategoriler için genel müşteri deneyimi üzerinde daha büyük bir etki sağlar. Bu bulgular önceki çalışmalarla uyumludur.

Beklenen hizmet kalitesi emojinin tüketici yorumunda ve şirket yanıtında kullanılıp kullanılmamasından farklı koşullarda etkilenmektedir. Beklenen hizmet kalitesi veri sonuçlarına göre, işletmelerin tüketici yorumlarına verdikleri yanıtlarında emoji kullanması eğer tüketici kendi yorumunda emoji kullanmıyorsa, tüketicinin hizmet kalitesi beklentisinin azalmasına yol açtığı görülmüştür. Benzer şekilde, tüketici eğer yorumlarında emoji kullandıysa, daha yüksek beklenen hizmet kalitesi elde etmek için işletmelerin de cevaplarında emoji kullanması gerektiğini göstermektedir.

Hakkında çok az çalışma yapılmasına rağmen, emojilerin kullanımı şirketler ve tüketiciler için yeni bir fırsattır. Bu araştırma, emojilerin tüketici yorumlarında ve şirket yanıtlarında kullanımının hizmet sektörü, özellikle konaklama sektörü için üç farklı değer üzerindeki etkilerini incelemiştir. Araştırmanın sonuçları şirketlerin tüketicileri ile çevrimiçi iletişim stratejilerinde emojinin kullanımı hakkında yol gösterici yönetimsel kriterleri göstermektedir. Araştırmanın sonuçlarına bağlı olarak, işletmeler müşteri yorumlarına cevap verirken yanıtlarında emojiyi kullanmadan önce müşterilerini ve kullandıkları mesajın değerini dikkate almalıdır. Çevrimiçi iletişimin açık yapısı nedeniyle, emojinin yanlış kullanımının beklenen hizmet kalitesini olumsuz yönde etkilediği gösterilmiştir. Sonuçlar tüketicilerin yorumlarında emoji kullanması durumunda işletmelerin yanıtlarında emojiyi kullanmaları gerektiğini göstermektedir. Aynı şekilde, eğer tüketici yorumunda emoji kullanmıyorsa, daha yüksek beklenen hizmet kalitesini elde etmek için şirketlerin de yanıtlarında kullanmaması gerekir.

Pazarlama iletişiminde emoji kullanımı gitgide artmaya başlamıştır, bu nedenle işletmelerin tüketicileri ile iletişim halinde olduğu mecralarda hangi koşullar altında emoji kullanacakları oldukça önemlidir. Aksi takdirde, emoji kullanımı müşterilerin pozitif ağızdan ağıza iletişimini, satın alma niyetini ve beklenen hizmet kalitesini konaklama sektöründe olumsuz yönde etkileyebilir.

1. INTRODUCTION

The need for people to connect with each other leads to a change in the types and means of communication. With the development of internet, computer-oriented communication and mobile phones respectively, companies started to communicate with their customers in different mediums. Companies can now easily reach out to customers through tweets, social media posts or reviews on e-commerce sites. The basic nature of social media, which is a platform where consumers can easily interact with each other and influence one another, has a more direct effect on brand communities. It provides higher response rates and greater customer engagement than traditional marketing methods (Trusov, Bucklin, & Pauwels, 2009; Wang & Kim, 2017).

Although computer-mediated communication accelerates the dissemination of information, it can often lead to misunderstandings. These misunderstandings are caused by the lack of non-verbal communication clues in which there are no clues such as head nods, smiles, eye contact to the receiver about how to interpret the message. The lack of non-verbal cues affects the perceived quality of the CMC and may lead to a reduced sense of commitment or intimacy (Gunawardena & Zittle, 1997). Emojis are represented by Unicode characters, and these symbols are basically abstractions of facial expressions or bodily movements developed to assist in communicating emotion or mood in CMC (Walther & D'Addario, 2001).

To date, there has been no research on the impact of emoji and their effect on word of mouth, purchase intention and expected service quality for the hospitality sector. This research seeks to understand the effects by inserting emoji in the customers' comments and enterprises' responses to impact on the positive word of mouth, purchasing intent and expected service quality for the hospitality sector by using a medium that online travel agency, booking.com.

2. LITERATURE REVIEW

In this section, the development of written and computer based communication, the emojis that emerge as a result of this development and the digital platforms are mentioned. Then, the three basic values which are investigated in this study; positive word of mouth, purchase intention and expected service quality are explained. In the last part of this section, theories and hypotheses are clarified.

2.1 Advancements In Written Communication

It is believed that around 3200 B.C. the first languages was used in Mesopotamia. At that time, writing was used to audit valuable resources such as cereals or beers, or to preserve unforgettable moments. For a very long time, the only purpose of the writing was to preserve existing information and to pass it on to future generations. Around 500 B.C. writing was being used for a comprehensively different reason and it was communication. The use of writing as a communication tool is still a breakthrough event that affects our way of life for human life.

The writing was used for only two different purposes, to communicate (such as letters or telegrams) and to share and protect information (such as books, glyphs) from the first appearance of letters in the history of humanity to the mid-1940s. Communication-oriented writings and literary genres are very different from each other. Because, in all communication-oriented writings, the priority and the most important target at a person or position that means a degree of sincerity between two people. An even more important distinction from this closeness is that such writings are often considered as a special means of communication and include some kind of privacy between communicating peers.

Thanks to the development of computers, instead of writing on paper, papyrus or temple walls, computers allow to store valuable information as electrical states without physical limitations or restrictions. The use of computers as a means of communication emerged after computers were used as information storage media. Nevertheless, the

use of computers as both a storage and communication medium was not much different from paper-based methods until the mid-1980s, when the Internet appeared.
Millions of people begin to connect to the Internet by,establishing the world's largest society. The Internet,quickly assumed the mantle of a communication medium that started as a large,interactive information store. However, from day one, it was clear that letters or e-mails were not suitable for such a large community,as the only method of traditional textual communication and would,be an inadequate communication tool. Thus, the community has developed new ways of communicating.
As the Internet community grows, people are introduced to many new terms such as “forums, bulletin boards and blogs”. Although these terms are derived from the physical world, the Internet,community gives them new meanings. With such communication platforms, people can easily access expert,knowledge and opinions, share personal feelings and thoughts, and even create new relationships.
In fact, what is happening now, as a new Internet generation, gives communication a whole new meaning. Today, communication via World,Wide,Web does not only mean a conversation between two peers, it also means the textual life experience within a community. At the same time, traditional writing makes the phenomenon of knowledge a more elite and complex issue.

2.2 Evolution Of Computer Mediated Communication

In computer mediated communication, users communicate with / produce published data. In this sense, indirect internet communication is more like an information sharing activity than a communication activity. In indirect communication platforms, accessible information can be generated by a user or automatically broadcast via a computerized system according to the needs of the users. Therefore, indirect communication, by nature, is asynchronous. In these platforms, the use of the communication medium is to disseminate information as a contribution to a knowledge base within a computer-mediated community or over the Internet.

In user-oriented automatic communication environments, user patterns are analyzed with different statistical and machine learning methods to obtain information that is appropriate for user preferences. Recommendation systems (Kumar, Raghavan, Rajagopalan, & Tomkins, 2001) and e-commerce (Matsuo & Yamamoto, 2009) are other examples of these communication platforms.

Online social systems and information sharing sites have attracted great attention as a viral marketing environment. People share their experiences and ideas about products and services on their blogs and information sharing sites (Adamic, Zhang, Bakshy, & Ackerman, 2008).

Information about customer experiences goes through social relationships. Users share their experiences with friends, relatives or colleagues. They may also share this information online with their relatives or someone they do not know (Subramani & Rajagopalan, 2003).

Although computer mediated communication (CMC) is apparently instantly satisfied, it is considered to be a plain media because of inadequate experience of non-verbal cues such as facial expressions, body movements and postures, gestures, eye contact and touch. Lack of non-verbal markers affects the perceived quality of CMC and may result in reduced sense of commitment or intimacy (Gunawardena & Zittle, 1997).

2.3 Ideograms And Emojis

In computer mediated communication, this instant access and satisfaction is different from traditional face-to-face communication. Although CMC accelerates the dissemination of information, it can often lead to misunderstandings. These misunderstandings are caused by the lack of non-verbal communication clues in which there are no clues to the receiver about how to interpret the message. Some of the non-verbal communication cues are the head nods, smiles, eye contact, and physical space that enable speakers and the recipient to exchange information to help regulate and process the true meaning of communication (Walther, Loh, & Granka, 2005).

New communication tools are needed to improve information dissemination and to avoid unnecessary misunderstandings in the CMC.

Scott Fahlman, a computer science professor, realized that misinterpretation mockery and negative emotions in the CMC and suggested a new character that was specifically used to clarify the tone in 1982. He wrote the first smiley Emoticon ":)" and provided a solution to understand each other better when communicating online. With the creation of the Emoticon, the vocabulary of the non-verbal dictionary has changed forever and a solution to the deficiency of the non-verbal clue proposed in the CMC.

As these expressions gained popularity in the CMC, thousands of expressions were created and adapted to the non-verbal dictionary (Hill, 2016).

The word meaning of emoji is “picture character” in Japanese and towards the end of the 1990’s has emerged for mobile phones. With the adoption of Emojis by smartphone manufacturers, including Apple, the emoji has gained popularity worldwide. Emojis are represented by Unicode characters, and each time a new Unicode version is entered, new characters are constantly increasing (Novak, Smailović, Sluban, & Mozetič, 2015). Emoji characters include not only faces but also animals, food and drinks, activities, nature, vehicles and buildings, objects, symbols and country flags.

Emoticon and emoji are accepted as an effortless and automated way of sharing emotions (Cowie et al., 2001). These symbols are basically abstractions of facial expressions or bodily gestures developed to aid in the communication of emotions or mood in CMC (Walther & D’Addario, 2001). Emoticons and emojis are increasingly used by men and women of different ages in social networks, blogs and other applications (Huang, Yen, & Zhang, 2008).

2.4 Digital Platforms

Internet access and Internet-based services can be used by more people than ever in the world due to the spread of ever-increasing high-speed Internet networks (Finger & Künneke, 2011). Internet applications are revolutionary for both businesses and consumers as a significant consequence of this spread. The decline in search costs in many markets has been with innovative service providers such as Amazon, eBay, Google and Bing (Haucap & Heimeshoff, 2014).

According to a recent global paper, more than 80% of travelers read numerous reviews before deciding which hotel to stay, and 53% would not be willing to book a hotel with no comments. Online third-party travel agents are an important source of consumer reviews (Tsao, Hsieh, Shih, & Lin, 2015). Booking.com is most widely used as an online travel agents (OTA) website both for the world and for Turkey in hospitality sector (Martin-Fuentes & Mellinas, 2018).

2.5 Positive Word Of Mouth

Word of mouth (WOM) communication can be defined as verbal communication between a recipient and a sender who has no commercial interest in any product, service or brand (Buttle, 1998). In other words, WOM is an interpersonal communication way that occurs between the recipient and the sender and the personal impact process that can change the attitude behavior of the consumers (Sweeney, Soutar, & Mazzarol, 2008).

There are three different forms of WOM communication. The first one is consumers who really like or do not like a brand, product or service tell their ideas to others. Secondly, consumers who like the brand, product or service sponsor the company and tell others. Third, employees of a company give others information about brands, products or services (Clow & Baack, 2012).

Positive or negative verbal communication in marketing is related to the behavior of customers after their use or service (Keskin & Çepni, 2012). Customers who are satisfied after purchasing the service or product communicate with the positive word of mouth (PWOM) and those who are not satisfied communicate negatively. Positive statements about companies, products or services spread rapidly, but negative expressions spread even faster (Kotler, Shalowitz, & Stevens, 2011).

It is one of the important tools that companies use a PWOM method to promote their products or services (Gremler, Gwinner, & Brown, 2001). PWOM reduces functional, financial, psychological, social and time-dependent risks, but rather provides more empathy, reliability, and attention than directly created by companies (Sweeney et al., 2008).

2.6 Purchase Intention

A situation in which customers tend to purchase a related product or service in a particular situation can be defined as a purchase intention. In marketing studies, the purchase intention structure is frequently used to understand the views of the target audience and to estimate the sale of the product or service.

Researches have shown that the relevance of perceived interest, needs and demands have a strong impact on respondents' intentions to purchase the relevant product or service (Zaichkowsky, 1985). Creating a lucrative brand image on customer, which is an important factor in ensuring brand awareness and brand loyalty, has a positive effect on the intention of purchasing the relevant product or service (Chi, Yeh, & Huang, 2009). According to researches, people who are loyal to a certain brand tend to pay more money against competitive products (Erciş, Ünal, Candan, & Yıldırım, 2012; Molla & Licker, 2001).

Various advertising methods can affect consumer behavior, but according to studies, WOM has a stronger impact on consumer decisions than other types of advertising (Day, 1971; Trusov, Bucklin, & Pauwels, 2009; v. Wangenheim & Bayón, 2004). Consumers try to get reliable information about the service or product they intend to buy because they would like to reduce their recognized risks (Bettman, 1973). WOM is seen as a reliable source of information by many consumers and therefore plays an important role in consumers' purchasing intentions and preferences (Lau & Ng, 2001; Leskovec, Adamic, & Huberman, 2007).

2.7 Expected Service Quality

Attitude towards service is one the most discussed and researched topics in marketing research field (Dhar, 2015; Iacobucci, 1998). The service is defined as the sum of abstract activities that provide benefit and satisfaction, which are offered for sale at a certain price and do not require the ownership of any property, in order to meet the needs of people or groups of people.

Service enterprises are businesses that operate to produce and market services. These enterprises bring together the factors of production and serve and operate in order to generate profit. Service enterprises can be listed as follows; accommodation, entertainment, care, private health, special education and training, consulting, insurance and financial, transport and communication services.

Today, quality is seen not only as a technical method, but also as a business management tool and philosophy that aims to satisfy the customers of the enterprise and to ensure the optimization of all units within the enterprise. Service quality can generally be defined as the comparison of service expectations with real performance perceptions (Zeithaml, Parasuraman, Berry, & Berry, 1990).

The service quality is considered good if the customer receives a service that meets the expectations from the service; on the other hand, service quality is considered poor if it has received a service that is below expectations.

2.8 Theories

The three basic theories on which the hypotheses are based are discussed in this section.

2.8.1 Social presence theory

The quality of the medium is defined as a social presence, and the communication media has changed according to the level of social presence and these variations have a significant effect on determining the way individuals interact. The medium capacity to convey information about facial expression, head nods, looking, posture, attire and nonverbal cues promote to the degree of social presence of a communication medium (Charlotte N. Gunawardena, 1995).

