T.C.
BAHÇEŞEHİR ÜNİVERSİTESİ

THE EFFECTS OF DIGITAL MARKETING TOOLS ON INTERMEDIARIES' SATISFACTION IN TURKISH MARINE INSURANCE MARKET

Master Thesis

TAHİR KİRAZLI

İSTANBUL, 2019

T.C.
BAHÇEŞEHİR ÜNİVERSİTESİ

GRADUATE SCHOOL OF SOCIAL SCIENCES
MBA (ENGLISH, THESIS) PROGRAM

THE EFFECTS OF DIGITAL MARKETING TOOLS ON INTERMEDIARIES' SATISFACTION IN TURKISH MARINE INSURANCE MARKET

Master Thesis

TAHİR KİRAZLI

Thesis Advisor: ASST. PROF. SAMET AYDIN

İSTANBUL, 2019

T.C. BAHCESEHIR UNIVERSITY

INSTITUTE OF SOCIAL SCIENCES

.....MBA (THESIS - ENGLISH).....MASTER'S PROGRAM

Title Of The Thesis: The Effect of Digital Marketing Tools on Intermediaries Satisfaction In Turkish Marine Insurance Market

Name and Surname Of The Student : Tahir KIRAZCI

Thesis Defence Day : 27.5.2019

This thesis has been approved by the Institute of Social Sciences which has fulfilled the necessary conditions as Master thesis.

Assoc. Dr. Burak KÜNTAY

Institute Director

I certify that this thesis has fulfilled the necessary requirements as Master thesis.

Program Coordinator

This thesis was read by us, quality and content as a Master's thesis has been seen and accepted as sufficient.

	Title/Name	Signature
Thesis Advisor's	Asst. Prof. Samet AYDIN	
Member's	Asst. Prof. Gülberk GÜLTEKİN SAKMAN	
Member's	Asst. Prof. Seyhan TEOMAN	

ACKNOWLEDGEMENTS

Firstly, I would like to thank my dearest family because of the support they have provided for my education since I have started primary school.

Secondly, thanks to my respectable advisor, Dr, Samet Aydın, for his continuous help and patience during this process.

In addition, I would like to send my special thanks to my dear sister, Tuğba Kirazlı, both for her support in translation needed for this thesis as a professional translator and for being a perfect sister.

Kübra Örmeci, with her special and extraordinary encouragements when I feel down, deserves a medal.

I owe Dr. İsmail Doğan Külcü a debt of gratitude because of his support relying on his academic experiences and for his leading advices.

Last but not least, all teachers and professors whom I have had chance to benefit from their knowledge; thank you all for your effort.

ABSTRACT

THE EFFECTS OF DIGITAL MARKETING TOOLS ON INTERMEDIARIES' SATISFACTION IN TURKISH MARINE INSURANCE MARKET

Tahir Kirazlı

Master of Business Administration (MBA)
Thesis Supervisor: Asst. Prof. Samet Aydın

May 2019, 69 pages

Marketing has always been one of the most important functions of businesses. In today's world, it is inevitable that marketing has a strong connection with digital as the lives of people are getting digital day by day. Hence, marketing in digital, digital marketing in other words, is a new and rising concept of marketing.

Finance industry is the pioneer of digital transformation in Turkey. Especially banking side of finance is very active for digital projects as well as marketing projects in digital world. However, Turkish insurance sector has not been adapted enough to digital concepts yet. According to the most common belief in the sector, because intermediaries are the most powerful actors of the industry, digitalization process of insurance companies may affect their satisfaction level of insurance companies and they can convert to competitors.

Because marine insurance is one of the least discovered potentials in Turkey with a 1.50 per cent share of market premium, Turkish marine insurance industry is not involved in digital marketing. In fact, marine insurance customers are very concentrated groups such as logistics companies, international trade companies and yacht owners. Thus, reaching to these concentrated groups via digital tools and using these tools for marketing activities