According to previous studies, it has been claimed that CMC is devoid of nonverbal communication cues (Walther, 1992; Walther, Slovacek, & Tidwell, 2001) and that it distorts perceptions in the context of communication for both the recipient of the message and the sender (Trevino, Lengel, & Daft, 1987; Walther, 1992). The social entity theory also serves as an important orientation to these views about CMC (Short, Williams, & Christie, 1976). The social presence shows the subjective sensations of a communicator about his relationship with an interaction partner (Daft & Lengel, 1986). Since there are no verbal cues in the CMC, the researchers stated that the social presence of CMC is low and therefore the senders could not openly perceive the "mood of message" (Kiesler, 1986; Kiesler, Siegel, & McGuire, 1984).

In order to effect the transmission of emotion in the CMC, textual paralinguistic cues (PLC) such as emoji or emoticons (☺), character repetitions (yeey) and non-standard or multiple punctuation marks (!!!, #%!!) were found. (Harris & Paradice, 2007). Thanks to TPC, the intensity of verbal messages is strengthened, emotional context is achieved and uncertainties are eliminated (Derks, Bos, & Von Grumbkow, 2008; Riordan & Kreuz, 2010).

2.8.2 Social information processing theory

According to the theory of social computing, in computer-mediated communication, as users gain experience, they indicate that they have learned the necessary norms and skills to accurately deliver their desired messages via multiple messaging and explains the development of this communication (Walther, 1992). As users gain the necessary skills, they start to use the particular medium with full potential and the inadequacies made by the lack of traditional nonverbal cues have been fulfilled by the PLC (Hill, 2016).

2.8.3 Media richness theory

According to media richness theory, a medium that offers more options for users will directly affect the ability to communicate their information with one another accurately and increases the greater perceived utility for the users (Nardi, 2005). The sender assumes that the recipient will understand the intended message, but communication errors may occur when will not. This inefficiency is dangerous and reduces the perceived usefulness of the media because it will cause additional communication transactions (Whalen, Pexman, & Gill, 2009). The use of CMC continues to increase and, regardless of the media used, users continue to find ways to promote dialogue and to achieve their goals for professionally or personally achievements by adding emojis.

2.9 Hypotheses

Drawing on social presence theory, we expect nonverbal items such as emoji would affect customer's emotions and consequently their involvement in positive word of mouth activities. Therefore, our first hypotheses would be;

H1a. Using an emoji on comments will influence positively the positive word of mouth differently than not using it under the same computer mediated communication.

H1b. Using an emoji on replies of enterprises will influence positively the positive word of mouth differently than not using it under the same computer mediated communication.

According to social information processing theory, people who have more experience in using digital mediums would be less affected by absence of nonverbal cues if PLC's are used. So, we expect;

H2a. Using an emoji on comments will influence positively the purchase intention of experienced customers differently than that of people who have less experienced in using a digital medium.

H2b. Using an emoji on replies of enterprises will influence positively the purchase intention of experienced customers differently than that of people who have less experienced in using a digital medium.

Following on media richness theory, presence of emoji in reviews will mean a more clear message and will be less likely to cause communication errors. Consequently, our last hypotheses would be;

H3a. Using an emoji on comments will influence positively the expected service quality differently than not using it under the same computer mediated communication.

H3b. Using an emoji on replies of enterprises will influence positively the expected service quality differently than not using it under the same computer mediated communication.

3. RESEARCH MODEL METHODOLOGY

The purpose and model of the research, data collection method and the procedure followed are explained in this section.

3.1 Research Objective And Model

This research aimed to analyze the impact of emoji use in online consumer reviews and company comments on positive word of mouth, purchase intention and expected service quality in the hospitality sector with either positive or negative message valence. The research model shown in the Figure 3.1.

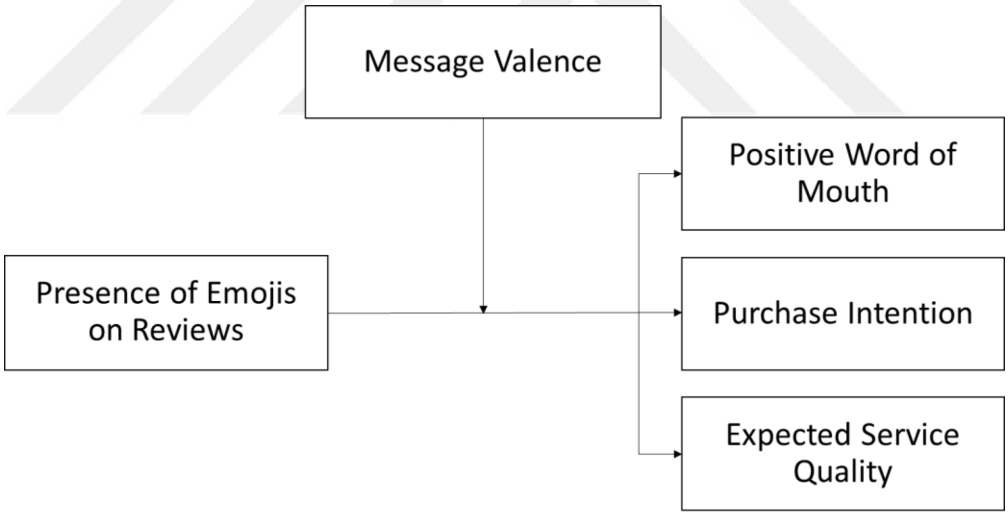


Figure 3.1 : Research model

3.2 Stimuli Condition

As seen in Table 3.1, a two message valence (negative and positive), two PLC conditions (emoji and pure text) on comments and two PLC conditions (emoji and pure text) on enterprise’s replies were conducted to examine the hypotheses. E-commerce sites have been selected for stimuli development in order to assess the reactions of individuals to companies responding to comments, as they are within hotel selection and purchases processes. Booking.com was selected as the stimuli environment because it is the leading online travel agency with 62% of global market share in most European countries (Martin-Fuentes & Mellinas, 2018).

Table 4.1 : 2x2x2 condition stimuli

Hospitality Sector			
Condition	**Message Valence**	**PLC on Comment**	**PLC on Answer**
1	Positive	Pure text	Pure text
2	Positive	Pure text	Emoji ☺️
3	Positive	Emoji ☺️	Pure text
4	Positive	Emoji ☺️	Emoji ☺️
5	Negative	Pure text	Pure text
6	Negative	Pure text	Emoji 😔
7	Negative	Emoji 😔	Pure text
8	Negative	Emoji 😔	Emoji 😔

Online comment and enterprise reply were modified from the most appraised online reviews from booking.com. In this way, negative and positive comments are intended to be in different valences with a similar word count in the same framework. To enhance the reality of the experience, all reviews were designed to mime the booking.com graphical user interface such as the placement of comments and replies, font style, colors and graphics. These reviews were shown to the survey participants as a screen shot on the survey question as seen Appendix A.

3.3 Data Collection

The questionnaire method was used to collect data for the variables in the study.
The survey was conducted through “Survey Monkey”. The questionnaire link is disseminated in digital media and it is aimed that the participants reach the questionnaire. The sample size of the study was determined as 400 due to time constraint, with the aim of adding at least 50 people to each condition. Between dates of 16.03.2019 - 03.04.2019, 742 people participated in the survey and 589 participants completed the questionnaire. The ages of the survey participants ranged from 17 to 89 (M=32), while 53% of the participants were female and %47 were male. In order to obtain reliable data from the questionnaire, the questions were made compulsory and it was ensured that the questionnaire was solved only once in each device. The data was analyzed by SPSS program.

3.4 Procedure

The questionnaire consists of five main sections and 25 questions. In the first part, how often the participants used online services and online comments were asked in the hotel reservation process. In this way, the suitability of the participants to the research was tested and the sampling limits of the research were determined with this method. In the second part, a consumer's online comment about a hotel service and the response of the hotel to the consumer has been shown. In the third part of the questionnaire, the participants were respond to theirs' attitudes about the hotel and online consumer comment to assess the manipulation of message valence. Then, questions were asked about the expectations of the service quality of the participants, whether they would communicate with the mouth or not, and their intentions to purchase the service. In the fourth part of the questionnaire, questions of the PLC awareness to check manipulation control were asked to the participants. In the last part of the questionnaire, demographic questions were asked about gender, age and social media and online channel usage.

The questions used for the measurement of the positive word of mouth, purchase intention and expected service quality variables in the survey were taken from the below researches;

- PWOM: research paper of "Generating positive word of mouth in the service experience" (Ng, David, & Dagger, 2011)
- PIN: research paper of "The effect of electronic word of mouth on brand image and purchase intention: An empirical study in the automobile industry in Iran" (Reza Jalilvand & Samiei, 2012)
- ESQ: article of "Do Travel Agencies Measure Up to Customer Expectation? An Empirical Investigation of Travel Agencies' Service Quality as Measured by SERVQUAL" (Ryan & Cliff, 1997)

A 7-point Likert scales (1=strongly disagree, 7=strongly agree) was used to measure PWOM, PIN and ESQ of the survey participants. Demographic questions were created by the researcher.

4. ANALYSIS AND RESULTS

Before the hypotheses analysis, reliability and manipulation checks of the collected data were performed and all analyzes and their results were explained in this section.

4.1 Reliability Checks

The Cronbach Alpha Coefficient was used to analyze the reliability of the main scales in this research. The reliability analysis was applied to 18 sub-questions about the Likert scale, which was asked to measure the positive word of mouth, purchases intention and expected service quality in the questionnaire. Alpha Coefficient ranges in value from 0 to 1 and the scale is considered to be acceptable reliable if the Alpha coefficient is between 0.70 and 1.00 (Nunnally, 1978).
As seen in Table 4.1, the alpha value of the positive word of mouth questions was found as 0,952 as a result of reliability analysis. The alpha value was found as 0,942 for the purchase intention questions as a result of reliability analysis. As a result of reliability analysis of expected service quality, the alpha value was found as 0,958. These values show high reliability for the 3 main scales used in this research.

Table 4.1 : Scales reliability.

	Cronbach's Alpha	Mean	N of Items
Positive Word of Mouth	0,952	3,8285	3
Purchase Intention	0,942	3,7425	3
Expected Service Quality	0,958	4,4131	12

4.2 Manipulation Checks

In this section, message valence, PLC awareness and category involvement manipulation checks were mentioned respectively.

4.2.1 Message valence manipulation

Message valence manipulation was checked by using an independent-samples t-test in program of SPSS and there was an appropriate significant difference between positive and negative comment valences. As seen in the Table 4.2, positive valence (M=6,41; SD=1,164) was undoubtedly higher than negative valence (M=1,89; SD=1,624) conditions with t(589)=39,072 and p<.000.

Table 4.2 : Valence manipulation.

Comment Valence	N	Mean	Std. Deviation	t	Sig.
Positive	282	6,41	1,164	39,073	0,000
Negative	307	1,89	1,624		

4.2.2 PLC awareness

As seen in Table 4.3, a crosstabulation analysis was used to check the PLC manipulations to see if participants correctly remembered whether the consumer comment contained emoji or only consisted of pure text. Survey participants recalled usage of emoji 75,4% and pure text remained at 65,2%. A total of 49 participants stated that they did not remember using PLC.

Table 4.3 : Crosstabulation for PLC Awareness

			PLC Condition		
			Emoji	Pure Text	Total
PLC Awareness Choice	Emoji	Count	156	51	207
		% within PLC Awareness Choice	75,4%	24,6%	100,0%
	Pure Text	Count	116	217	333
		% within PLC Awareness Choice	34,8%	65,2%	100,0%
	Don't Remember	Count	23	26	49
		% within PLC Awareness Choice	46,9%	53,1%	100,0%
Total		Count	295	294	589
		% within PLC Awareness Choice	50,1%	49,9%	100,0%

4.2.3 Category involvement manipulation

One-sample t-test was used to assess how often survey participants purchased services from online channels. Depends on the results of the analysis, it was observed that the participants had high category involvement with t(589)=33,541 and p<.000, as seen in Table 4.4.

Table 4.4 : Category Involvement Manipulation

Category Involvement	N	Mean	Std. Deviation	t	Sig.
Usage Frequency	589	1,54	1,113	33,541	0,000

4.3 Hypotheses Analysis

Hypothesis analysis was conducted in two stages. Prior to the detailed hypothesis analysis, it was analyzed whether the data were normally distributed or not.

4.3.1 Normality analysis

Normality tests were used to determine whether survey data set can be modeled by a normal distribution in this research. The normality analysis was applied to main variables, positive word of mouth, purchase intention and expected service quality. The scale is considered to be normal distribution if the significance value greater than 0.05. If not, Kurtosis and Skewness values can be evaluated. When Kurtosis and Skewness values are between -1.5 and +1.5, it is accepted that there is normal distribution (Tabachnick, Fidell, & Ullman, 2007).

As seen in Table 4.5 and Table 4.6, the significance value of the positive word of mouth normality analysis was found as smaller than 0.05. The values of Skewness and Kurtosis indicated that PWOM data can be considered as normal distributed.

Table 4.5 : Normality Test of Positive Word of Mouth

	Kolmogorov-Smirnov[a]			Shapiro-Wilk		
	Statistic	**df**	**Sig.**	**Statistic**	**df**	**Sig.**
Positive Word of Mouth	0,109	589	0,000	0,953	589	0,000

a. Lilliefors Significance Correction

Table 4.6 : Normality Test of Positive Word of Mouth

			Statistic	Std. Error
Positive Word of Mouth	Mean		3,8285	0,06804
	95% Confidence Interval for Mean	Lower Bound	3,6949	
		Upper Bound	3,9622	
	5% Trimmed Mean		3,8267	
	Median		4,0000	
	Variance		2,727	
	Std. Deviation		1,65124	
	Minimum		1,00	
	Maximum		7,00	
	Range		6,00	
	Interquartile Range		2,67	
	Skewness		-0,013	0,101
	Kurtosis		-1,095	0,201

As seen in Table 4.7 and Table 4.8, the significance value was found as lower than 0.05 as a result purchase intention normality analysis. According to Skewness and Kurtosis values, PIN data was normally distributed.

Table 4.7 : Normality Test of Purchase Intention

	Kolmogorov-Smirnov[a]			Shapiro-Wilk		
	Statistic	df	Sig.	Statistic	df	Sig.
Purchase Intention	0,122	589	0,000	0,952	589	0,000

a. Lilliefors Significance Correction

Table 4.8 : Normality Test of Purchase Intention

			Statistic	Std. Error
Purchase Intention	Mean		3,7425	0,06637
	95% Confidence Interval for Mean	Lower Bound	3,6122	
		Upper Bound	3,8728	
	5% Trimmed Mean		3,7462	
	Median		4,0000	
	Variance		2,594	
	Std. Deviation		1,61071	
	Minimum		1,00	
	Maximum		7,00	
	Range		6,00	
	Interquartile Range		3,00	
	Skewness		-0,056	0,101
	Kurtosis		-1,104	0,201

As a result of normality analysis of expected service quality, the significance value was found as lesser than 0.05. Since Skewness and Kurtosis values were between -1,5 and +1,5, ESQ data could be considered of normally distributed, as seen in Table 4.9 and Table 4.10.

Table 4.9 : Normality Test of Expected Service Quality

	Kolmogorov-Smirnov[a]			Shapiro-Wilk		
	Statistic	**df**	**Sig.**	**Statistic**	**df**	**Sig.**
Expected Service Quality	0,065	589	0,000	0,978	589	0,000

a. Lilliefors Significance Correction

Table 4.10 : Normality Test of Expected Service Quality

			Statistic	**Std. Error**
Expected Service Quality	Mean		4,4131	0,04887
	95% Confidence Interval for Mean	Lower Bound	4,3172	
		Upper Bound	4,5091	
	5% Trimmed Mean		4,4580	
	Median		4,5000	
	Variance		1,406	
	Std. Deviation		1,18594	
	Minimum		1,00	
	Maximum		7,00	
	Range		6,00	
	Interquartile Range		1,46	
	Skewness		-0,518	0,101
	Kurtosis		0,152	0,201

4.3.2 Detailed Hypotheses analysis

According to the normality analysis, since the survey data were accepted to be in normal distribution, parametric tests was used for detailed hypotheses analysis. The all hypotheses were analyzed individually by using ANOVA test because of the independent variables were more than two categories.

Hypotheses 1 expect that using an emoji on reviews (comments and replies) will influence PWOM differently than not using it under the same computer mediated communication.

The variances homogeneity was checked before the ANOVA test, it was homogeneous since the significance value was greater than 0.05, as seen in Table 4.11.

Table 4.11 : Test of Homogeneity of Variances

		Levene Statistic	Sig.
Positive Word of Mouth	Based on Mean	1,604	0,131
	Based on Median	1,423	0,193
	Based on Median and with adjusted df	1,423	0,193
	Based on trimmed mean	1,570	0,141

As seen in Table 4.12, the results of the ANOVA shows that there is significant difference between conditions.

Table 4.12 : ANOVA Test of Positive Word of Mouth

Condition	N	Mean	Std. Deviation	F	Sig.
1	76	4,9649	1,20071	41,109	0,000
2	63	4,6508	1,39947		
3	76	4,8421	1,46815		
4	67	4,7562	1,23988		
5	85	3,0353	1,53446		
6	70	2,7286	1,28323		
7	75	2,9244	1,25151		
8	77	2,9827	1,41514		
Total	589	3,8285	1,65124		

A post-hoc test was applied to determine which categories were significantly different from another one. Gabriel Post-Hoc test method was chosen because the numbers of sample groups were very close but not equal (Field, 2013).

The results of the Post Hoc Test showed that there was significant main differences between negative and positive valance for PWOM, as seen in Table 4.13.

Table 4.13 : Post Hoc Test of Positive Word of Mouth

Dependent Variable: Positive Word of Mouth
Gabriel

(I) Conditions		Mean Difference (I-J)	Std. Error	Sig.
1	2	0,31412	0,23146	0,995
	3	0,12281	0,22037	1,000
	4	0,20869	0,22765	1,000
	5	1,92962*	0,21446	0,000
	6	2,23634*	0,22504	0,000
	7	2,04047*	0,22111	0,000
	8	1,98223*	0,21966	0,000
2	1	-0,31412	0,23146	0,995
	3	-0,19131	0,23146	1,000
	4	-0,10543	0,23840	1,000
	5	1,61550*	0,22584	0,000
	6	1,92222*	0,23591	0,000
	7	1,72635*	0,23216	0,000
	8	1,66811*	0,23078	0,000
3	1	-0,12281	0,22037	1,000
	2	0,19131	0,23146	1,000
	4	0,08589	0,22765	1,000
	5	1,80681*	0,21446	0,000
	6	2,11353*	0,22504	0,000
	7	1,91766*	0,22111	0,000
	8	1,85942*	0,21966	0,000
4	1	-0,20869	0,22765	1,000
	2	0,10543	0,23840	1,000
	3	-0,08589	0,22765	1,000
	5	1,72092*	0,22193	0,000
	6	2,02765*	0,23218	0,000
	7	1,83177*	0,22836	0,000
	8	1,77353*	0,22696	0,000
5	1	-1,92962*	0,21446	0,000
	2	-1,61550*	0,22584	0,000
	3	-1,80681*	0,21446	0,000
	4	-1,72092*	0,22193	0,000
	6	0,30672	0,21926	0,992
	7	0,11085	0,21521	1,000
	8	0,05261	0,21372	1,000
6	1	-2,23634*	0,22504	0,000
	2	-1,92222*	0,23591	0,000
	3	-2,11353*	0,22504	0,000
	4	-2,02765*	0,23218	0,000
	5	-0,30672	0,21926	0,992
	7	-0,19587	0,22576	1,000
	8	-0,25411	0,22434	1,000
7	1	-2,04047*	0,22111	0,000
	2	-1,72635*	0,23216	0,000
	3	-1,91766*	0,22111	0,000
	4	-1,83177*	0,22836	0,000
	5	-0,11085	0,21521	1,000
	6	0,19587	0,22576	1,000
	8	-0,05824	0,22039	1,000
8	1	-1,98223*	0,21966	0,000
	2	-1,66811*	0,23078	0,000
	3	-1,85942*	0,21966	0,000
	4	-1,77353*	0,22696	0,000
	5	-0,05261	0,21372	1,000
	6	0,25411	0,22434	1,000
	7	0,05824	0,22039	1,000

*. The mean difference is significant at the 0.05 level.

The univariate ANOVA test was applied to understand where and for what reason the meaningful differences were for PWOM. The tests were applied to all the data, only the positive valences, only the negative valences, the infrequent beneficiaries from the companies' online responses while making the purchase decision and those who frequently took advantage from online responses of enterprises while making a purchase decision.

The results of the univariate ANOVA for all the data showed that whether the use of emoji in the comment $F(589)=0{,}078$, $p= 0{,}780$, whether the use of emoji in response $F(589)=2{,}081$, $p= 0{,}150$ and 2-way interaction $F(589)=1{,}742$, $p= 0{,}187$ had no statistical significance for the PWOM. Between subject effects for all data by comparing valance of message, PLC usage on the comment and the response, as seen in Table 4.14 and Table 4.15.

Table 4.14 : Descriptive Statistics of Univariate ANOVA test for PWOM

Descriptive Statistics

Dependent Variable: Positive Word of Mouth

Valance	Comment	Response	Mean	Std. Deviation	N
Negative	Pure Text	Pure Text	3,035	1,534	85
		With Emoji	2,729	1,283	70
		Total	2,897	1,430	155
	With Emoji	Pure Text	2,924	1,252	75
		With Emoji	2,983	1,415	77
		Total	2,954	1,333	152
Positive	Pure Text	Pure Text	4,965	1,201	76
		With Emoji	4,651	1,399	63
		Total	4,823	1,299	139
	With Emoji	Pure Text	4,842	1,468	76
		With Emoji	4,756	1,240	67
		Total	4,802	1,362	143
Total			3,829	1,651	589

Table 4.15 : Between Subjects for PWOM by Comparing Valance and PLC Usage in Comment and Response

Tests of Between-Subjects Effects

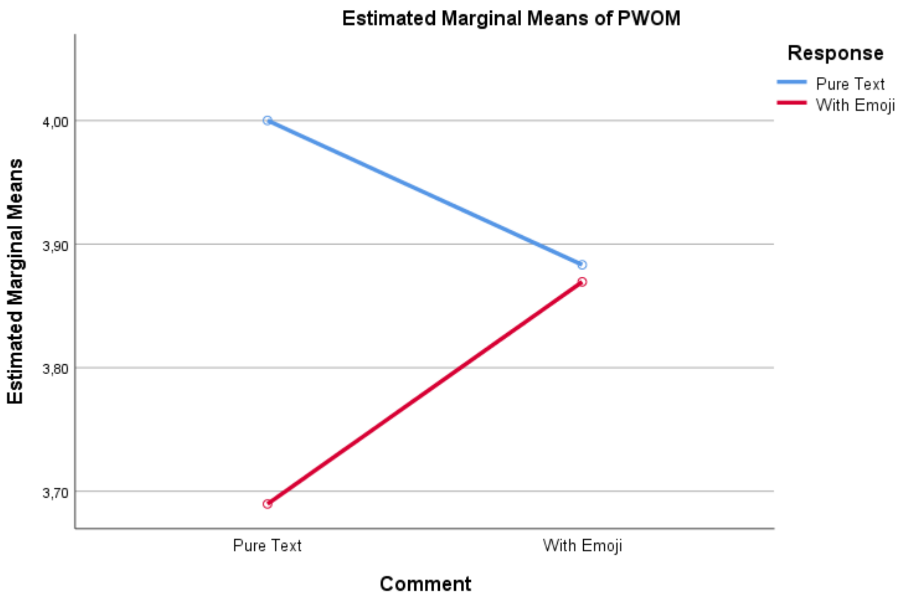
Dependent Variable: Positive Word of Mouth

Source	Type III Sum of Squares	df	Mean Square	F	Sig.
Corrected Model	531,048[a]	7	75,864	41,109	0,000
Intercept	8712,474	1	8712,474	4721,135	0,000
Valence	519,682	1	519,682	281,607	0,000
CEE	0,145	1	0,145	0,078	0,780
REE	3,841	1	3,841	2,081	0,150
Valence * CEE	0,236	1	0,236	0,128	0,721
Valence * REE	0,210	1	0,210	0,114	0,736
CEE * REE	3,214	1	3,214	1,742	0,187
Valence * CEE * REE	0,171	1	0,171	0,093	0,761
Error	1072,189	581	1,845		
Total	10236,556	589			
Corrected Total	1603,236	588			

a. R Squared = ,331 (Adjusted R Squared = ,323)

Mean PWOM scores for all data by comparing PLC usage on the comment and the response, as seen in Table 4.16.

Table 4.16 : Mean PWOM Scores



The results of the univariate ANOVA for the positive valance showed that PLC usage on the comment F(282)=0,003, p= 0,956, PLC usage on the response F(282)=1,581, p= 0,210 and 2-way interaction F(282)=0,515, p= 0,474 had no statistical significance for the PWOM. Between subject effects for positive valance by comparing PLC usage on the comment and PLC usage on the response, as seen in Table 4.17 and Table 4.18.

Table 4.17 : Descriptive Statistics of Univariate ANOVA test for PWOM for Positive Valence

Descriptive Statistics

Dependent Variable: Positive Word of Mouth

Comment	Response	Mean	Std. Deviation	N
Pure Text	Pure Text	4,965	1,201	76
	With Emoji	4,651	1,399	63
With Emoji	Pure Text	4,842	1,468	76
	With Emoji	4,756	1,240	67
Total		4,812	1,329	282

Table 4.18 : Between Subjects for PWOM by Comparing PLC Usage in Comment and Response

Tests of Between-Subjects Effects

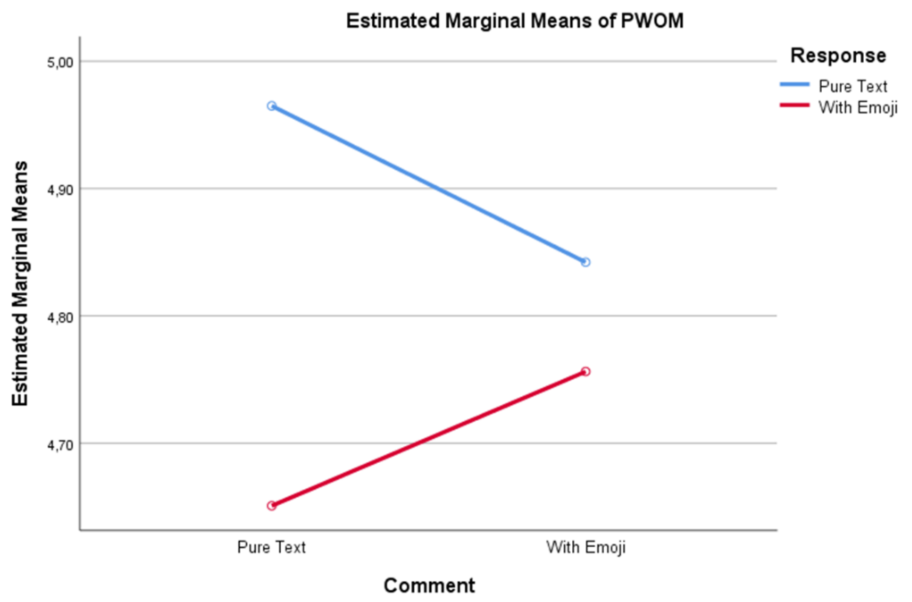
Dependent Variable: Positive Word of Mouth

Source	Type III Sum of Squares	df	Mean Square	F	Sig.
Corrected Model	3,692[a]	3	1,231	0,694	0,556
Intercept	6463,876	1	6463,876	3647,306	0,000
CEE	0,005	1	0,005	0,003	0,956
REE	2,801	1	2,801	1,581	0,210
CEE * REE	0,912	1	0,912	0,515	0,474
Error	492,681	278	1,772		
Total	7026,333	282			
Corrected Total	496,372	281			

a. R Squared = ,007 (Adjusted R Squared = -,003)

Mean PWOM scores for positive valance by comparing PLC usage on the comment and the response, as seen in Table 4.19.

Table 4.19 : Mean PWOM Scores for Positive Valence



The results of the univariate ANOVA for the negative valance showed that PLC usage on the comment F(307)=0,205, p= 0,651, PLC usage on the response F(307)=0,616, p= 0,433 and 2-way interaction F(307)=1,330, p= 0,250 had no statistical significance for the PWOM. Between subject effects for negative valance by comparing PLC usage on the comment and PLC usage on the response, as seen in Table 4.20 and Table 4.21.

Table 4.20 : Descriptive Statistics of Univariate ANOVA test for PWOM for Negative Valence

Descriptive Statistics

Dependent Variable: Positive Word of Mouth

Comment	Response	Mean	Std. Deviation	N
Pure Text	Pure Text	3,035	1,534	85
	With Emoji	2,729	1,283	70
With Emoji	Pure Text	2,924	1,252	75
	With Emoji	2,983	1,415	77
Total		2,925	1,381	307

Table 4.21 : Between Subjects for PWOM by Comparing PLC Usage in Comment and Response

Tests of Between-Subjects Effects

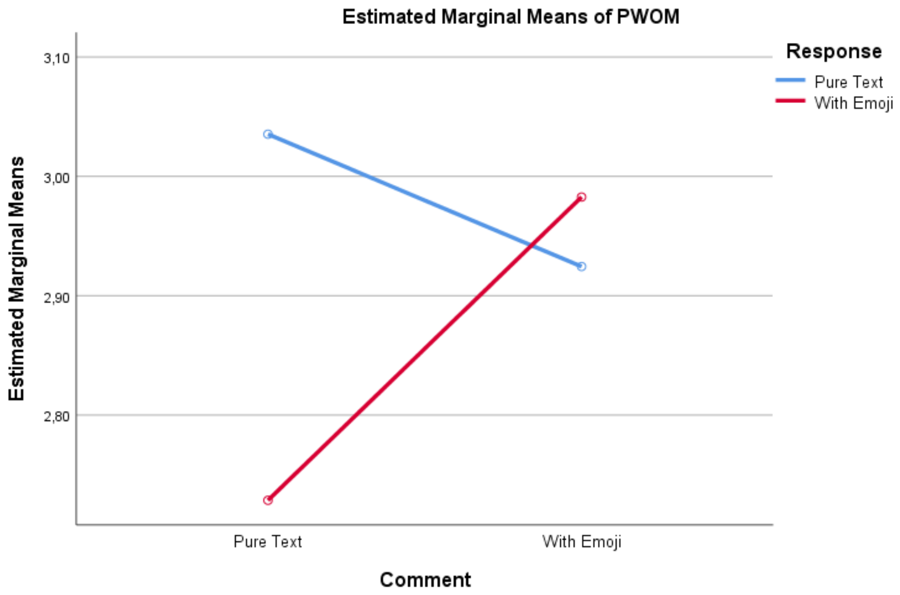
Dependent Variable: Positive Word of Mouth

Source	Type III Sum of Squares	df	Mean Square	F	Sig.
Corrected Model	3,991[a]	3	1,330	0,696	0,555
Intercept	2600,919	1	2600,919	1359,909	0,000
CEE	0,392	1	0,392	0,205	0,651
REE	1,179	1	1,179	0,616	0,433
CEE * REE	2,543	1	2,543	1,330	0,250
Error	579,508	303	1,913		
Total	3210,222	307			
Corrected Total	583,499	306			

a. R Squared = ,007 (Adjusted R Squared = -,003)

Mean PWOM scores for negative valance by comparing PLC usage on the comment and the response, as seen in Table 4.22.

Table 4.22 : Mean PWOM Scores for Negative Valence



The results of the univariate ANOVA for the infrequent beneficiaries from the enterprises' online responses while making the purchase decision showed that PLC usage on the comment *F*(206)=0,024, *p*= 0,877, PLC usage on the response *F*(206)=0,010, *p*= 0,920 and 2-way interaction *F*(206)=1,346, *p*= 0,247 had no statistical significance for the PWOM. Between subject effects for infrequent beneficiaries from the enterprises' online responses while making the purchase decision by comparing PLC usage on the comment and PLC usage on the response, as seen in Table 4.23 and Table 4.24.

Table 4.23 : Descriptive Statistics of Univariate ANOVA test for PWOM for Infrequent Beneficiaries

Descriptive Statistics

Dependent Variable: Positive Word of Mouth

Comment	**Response**	**Mean**	**Std. Deviation**	**N**
Pure Text	Pure Text	3,730	1,579	63
	With Emoji	3,503	1,478	49
With Emoji	Pure Text	3,449	1,588	49
	With Emoji	3,719	1,414	45
Total		3,607	1,517	206

Table 4.24 : Between Subjects for PWOM by Comparing PLC Usage in Comment and Response

Tests of Between-Subjects Effects

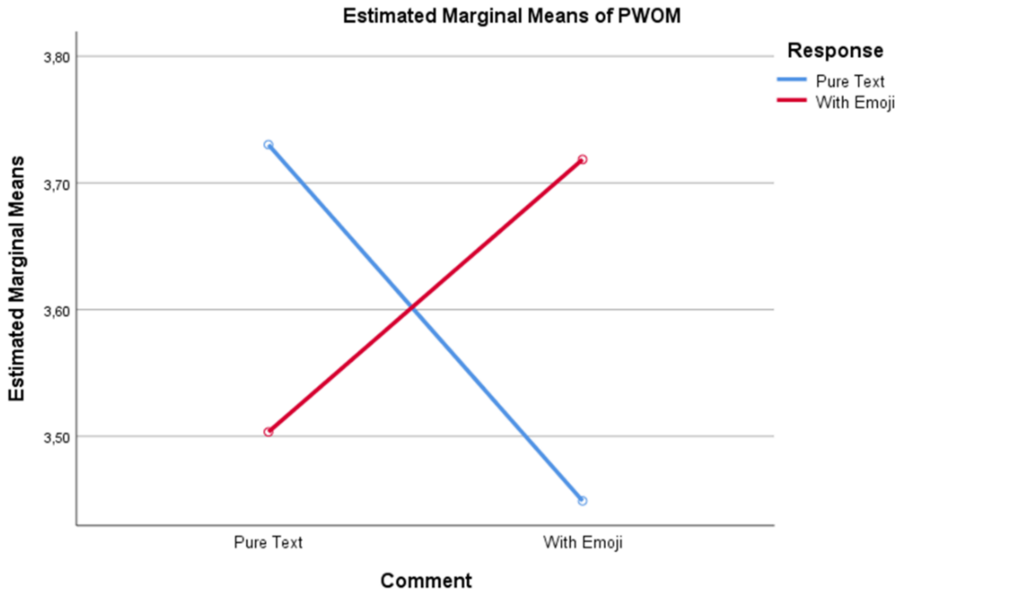
Dependent Variable: Positive Word of Mouth

Source	**Type III Sum of Squares**	**df**	**Mean Square**	**F**	**Sig.**
Corrected Model	3,265[a]	3	1,088	0,469	0,704
Intercept	2628,138	1	2628,138	1133,030	0,000
CEE	0,055	1	0,055	0,024	0,877
REE	0,023	1	0,023	0,010	0,920
CEE * REE	3,121	1	3,121	1,346	0,247
Error	468,552	202	2,320		
Total	3151,667	206			
Corrected Total	471,817	205			

a. R Squared = ,007 (Adjusted R Squared = -,008)

Mean PWOM scores for infrequent beneficiaries from the enterprises’ online responses while making the purchase decision by comparing PLC usage on the comment and the response, as seen in Table 4.25.

Table 4.25 : Mean PWOM Scores for Infrequent Beneficiaries



The results of the univariate ANOVA for those who frequently took advantage from online responses of enterprises while making a purchase decision showed that PLC usage on the comment F(356)=0,228, p= 0,633, PLC usage on the response F(356)=2,146, p= 0,144 and 2-way interaction F(356)=0,041, p= 0,840 had no statistical significance for the PWOM. Between subject effects for those who frequently took advantage from online responses of enterprises while making a purchase decision by comparing PLC usage on the comment and PLC usage on the response, as seen in Table 4.26 and Table 4.27.

Table 4.26 : Descriptive Statistics of Univariate ANOVA test for PWOM for Frequent Beneficiaries

Descriptive Statistics

Dependent Variable: Positive Word of Mouth

Comment	Response	Mean	Std. Deviation	N
Pure Text	Pure Text	4,057	1,733	93
	With Emoji	3,754	1,746	80
With Emoji	Pure Text	4,108	1,680	93
	With Emoji	3,878	1,696	90
Total		3,957	1,711	356

Table 4.27 : Between Subjects for PWOM by Comparing PLC Usage in Comment and Response

Tests of Between-Subjects Effects

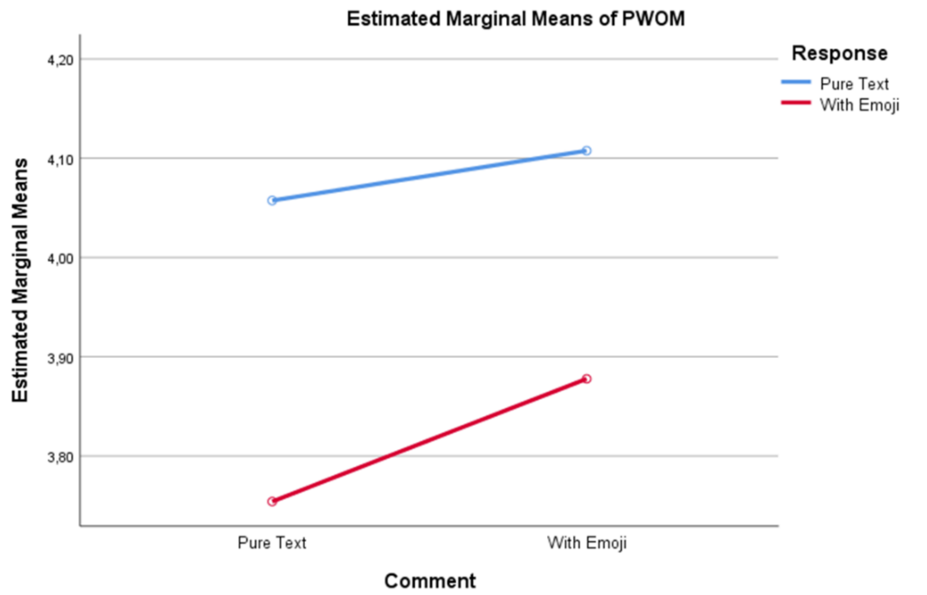
Dependent Variable: Positive Word of Mouth

Source	Type III Sum of Squares	df	Mean Square	F	Sig.
Corrected Model	6,900[a]	3	2,300	0,784	0,503
Intercept	5531,004	1	5531,004	1885,335	0,000
CEE	0,669	1	0,669	0,228	0,633
REE	6,295	1	6,295	2,146	0,144
CEE * REE	0,120	1	0,120	0,041	0,840
Error	1032,662	352	2,934		
Total	6613,556	356			
Corrected Total	1039,562	355			

a. R Squared = ,007 (Adjusted R Squared = -,002)

Mean PWOM scores for those who frequently took advantage from online responses of enterprises while making a purchase decision by comparing PLC usage on the comment and the response, as seen in Table 4.28.

Table 4.28 : Mean PWOM Scores for Infrequent Beneficiaries



Hypotheses 2 expect that using an emoji on reviews (comments and replies) will influence positively the purchase intention of experienced customers differently than that of people who have less experienced in using a digital medium.

The variances homogeneity was checked before the ANOVA test, it was homogeneous since the significance value was greater than 0.05, as seen in Table 4.29.

Table 4.29 : Test of Homogeneity of Variances

		Levene Statistic	Sig.
Purchase Intention	Based on Mean	2,131	0,039
	Based on Median	1,499	0,165
	Based on Median and with adjusted df	1,499	0,165
	Based on trimmed mean	1,990	0,054

As seen in Table 4.30, the results of the ANOVA shows that there is significant difference between conditions.

Table 4.30 : ANOVA Test of Purchase Intention

Condition	N	Mean	Std. Deviation	F	Sig.
1	76	4,8333	1,10955	55,626	0,000
2	63	4,8413	1,02977		
3	76	4,8246	1,28982		
4	67	4,7015	1,16361		
5	85	2,8863	1,42219		
6	70	2,5762	1,32232		
7	75	2,7244	1,20854		
8	77	2,8615	1,36941		
Total	589	3,7425	1,61071		

A post-hoc test was applied to determine which categories were significantly different from another one. Gabriel Post-Hoc test method was chosen because the numbers of sample groups were very close but not equal (Field, 2013), as seen in Table 4.31.

Table 4.31 : Post Hoc Test of Purchase Intention

Dependent Variable: Purchase Intention
Gabriel

(I) Conditions		Mean Difference (I-J)	Std. Error	Sig.
1	2	-0,00794	0,21363	1,000
	3	0,00877	0,20340	1,000
	4	0,13184	0,21012	1,000
	5	1,94706*	0,19794	0,000
	6	2,25714*	0,20771	0,000
	7	2,10889*	0,20407	0,000
	8	1,97186*	0,20274	0,000
2	1	0,00794	0,21363	1,000
	3	0,01671	0,21363	1,000
	4	0,13978	0,22004	1,000
	5	1,95500*	0,20844	0,000
	6	2,26508*	0,21774	0,000
	7	2,11683*	0,21428	0,000
	8	1,97980*	0,21300	0,000
3	1	-0,00877	0,20340	1,000
	2	-0,01671	0,21363	1,000
	4	0,12307	0,21012	1,000
	5	1,93829*	0,19794	0,000
	6	2,24837*	0,20771	0,000
	7	2,10012*	0,20407	0,000
	8	1,96309*	0,20274	0,000
4	1	-0,13184	0,21012	1,000
	2	-0,13978	0,22004	1,000
	3	-0,12307	0,21012	1,000
	5	1,81522*	0,20484	0,000
	6	2,12530*	0,21429	0,000
	7	1,97705*	0,21077	0,000
	8	1,84002*	0,20948	0,000
5	1	-1,94706*	0,19794	0,000
	2	-1,95500*	0,20844	0,000
	3	-1,93829*	0,19794	0,000
	4	-1,81522*	0,20484	0,000
	6	0,31008	0,20237	0,975
	7	0,16183	0,19863	1,000
	8	0,02480	0,19726	1,000
6	1	-2,25714*	0,20771	0,000
	2	-2,26508*	0,21774	0,000
	3	-2,24837*	0,20771	0,000
	4	-2,12530*	0,21429	0,000
	5	-0,31008	0,20237	0,975
	7	-0,14825	0,20837	1,000
	8	-0,28528	0,20706	0,994
7	1	-2,10889*	0,20407	0,000
	2	-2,11683*	0,21428	0,000
	3	-2,10012*	0,20407	0,000
	4	-1,97705*	0,21077	0,000
	5	-0,16183	0,19863	1,000
	6	0,14825	0,20837	1,000
	8	-0,13703	0,20341	1,000
8	1	-1,97186*	0,20274	0,000
	2	-1,97980*	0,21300	0,000
	3	-1,96309*	0,20274	0,000
	4	-1,84002*	0,20948	0,000
	5	-0,02480	0,19726	1,000
	6	0,28528	0,20706	0,994
	7	0,13703	0,20341	1,000

*. The mean difference is significant at the 0.05 level.

The results of the ANOVA showed that there was significant main differences between negative and positive valance for PIN.

The univariate ANOVA test was applied to understand where and for what reason the meaningful differences were for PIN. The tests were applied to all the data, only the positive valences, only the negative valences, the infrequent beneficiaries from the companies' online responses while making the purchase decision and those who frequently took advantage from online responses of enterprises while making a purchase decision.

The results of the univariate ANOVA for all the data showed that whether the use of emoji in the comment $F(589)=0,004$, $p= 0,952$, whether the use of emoji in response $F(589)=0,483$, $p= 0,488$ and 2-way interaction $F(589)=0,581$, $p= 0,446$ had no statistical significance for the PIN. Between subject effects for all data by comparing valance of message, PLC usage on the comment and the response, as seen in Table 4.32 and Table 4.33.

Table 4.32 : Descriptive Statistics of Univariate ANOVA test for PIN

Descriptive Statistics

Dependent Variable: Purchase Intention

Comment	Response	Valance	Mean	Std. Deviation	N
Pure Text	Pure Text	Negative	2,886	1,422	85
		Positive	4,833	1,110	76
		Total	3,805	1,609	161
	With Emoji	Negative	2,576	1,322	70
		Positive	4,841	1,030	63
		Total	3,649	1,643	133
With Emoji	Pure Text	Negative	2,724	1,209	75
		Positive	4,825	1,290	76
		Total	3,781	1,632	151
	With Emoji	Negative	2,861	1,369	77
		Positive	4,701	1,164	67
		Total	3,718	1,572	144
Total			3,743	1,611	589

Table 4.33 : Between Subjects for PIN by Comparing Valance and PLC Usage in Comment and Response

Tests of Between-Subjects Effects

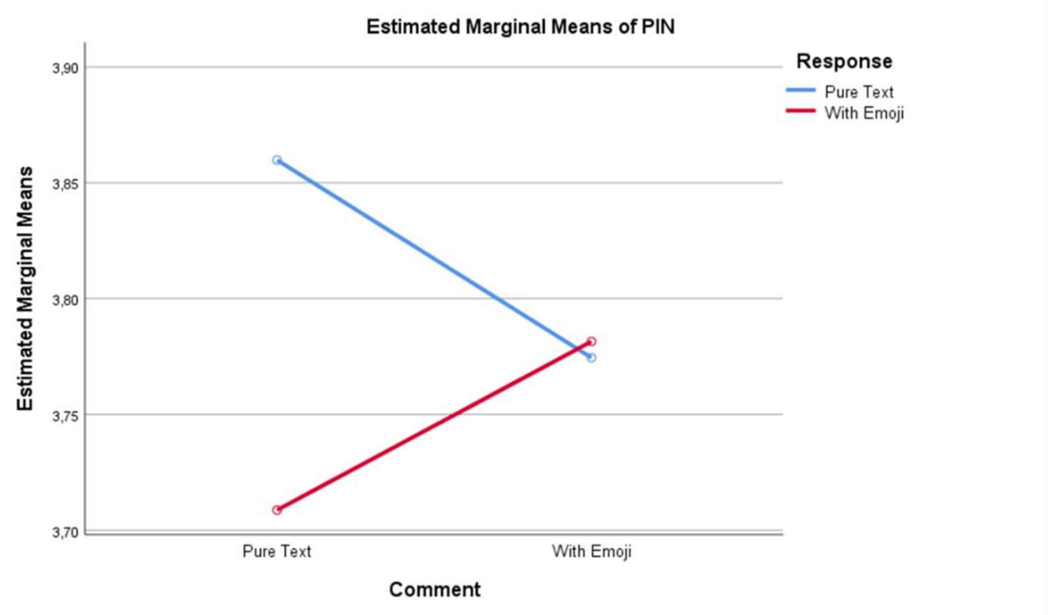
Dependent Variable: Purchase Intention

Source	Type III Sum of Squares	df	Mean Square	F	Sig.
Corrected Model	612,132[a]	7	87,447	55,626	0,000
Intercept	8357,353	1	8357,353	5316,163	0,000
CEE	0,006	1	0,006	0,004	0,952
REE	0,759	1	0,759	0,483	0,488
Valence	607,020	1	607,020	386,129	0,000
CEE * REE	0,913	1	0,913	0,581	0,446
CEE * Valence	0,676	1	0,676	0,430	0,512
REE * Valence	0,031	1	0,031	0,019	0,889
CEE * REE * Valence	3,053	1	3,053	1,942	0,164
Error	913,370	581	1,572		
Total	9775,222	589			
Corrected Total	1525,502	588			

a. R Squared = ,401 (Adjusted R Squared = ,394)

Mean PIN scores for all data by comparing PLC usage on the comment and the response, as seen in Table 4.34.

Table 4.34 : Mean PIN Scores



The results of the univariate ANOVA for the positive valance showed that PLC usage on the comment F(282)=0,289, p= 0,592, PLC usage on the response F(282)=0,173, p= 0,677 and 2-way interaction F(282)=0,224, p= 0,636 had no statistical significance for the PIN. Between subject effects for positive valance by comparing PLC usage on the comment and PLC usage on the response, as seen in Table 4.35 and Table 4.36.

Table 4.35 : Descriptive Statistics of Univariate ANOVA test for PIN for Positive Valence

Descriptive Statistics

Dependent Variable: Purchase Intention

Comment	Response	Mean	Std. Deviation	N
Pure Text	Pure Text	4,833	1,110	76
	With Emoji	4,841	1,030	63
With Emoji	Pure Text	4,825	1,290	76
	With Emoji	4,701	1,164	67
Total		4,801	1,152	282

Table 4.36 : Between Subjects for PWOM by Comparing PLC Usage in Comment and Response

Tests of Between-Subjects Effects

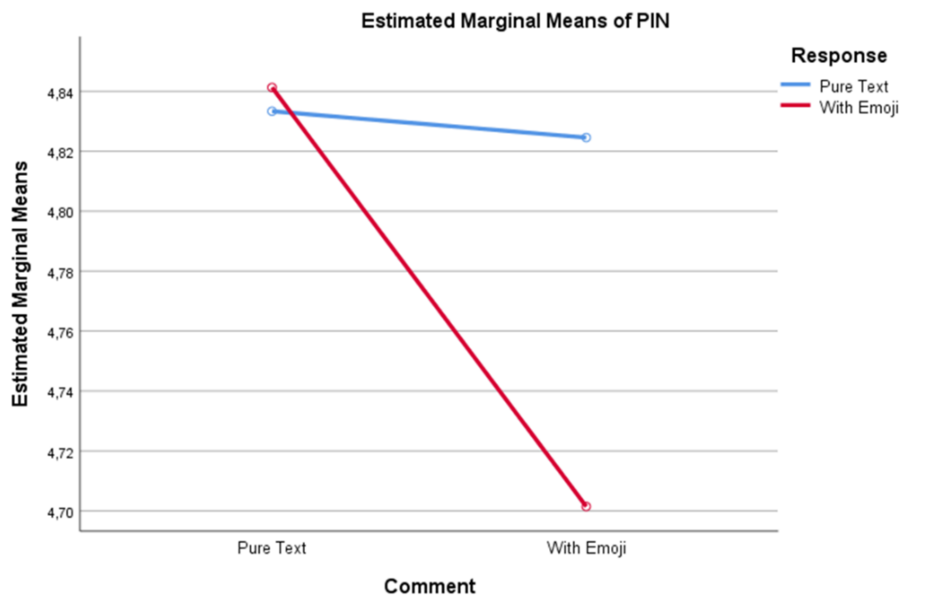
Dependent Variable: Purchase Intention

Source	Type III Sum of Squares	df	Mean Square	F	Sig.
Corrected Model	,887[a]	3	0,296	0,221	0,882
Intercept	6454,881	1	6454,881	4821,029	0,000
CEE	0,386	1	0,386	0,289	0,592
REE	0,232	1	0,232	0,173	0,677
CEE * REE	0,300	1	0,300	0,224	0,636
Error	372,214	278	1,339		
Total	6874,222	282			
Corrected Total	373,102	281			

a. R Squared = ,002 (Adjusted R Squared = -,008)

Mean PIN scores for positive valance by comparing PLC usage on the comment and the response, as seen in Table 4.37.

Table 4.37 : Mean PIN Scores for Positive Valence



The results of the univariate ANOVA for the negative valance showed that PLC usage on the comment F(307)=0,163, p= 0,687, PLC usage on the response F(307)=0,320, p= 0,572 and 2-way interaction F(307)=2,137, p= 0,145 had no statistical significance for the PIN. Between subject effects for negative valance by comparing PLC usage on the comment and PLC usage on the response, as seen in Table 4.38 and Table 4.39.

Table 4.38 : Descriptive Statistics of Univariate ANOVA test for PIN for Negative Valence

Descriptive Statistics

Dependent Variable: Purchase Intention

Comment	Response	Mean	Std. Deviation	N
Pure Text	Pure Text	2,886	1,422	85
	With Emoji	2,576	1,322	70
With Emoji	Pure Text	2,724	1,209	75
	With Emoji	2,861	1,369	77
Total		2,770	1,335	307

Table 4.39 : Between Subjects for PIN by Comparing PLC Usage in Comment and Response

Tests of Between-Subjects Effects

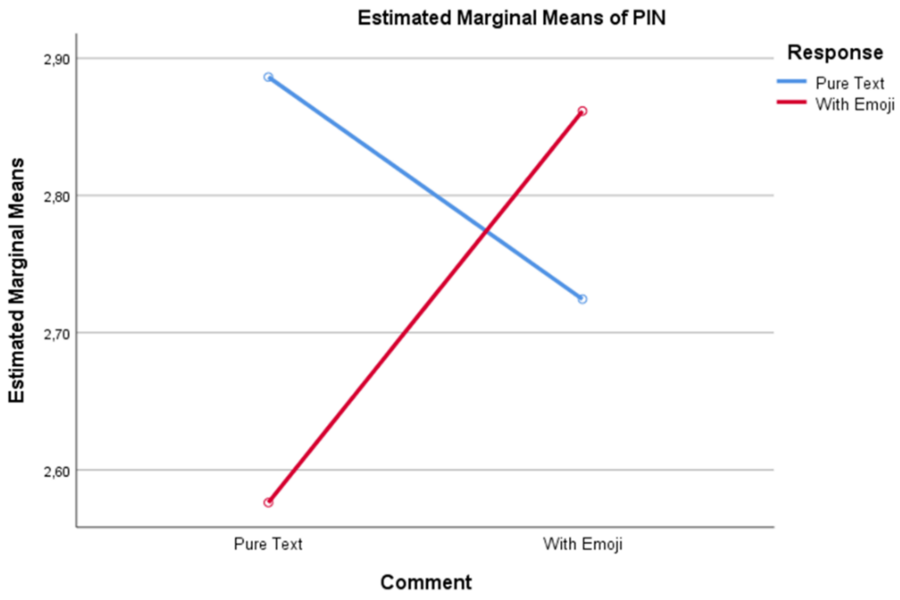
Dependent Variable: Purchase Intention

Source	Type III Sum of Squares	df	Mean Square	F	Sig.
Corrected Model	4,578[a]	3	1,526	0,855	0,465
Intercept	2330,818	1	2330,818	1305,056	0,000
CEE	0,291	1	0,291	0,163	0,687
REE	0,572	1	0,572	0,320	0,572
CEE * REE	3,817	1	3,817	2,137	0,145
Error	541,155	303	1,786		
Total	2901,000	307			
Corrected Total	545,734	306			

a. R Squared = ,008 (Adjusted R Squared = -,001)

Mean PIN scores for negative valance by comparing PLC usage on the comment and the response, as seen in Table 4.40.

Table 4.40 : Mean PIN Scores for Negative Valence



The results of the univariate ANOVA for the infrequent beneficiaries from the enterprises' online responses while making the purchase decision showed that PLC usage on the comment F(206)=0,040, p= 0,841, PLC usage on the response F(206)=0,837, p= 0,361 and 2-way interaction F(206)=0,766, p= 0,383 had no statistical significance for the PIN.

Table 4.41 : Descriptive Statistics of Univariate ANOVA test for PIN for the infrequent beneficiaries

Descriptive Statistics

Dependent Variable: Purchase Intention

Comment	Response	Mean	Std. Deviation	N
Pure Text	Pure Text	3,529	1,542	63
	With Emoji	3,537	1,523	49
With Emoji	Pure Text	3,388	1,431	49
	With Emoji	3,763	1,452	45
Total		3,549	1,487	206

Between subject effects for infrequent beneficiaries from the enterprises' online responses while making the purchase decision by comparing PLC usage on the comment and PLC usage on the response.

Table 4.42 : Between Subjects for PIN by Comparing PLC Usage in Comment and Response

Tests of Between-Subjects Effects

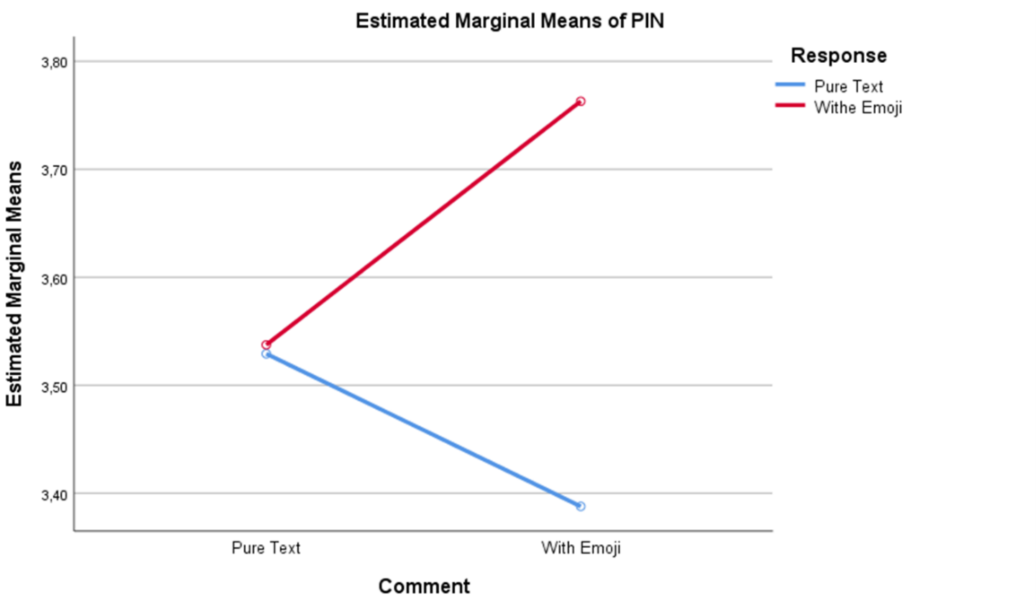
Dependent Variable: Purchase Intention

Source	Type III Sum of Squares	df	Mean Square	F	Sig.
Corrected Model	3,366[a]	3	1,122	0,504	0,680
Intercept	2561,472	1	2561,472	1150,145	0,000
CEE	0,090	1	0,090	0,040	0,841
REE	1,864	1	1,864	0,837	0,361
CEE * REE	1,706	1	1,706	0,766	0,383
Error	449,871	202	2,227		
Total	3047,222	206			
Corrected Total	453,237	205			

a. R Squared = ,007 (Adjusted R Squared = -,007)

Mean PIN scores for infrequent beneficiaries from the enterprises' online responses while making the purchase decision by comparing PLC usage on the comment and the response.

Table 4.43 : Mean PIN Scores for the infrequent beneficiaries



The results of the univariate ANOVA for those who frequently took advantage from online responses of enterprises while making a purchase decision showed that PLC usage on the comment F(356)=0,006, p= 0,939, PLC usage on the response F(356)=1,749, p= 0,187 and 2-way interaction F(356)=0,000, p= 0,987 had no statistical significance for the PIN.

Table 4.44 : Descriptive Statistics of Univariate ANOVA test for PIN for the frequently beneficiaries

Descriptive Statistics

Dependent Variable: Purchase Intention

Comment	**Response**	**Mean**	**Std. Deviation**	**N**
Pure Text	Pure Text	3,982	1,635	93
	With Emoji	3,750	1,716	80
With Emoji	Pure Text	3,971	1,711	93
	With Emoji	3,733	1,635	90
Total		3,864	1,671	356

Between subject effects for those who frequently took advantage from online responses of enterprises while making a purchase decision by comparing PLC usage on the comment and PLC usage on the response.

Table 4.45 : Between Subjects for PIN by Comparing PLC Usage in Comment and Response

Tests of Between-Subjects Effects

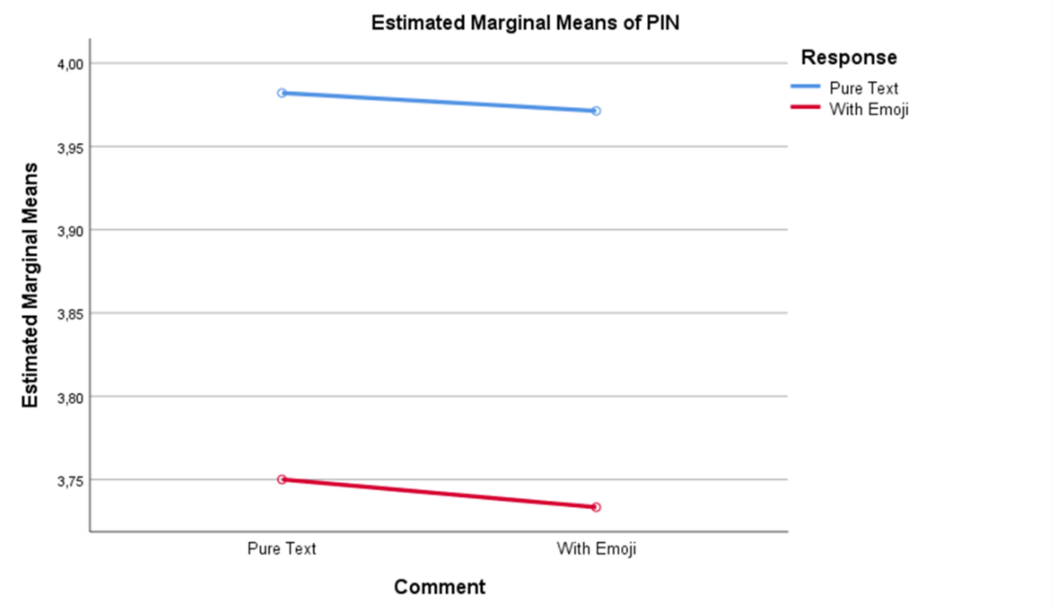
Dependent Variable: PIN

Source	Type III Sum of Squares	df	Mean Square	F	Sig.
Corrected Model	4,944[a]	3	1,648	0,588	0,623
Intercept	5281,725	1	5281,725	1885,684	0,000
CEE	0,017	1	0,017	0,006	0,939
REE	4,898	1	4,898	1,749	0,187
CEE * REE	0,001	1	0,001	0,000	0,987
Error	985,938	352	2,801		
Total	6306,778	356			
Corrected Total	990,882	355			

a. R Squared = ,005 (Adjusted R Squared = -,003)

Mean PIN scores for those who frequently took advantage from online responses of enterprises while making a purchase decision by comparing PLC usage on the comment and the response.

Table 4.46 : Mean PIN Scores for the frequently beneficiaries



Hypotheses 3 expect that using an emoji on comments will influence positively the expected service quality differently than not using it under the same computer mediated communication.

The variances homogeneity was checked before the ANOVA test, it was not homogeneous since the significance value was lower than 0.05.

Table 4.47 : Test of Homogeneity of Variances

		Levene Statistic	Sig.
Expected Service Quality	Based on Mean	3,822	0,000
	Based on Median	3,609	0,001
	Based on Median and	3,609	0,001
	Based on trimmed mean	3,746	0,001

The results of the ANOVA shows that there is significant difference between conditions.

Table 4.48 : ANOVA Test of Expected Service Quality

Condition	N	Mean	Std. Deviation	F	Sig.
1	76	5,1294	0,81529	25,880	0,000
2	63	4,8452	0,77046		
3	76	5,0461	1,05474		
4	67	4,9602	0,80890		
5	85	3,9637	1,25768		
6	70	3,6452	1,13923		
7	75	3,8711	1,10828		
8	77	3,9740	1,16888		
Total	589	4,4131	1,18594		

Table 4.49 : Post Hoc Test of Expected Service Quality

Dependent Variable: Purchase Intention
Gabriel

(I) Conditions		Mean Difference (I-J)	Std. Error	Sig.
1	2	0,28415	0,17748	0,959
	3	0,08333	0,16898	1,000
	4	0,16919	0,17456	1,000
	5	1,16566*	0,16445	0,000
	6	1,48415*	0,17256	0,000
	7	1,25827*	0,16954	0,000
	8	1,15536*	0,16843	0,000
2	1	-0,28415	0,17748	0,959
	3	-0,20081	0,17748	1,000
	4	-0,11496	0,18281	1,000
	5	,88151*	0,17317	0,000
	6	1,20000*	0,18090	0,000
	7	,97413*	0,17802	0,000
	8	,87121*	0,17696	0,000
3	1	-0,08333	0,16898	1,000
	2	0,20081	0,17748	1,000
	4	0,08585	0,17456	1,000
	5	1,08233*	0,16445	0,000
	6	1,40081*	0,17256	0,000
	7	1,17494*	0,16954	0,000
	8	1,07203*	0,16843	0,000
4	1	-0,16919	0,17456	1,000
	2	0,11496	0,18281	1,000
	3	-0,08585	0,17456	1,000
	5	,99647*	0,17018	0,000
	6	1,31496*	0,17803	0,000
	7	1,08909*	0,17511	0,000
	8	,98617*	0,17403	0,000
5	1	-1,16566*	0,16445	0,000
	2	-,88151*	0,17317	0,000
	3	-1,08233*	0,16445	0,000
	4	-,99647*	0,17018	0,000
	6	0,31849	0,16813	0,810
	7	0,09261	0,16502	1,000
	8	-0,01030	0,16388	1,000
6	1	-1,48415*	0,17256	0,000
	2	-1,20000*	0,18090	0,000
	3	-1,40081*	0,17256	0,000
	4	-1,31496*	0,17803	0,000
	5	-0,31849	0,16813	0,810
	7	-0,22587	0,17311	0,997
	8	-0,32879	0,17203	0,799
7	1	-1,25827*	0,16954	0,000
	2	-,97413*	0,17802	0,000
	3	-1,17494*	0,16954	0,000
	4	-1,08909*	0,17511	0,000
	5	-0,09261	0,16502	1,000
	6	0,22587	0,17311	0,997
	8	-0,10291	0,16900	1,000
8	1	-1,15536*	0,16843	0,000
	2	-,87121*	0,17696	0,000
	3	-1,07203*	0,16843	0,000
	4	-,98617*	0,17403	0,000
	5	0,01030	0,16388	1,000
	6	0,32879	0,17203	0,799
	7	0,10291	0,16900	1,000

*. The mean difference is significant at the 0.05 level.

The univariate ANOVA test was applied to understand where and for what reason the meaningful differences were for ESQ.

The tests were applied to all the data, only the positive valences, only the negative valences, the infrequent beneficiaries from the companies' online responses while making the purchase decision and those who frequently took advantage from online responses of enterprises while making a purchase decision.

The results of the univariate ANOVA for all the data showed that whether the use of emoji in the comment $F(589)=0{,}604$, $p= 0{,}437$, whether the use of emoji in response $F(589)=2{,}886$, $p= 0{,}090$ had no statistical significance for the ESQ. The results of the 2-way interaction were $F(589)=3{,}233$, $p= 0{,}073$, there was a significant difference according to 10 percent confidence interval.

The use of PLC is not suggested in enterprises' response to comments written without using emoji.

Table 4.50 : Descriptive Statistics of Univariate ANOVA test for ESQ

Descriptive Statistics

Dependent Variable: Estimated Service Quality

Response	**Comment**	**Valance**	**Mean**	**Std. Deviation**	**N**
Pure Text	Pure Text	Negative	3,964	1,258	85
		Positive	5,129	0,815	76
		Total	4,514	1,218	161
	With Emoji	Negative	3,871	1,108	75
		Positive	5,046	1,055	76
		Total	4,462	1,229	151
With Emoji	Pure Text	Negative	3,645	1,139	70
		Positive	4,845	0,770	63
		Total	4,214	1,148	133
	With Emoji	Negative	3,974	1,169	77
		Positive	4,960	0,809	67
		Total	4,433	1,128	144
Total			4,413	1,186	589

Between subject effects for all data by comparing valance of message, PLC usage on the comment and the response.

Table 4.51 : Between Subjects for PWOM by Comparing Valance and PLC Usage in Comment and Response

Tests of Between-Subjects Effects

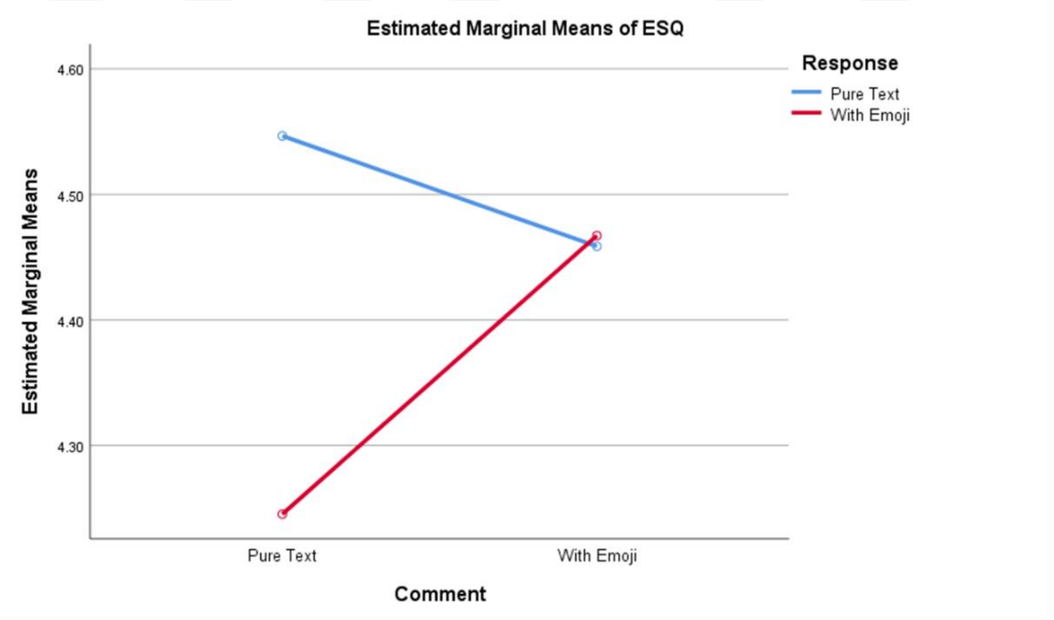
Dependent Variable: Estimated Service Quality

Source	Type III Sum of Squares	df	Mean Square	F	Sig.
Corrected Model	196.573[a]	7	28,082	25,880	0,000
Intercept	11468,586	1	11468,586	10569,434	0,000
REE	3,132	1	3,132	2,886	0,090
CEE	0,655	1	0,655	0,604	0,437
Valence	187,164	1	187,164	172,491	0,000
REE * CEE	3,508	1	3,508	3,233	0,073
REE * Valence	0,218	1	0,218	0,201	0,654
CEE * Valence	0,382	1	0,382	0,352	0,553
REE * CEE * Valence	0,455	1	0,455	0,419	0,518
Error	630,426	581	1,085		
Total	12298,194	589			
Corrected Total	827,000	588			

a. R Squared = ,238 (Adjusted R Squared = ,229)

Mean ESQ scores for all data by comparing PLC usage on the comment and the response.

Table 4.52 : Mean ESQ Scores



The results of the univariate ANOVA for the positive valance showed that PLC usage on the comment *F*(282)=0,023, *p*= 0,880, PLC usage on the response *F*(282)=3,124, *p*= 0,078 and 2-way interaction *F*(282)=0,897, *p*= 0,344 had no statistical significance for the ESQ.

Table 4.53 : Descriptive Statistics of Univariate ANOVA test for ESQ

Descriptive Statistics

Dependent Variable: Estimated Service Quality

Response	Comment	Mean	Std. Deviation	N
Pure Text	Pure Text	5,129	0,815	76
	With Emoji	5,046	1,055	76
With Emoji	Pure Text	4,845	0,770	63
	With Emoji	4,960	0,809	67
Total		5,003	0,877	282

Between subject effects for positive valance by comparing PLC usage on the comment and PLC usage on the response.

Table 4.54 : Between Subjects for ESQ by Comparing PLC Usage in Comment and Response

Tests of Between-Subjects Effects

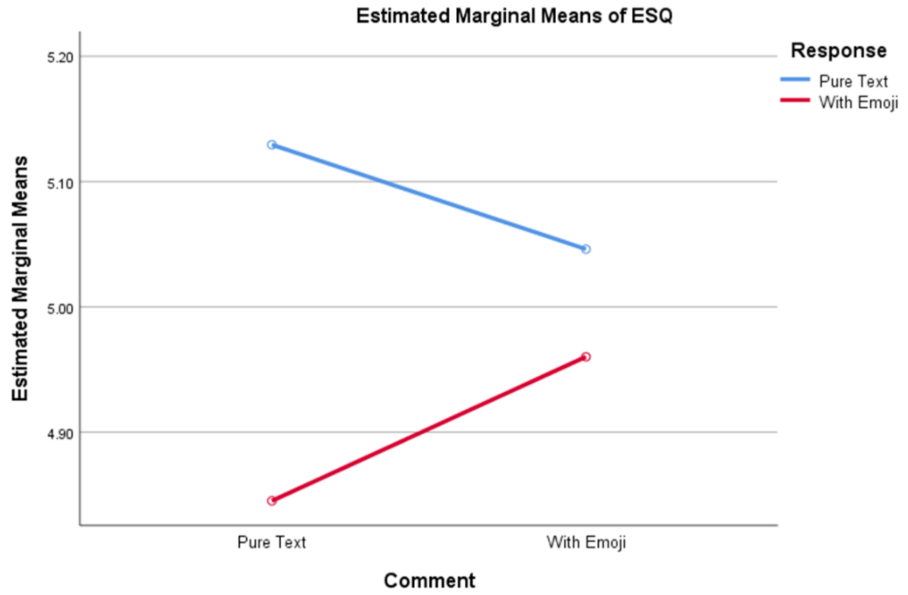
Dependent Variable: Estimated Service Quality

Source	Type III Sum of Squares	df	Mean Square	F	Sig.
Corrected Model	3.046[a]	3	1,015	1,323	0,267
Intercept	6990,128	1	6990,128	9111,380	0,000
REE	2,397	1	2,397	3,124	0,078
CEE	0,018	1	0,018	0,023	0,880
REE * CEE	0,688	1	0,688	0,897	0,344
Error	213,278	278	0,767		
Total	7275,493	282			
Corrected Total	216,323	281			

a. R Squared = ,014 (Adjusted R Squared = ,003)

Mean ESQ scores for positive valance by comparing PLC usage on the comment and the response.

Table 4.55 : Mean ESQ Scores



The results of the univariate ANOVA for the negative valance showed that PLC usage on the comment $F(307)=0,774$, $p= 0,380$, PLC usage on the response $F(307)=0,645$, $p= 0,423$ and 2-way interaction $F(307)=2,463$, $p= 0,118$ had no statistical significance for the ESQ.

Table 4.56 : Descriptive Statistics of Univariate ANOVA test for ESQ

Descriptive Statistics

Dependent Variable: Estimated Service Quality

Response	**Comment**	**Mean**	**Std. Deviation**	**N**
Pure Text	Pure Text	3,964	1,258	85
	With Emoji	3,871	1,108	75
With Emoji	Pure Text	3,645	1,139	70
	With Emoji	3,974	1,169	77
Total		3,871	1,175	307

Between subject effects for negative valance by comparing PLC usage on the comment and PLC usage on the response.

Table 4.57 : Between Subjects for ESQ by Comparing PLC Usage in Comment and Response

Tests of Between-Subjects Effects

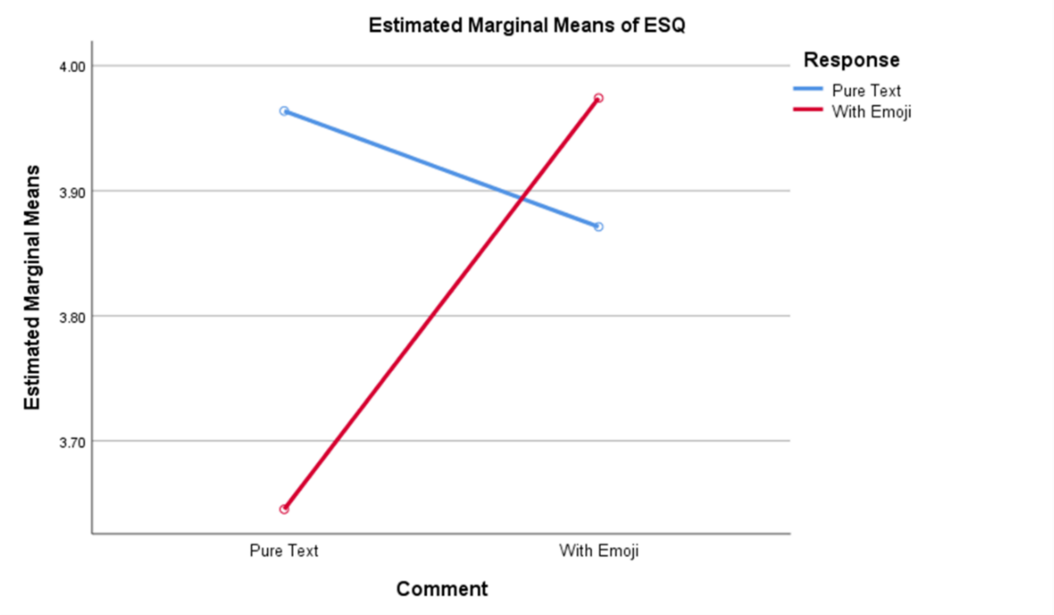
Dependent Variable: Estimated Service Quality

Source	Type III Sum of Squares	df	Mean Square	F	Sig.
Corrected Model	5.116[a]	3	1,705	1,239	0,296
Intercept	4560,354	1	4560,354	3312,459	0,000
REE	0,887	1	0,887	0,645	0,423
CEE	1,065	1	1,065	0,774	0,380
REE * CEE	3,391	1	3,391	2,463	0,118
Error	417,148	303	1,377		
Total	5022,701	307			
Corrected Total	422,264	306			

a. R Squared = ,012 (Adjusted R Squared = ,002)

Mean ESQ scores for negative valance by comparing PLC usage on the comment and the response.

Table 4.58 : Mean ESQ Scores



The results of the univariate ANOVA for the infrequent beneficiaries from the enterprises' online responses while making the purchase decision showed that PLC usage on the comment *F*(206)=0,245, *p*= 0,621, PLC usage on the response *F*(206)=0,004, *p*= 0,952 had no statistical significance for the ESQ. The results of the 2-way interaction were *F*(206)=3,659, *p*= 0,057, there was a significant difference according to 10 percent confidence interval.

The use of PLCs is not recommended for enterprises to respond to comments written without using emoji. Conversely, if PLC is used in comments, it is recommended to use emoji in responses.

Table 4.59 : Descriptive Statistics of Univariate ANOVA test for ESQ

Descriptive Statistics

Dependent Variable: Estimated Service Quality

Response	Comment	Mean	Std. Deviation	N
Pure Text	Pure Text	4,351	1,188	63
	With Emoji	4,134	1,216	49
With Emoji	Pure Text	4,068	0,974	49
	With Emoji	4,435	0,879	45
Total		4,250	1,088	206

Between subject effects for infrequent beneficiaries from the enterprises' online responses while making the purchase decision by comparing PLC usage on the comment and PLC usage on the response.

Table 4.60 : Between Subjects for ESQ by Comparing PLC Usage in Comment and Response

Tests of Between-Subjects Effects

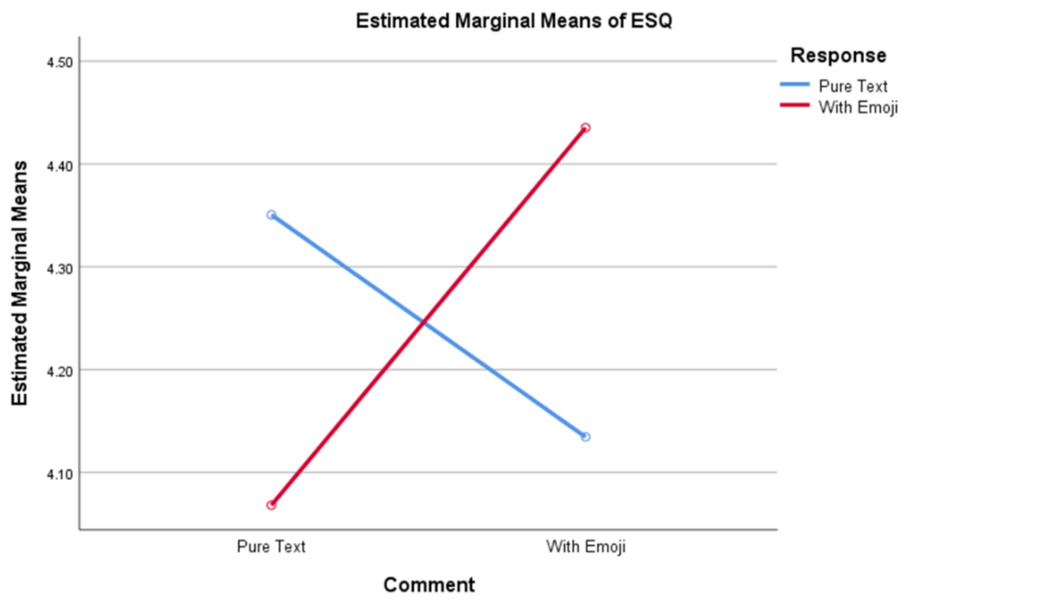
Dependent Variable: Estimated Service Quality

Source	Type III Sum of Squares	df	Mean Square	F	Sig.
Corrected Model	4.458[a]	3	1,486	1,261	0,289
Intercept	3657,200	1	3657,200	3103,551	0,000
REE	0,004	1	0,004	0,004	0,952
CEE	0,289	1	0,289	0,245	0,621
REE * CEE	4,312	1	4,312	3,659	0,057
Error	238,035	202	1,178		
Total	3964,076	206			
Corrected Total	242,493	205			

a. R Squared = ,018 (Adjusted R Squared = ,004)

Mean ESQ scores for infrequent beneficiaries from the enterprises' online responses while making the purchase decision by comparing PLC usage on the comment and the response.

Table 4.61 : Mean ESQ Scores



The results of the univariate ANOVA for those who frequently took advantage from online responses of enterprises while making a purchase decision showed that PLC usage on the comment *F*(356)=0,230, *p*= 0,632, PLC usage on the response *F*(356)=2,623, *p*= 0,106 and 2-way interaction *F*(356)=0,443, *p*= 0,506 had no statistical significance for the ESQ.

Table 4.62 : Descriptive Statistics of Univariate ANOVA test for ESQ

Descriptive Statistics

Dependent Variable: Estimated Service Quality

Comment	**Response**	**Mean**	**Std. Deviation**	**N**
Pure Text	Pure Text	4,631	1,215	93
	With Emoji	4,333	1,246	80
With Emoji	Pure Text	4,607	1,243	93
	With Emoji	4,482	1,201	90
Total		4,520	1,226	356

Between subject effects for those who frequently took advantage from online responses of enterprises while making a purchase decision by comparing PLC usage on the comment and PLC usage on the response.

Table 4.63 : Between Subjects for ESQ by Comparing PLC Usage in Comment and Response

Tests of Between-Subjects Effects

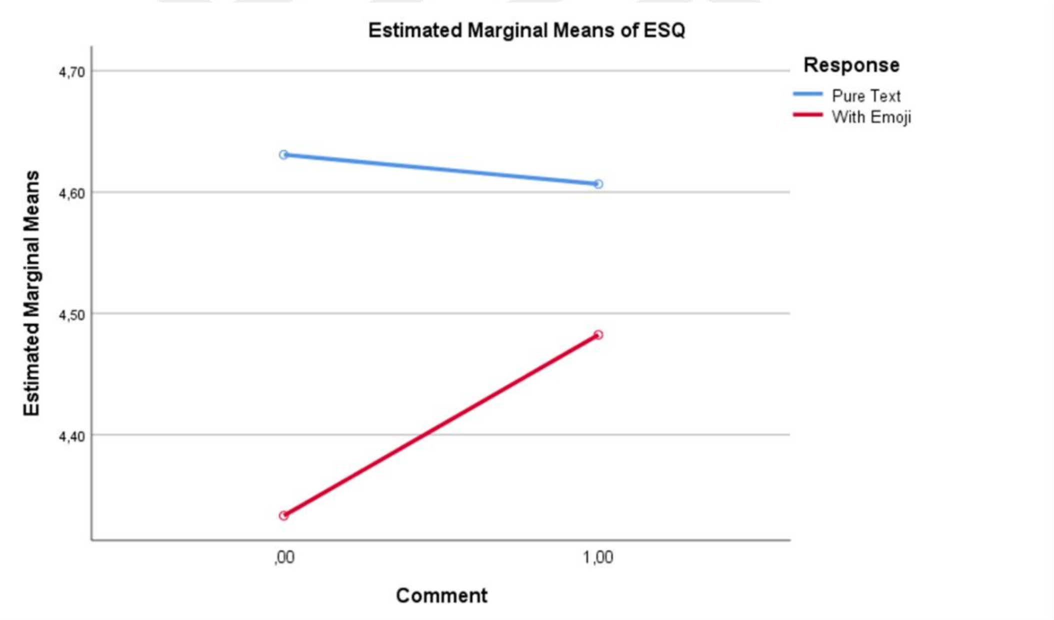
Dependent Variable: Estimated Service Quality

Source	Type III Sum of Squares	df	Mean Square	F	Sig.
Corrected Model	4,755[a]	3	1,585	1,055	0,368
Intercept	7223,920	1	7223,920	4806,305	0,000
CEE	0,346	1	0,346	0,230	0,632
REE	3,942	1	3,942	2,623	0,106
CEE * REE	0,665	1	0,665	0,443	0,506
Error	529,059	352	1,503		
Total	7807,458	356			
Corrected Total	533,814	355			

a. R Squared = ,009 (Adjusted R Squared = ,000)

Mean ESQ scores for those who frequently took advantage from online responses of enterprises while making a purchase decision by comparing PLC usage on the comment and the response.

Table 4.64 : Mean ESQ Scores



5. CONCLUSION AND RECOMMENDATION

The findings summary, managerial implications, limitations of the research and future research directions are explained in this section.

5.1 Summary Of The Findings

The main research objective of this thesis was to provide a better comprehending the customer online shopping experience for services and the impact of both customer's comments and enterprises' responses. Especially, this research found out the influence of paralinguistic cues when used by the customer in comment and company in response to positive word of mouth, purchase intention and estimated service quality. The result presents evidence supporting a comprehensive finding and two major findings. The valance of the message provides a greater impact on the overall customer experience for all categories. Service quality expectancy is influenced by whether the use of PLC in comments and responses in different conditions.

Although the PLC recall was high, regardless of the usage PLC in response and comment, the valance of the message had the most crucial impression on the positive word of mouth, purchase intention and expected service quality. These finding consistent with previous studies (Ho-Dac, Carson, & Moore, 2013; Walther, Liang, Ganster, Wohn, & Emington, 2012). By comparing the mean scores by valance for all categories, positive message valance leads to highest mean scores for PWOM, PIN and ESQ. Along the same line, negative message valance leads to lowest mean scores for all values.

The finding for ESQ illustrated that the usage of emoji in the enterprises’ response leads to decrease of mean ESQ score when the consumer was not use PLC in the their comment. According to the finding, it can be deduced that consumers expect more serious responses from the enterprises. However, there was no significant effect positively or negatively of whether using PLC in the enterprises’ response, when the emoji was used in the consumer comment.

According to the results of the analysis, people who have low frequency of benefiting from online responses of enterprises while making a purchase decision was affected by the usage of PLC in comments and responses. The finding illustrated that the use of PLC in the response decreases the mean ESQ score when the emoji was not used in the comment by consumers. But at the same time, in cases where emoji was used in the comment, the usage of PLC in response increases the mean value for ESQ.

5.2 Managerial Implications

The usage of emoji is a new opportunity for companies and consumers, although few studies have been conducted about on it. This research has examined the use of emoji in reviews and its effects on three different values for the service sector, especially hospitality sector.

The results of this thesis show some guiding managerial criterions for the use of emoji in existing customer online communication strategies. Depend on the results of this research, enterprises should consider the audience and the value of the message before using emoji when responding to customer comments. Due to the precise nature of online communication, the incorrect use of the emoji has been shown to adversely affect the estimated service quality.

The findings suggest that the enterprises should use emoji in their responses, if the consumer used emoji in their comments. Likewise, if the consumer was not use emoji, the enterprises should not use it in response to acquire higher expected service quality.

5.3 Limitations And Future Research Directions

Since the present research was conducted exclusively in the hospitality sector, it has several limitations that limit the ability of these findings to generalize to other products and services. The impacts of emoji usage in reviews in other experiential services such as banking, car rental can be investigated since similar research was conducted on different product bases before. In addition, future research can be categorized involvement breakdown as low and high involvement of the participants.

The findings proffered in this thesis can not apply to all marketing and advertising strategies, and more research should investigate at how PLC usage affect consumer experience, brand engagement, brand loyalty, and other KPI initiatives.

In this research, a different type of emojis were selected for both negative and positive message valances and thesis was conducted according to it so, other emoji types can also be tested in future research.

Lastly, booking.com which is believed to be the most used and reliable by consumers in the hospitality sector, was selected for the stimuli in this study. In future research, different websites or brands' their own e-commerce sites can be used for the examining of emoji usage on the reviews.

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APPENDICES

APPENDIX A: Questionnaire Form

APPENDIX A

1. Otel rezervasyonu yapmak için online hizmetleri ne sıklıkla kullanıyorsunuz? (örneğin, booking.com, hotels.com, trivago.com.tr, agoda.com, vb.)
   - Son ayda bir kez
   - Son altı ayda bir kez
   - Son yılda bir kez
   - Son 3 yılda bir kez
   - Son 4 veya daha fazla yılda bir kez
   - Hiç
2. Otel rezervasyonu yapmaya karar verirken çevrimiçi yorumları ne sıklıkla okursunuz? (örneğin, booking.com, hotels.com, trivago.com.tr, agoda.com, vb.)
   - Her zaman
   - Sıklıkla
   - Bazen
   - Nadiren
   - Hiçbir zaman

Kalacağınız oteli seçmeye çalışırken, bir tüketicinin bir otel hizmeti hakkında yaptığı gerçek bir online yorumu ve otelin tüketici yorumuna verdiği yanıtı gördünüz. Lütfen aşağıda bulunan bu yorumu ve yanıtı okuyun ve takip eden soruları cevaplayın.

E **Elif** Türkiye 10

Değerlendirme tarihi: 16 Ağustos 2018

Olağanüstü

Maya Otel'de harika bir konaklama geçirdik. Ortam güzel ve gerçekten huzurlu ve odalar hoş, sessiz ve kişiye özel. Her ihtiyacınız çok kolay bir şekilde çözülüyor, personel güler yüzlü ve ihtiyacınız olan her konuda yardımcı olacak harika insanlar. Çevre ve atmosfer güzel ve rahatlamak için mükemmel! Kesinlikle bu oteli hem çiftlere hem de ailelere öneririm, bizim gezimizin en önemli noktası!

Konaklama tarihi: Ağustos 2018

Faydalı Faydalı değil

Tesisin yanıtı:

Sevgili ziyaretçimiz,
yorumunuz için çok teşekkür ederiz. Konaklamanızın keyfini çıkardığınız ve size unutulmaz bir tatil sunmayı başardığımız için çok mutluyuz. Sizi tekrar görmeyi umuyoruz. Maya Otel'i seçtiğiniz için tekrar teşekkür ederiz.
Saygılarımızla.

E **Elif**
Türkiye

10

Değerlendirme tarihi: 16 Ağustos 2018

Olağanüstü

Maya Otel'de harika bir konaklama geçirdik. Ortam güzel ve gerçekten huzurlu ve odalar hoş, sessiz ve kişiye özel. Her ihtiyacınız çok kolay bir şekilde çözülüyor, personel güler yüzlü ve ihtiyacınız olan her konuda yardımcı olacak harika insanlar. Çevre ve atmosfer güzel ve rahatlamak için mükemmel! Kesinlikle bu oteli hem çiftlere hem de ailelere öneririm, bizim gezimizin en önemli noktası!

Konaklama tarihi: Ağustos 2018

Faydalı Faydalı değil

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Elif
Türkiye

4,6

Değerlendirme tarihi: 16 Ağustos 2018

Hayal kırıklığı

Maya Otel'de korkunç bir konaklama geçirdik. Ortam garip ve odalar gürültülü, kötü bir şekilde dekore edilmiş ve oldukça karanlık. Personel gerçekten sevimsiz ve herhangi bir istek için yardımcı olmuyorlar. Benim fikrime göre otel restoranında seçenekler arttırmalı. Bu oteli ne çiftlere ne de ailelilere kesinlikle önermem.

Konaklama tarihi: Ağustos 2018

Faydalı Faydalı değil

Tesisin yanıtı:

Sevgili ziyaretçimiz,
neden olduğumuz herhangi bir rahatsızlıktan dolayı özür dileriz. Sizlere konforlu bir konaklama sağlayarak her zaman konuklarımıza hizmet etmenin en iyi yolunu arıyoruz. Yakın gelecekte sizi tekrar otelimizde görmeyi umuyoruz. Takdirinizi almak için elimizden gelenin en iyisini yapacağımıza emin olabilirsiniz.
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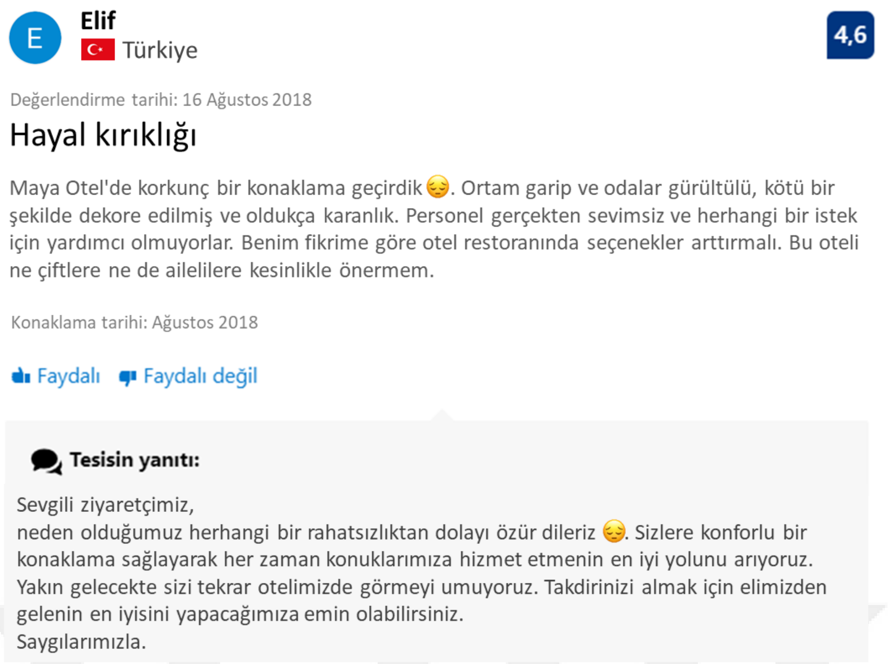
E Elif
Türkiye
4,6

Değerlendirme tarihi: 16 Ağustos 2018

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Saygılarımızla.

3. Lütfen bir önceki sayfada okuduğunuz yorum hakkında ne düşündüğünüzü belirtiniz.

1	Beğenmedim	1	2	3	4	5	6	7	Beğendim
2	Gereksizdi	1	2	3	4	5	6	7	Faydalıydı
3	İnandırıcı değildi	1	2	3	4	5	6	7	İnandırıcıydı
4	Negatif	1	2	3	4	5	6	7	Pozitif

4. Maya Otelin yanıtı ile ilgili olarak aşağıdaki ifadelerin her birine ne ölçüde katıldığınızı lütfen belirtiniz.

Otelin yanıtında sosyalleşme duygusu vardır.

1	Katılmıyorum	1	2	3	4	5	6	7	Katılıyorum

Otelin yanıtında kişisellik duygusu vardır.

2	Katılmıyorum	1	2	3	4	5	6	7	Katılıyorum

Otelin yanıtından, sahip oldukları tutumu anlayabiliyorum.

3	Katılmıyorum	1	2	3	4	5	6	7	Katılıyorum

Otelin yanıtında müşteriye duyulan saygı vardır.

4	Katılmıyorum	1	2	3	4	5	6	7	Katılıyorum

Otelin yanıtında nezaket duygusu vardır.

5	Katılmıyorum	1	2	3	4	5	6	7	Katılıyorum

Otelin yanıtında müşteriye gösterilen ilgi, alaka vardır.

6	Katılmıyorum	1	2	3	4	5	6	7	Katılıyorum

5. Aşağıdaki ifadelerin her birine ne ölçüde katıldığınızı lütfen belirtiniz.

Maya Otel yapmayı vaat ettiği şeyleri yapacaktır.

1	Katılmıyorum	1	2	3	4	5	6	7	Katılıyorum

Müşterilerin sorunları olduğunda Maya Otel bu sorunları çözmeye ilgi gösterecektir.

2	Katılmıyorum	1	2	3	4	5	6	7	Katılıyorum

Maya Otel çalışanları her zaman müşterilere yardım etmeye istekli olacaklardır.

3	Katılmıyorum	1	2	3	4	5	6	7	Katılıyorum

Maya Hotel, müşterinin en önemli isteklerini tamamen benimser.

4	Katılmıyorum	1	2	3	4	5	6	7	Katılıyorum

Maya Otel çalışanları müşterilere her zaman kibar davranacaktır.

5	Katılmıyorum	1	2	3	4	5	6	7	Katılıyorum

Maya Otel, ilk seferinde dahi verdiği hizmeti doğru şekilde yapar.

6	Katılmıyorum	1	2	3	4	5	6	7	Katılıyorum

Maya Otel çalışanları müşterilerinin sorularına yanıt verecek bilgi birikimlerine sahiptir.

7	Katılmıyorum	1	2	3	4	5	6	7	Katılıyorum

Maya Otel çalışanları müşterilerine hızlı hizmet sunacaktır.

8	Katılmıyorum	1	2	3	4	5	6	7	Katılıyorum

Maya Otel çalışanlarının davranışları müşterilere güven verecektir.

9	Katılmıyorum	1	2	3	4	5	6	7	Katılıyorum

Maya Otel her bir müşterisine ayrı ayrı özen gösterecektir.

10	Katılmıyorum	1	2	3	4	5	6	7	Katılıyorum

Maya Otel çalışanları, müşterilerinin özel ihtiyaçlarını anlayacaklardır.

11	Katılmıyorum	1	2	3	4	5	6	7	Katılıyorum

Maya Otel'de müşterilere kişisel ilgi gösteren çalışanlar olacaktır.

12	Katılmıyorum	1	2	3	4	5	6	7	Katılıyorum

6. Aşağıdaki ifadelerin her birine ne ölçüde katıldığınızı lütfen belirtiniz.

Maya Otel hakkında diğer insanlara olumlu şeyler söylerim.

1	Katılmıyorum	1	2	3	4	5	6	7	Katılıyorum

Otel tavsiye etmemi isteyen birine Maya Otel'i öneririm.

2	Katılmıyorum	1	2	3	4	5	6	7	Katılıyorum

Arkadaşlarımı ve akrabalarımı Maya Otel'de kalmaya teşvik ederim.

3	Katılmıyorum	1	2	3	4	5	6	7	Katılıyorum

7. Aşağıdaki ifadelerin her birine ne ölçüde katıldığınızı lütfen belirtiniz.

Diğer otellere rağmen Maya Otel'de kalmayı isterim.

1	Katılmıyorum	1	2	3	4	5	6	7	Katılıyorum

Başkalarına Maya Otel'de kalmaları için tavsiye veririm.

2	Katılmıyorum	1	2	3	4	5	6	7	Katılıyorum

Gelecekte Maya Otel'de kalmayı düşünüyorum.

3	Katılmıyorum	1	2	3	4	5	6	7	Katılıyorum

8. Maya Otel'e karşı tutumum,

1	Olumsuz	1	2	3	4	5	6	7	Olumlu
2	Kötü	1	2	3	4	5	6	7	İyi
3	Negatif	1	2	3	4	5	6	7	Pozitif

9. Tüketici yorumunu ne kadar pozitif veya negatif hissettiğinizi lütfen belirtiniz.

1	Negatif	1	2	3	4	5	6	7	Pozitif

10. Aşağıdakilerden hangisi okuduğunuz tüketici yorumunda vardı, lütfen belirtiniz?

- Emoji (e.g. ☺ ☹)
- Sadece yazı
- Bilmiyorum
- Dğer (lütfen belirtiniz)

11. Maya Otel ile ilgili okuduğunuz yorumun nasıl olduğunu lütfen belirtiniz.

1	Negatif	1	2	3	4	5	6	7	Pozitif

12. Bu çalışmanın amacının aşağıdakilerden hangisi olduğunu düşünüyorsunuz. Aşağıdaki üç maddeden birini lütfen işaretleyiniz.

- Tüketicilerin hizmet deneyimlerine karşı tutumlarını değerlendirmek
- Diğer (lütfen açıklayınız)

  ____

- Bilmiyorum

13. Senaryodaki durumda anlatıldığı şekildeki bir hoteli seçmek, benim için:

1	Önemsiz	1	2	3	4	5	6	7	Önemli
2	Alakasız	1	2	3	4	5	6	7	Alakalı
3	Anlamsız	1	2	3	4	5	6	7	Anlamlı

14. Doğum yılınız?

- 1920 – 2019

15. Cinsiyetiniz

- Erkek
- Kadın

16. Üye olduğunuz tüm sosyal medya mecralarını lütfen seçiniz?

- Facebook
- Twitter
- Youtube
- Instagram
- Pinterest
- Reddit
- Linkedin
- Tumblr
- Tripadvisor
- whatsApp
- Google+
- Snapchat
- Swarm
- ….

17. Online kanallardan ne sıklıkla hizmet satın alıyorsunuz?

- Ayda 1 kere
- 6 ayda bir kere
- Yılda 1 kere
- 2 yılda bir kere
- 3 yılda bir kere
- 4 yılda bir veya daha seyrek

18. Online kanallardan satın aldığınız hizmet türleri nelerdir? (lütfen hepsini belirtiniz)

- Otel / Konaklama
- Temizleme
- Araba Kiralama
- Yiyecek ve İçecek Hizmetleri
- Bankacılık
- Diğer ___________________

19. Satın alma kararı verirken online kanallardaki yorumlardan yararlandınız mı?

- Evet
- Hayır

20. En son ne zaman online tüketici yorumundan yararlandınız?

- Geçen ayda
- Son altı ayda
- Geçen yılda
- Son 3 yılda
- Son 4 veya daha fazla yılda

21. Online tüketici yorumu karar verme aşamanızda yardımcı oldu mu?

- Evet
- Belki
- Hayır

22. Satın alma kararı verirken şirketlerin online yanıtlarından faydalanma sıklığınız nedir?

- Her zaman
- Sıklıkla
- Bazen
- Nadiren
- Hiçbir zaman

23. En son ne zaman online şirket yanıtından yararlandınız?

- Geçen ayda
- Son altı ayda
- Geçen yılda
- Son 3 yılda
- Son 4 veya daha fazla yılda
- Hiçbir zaman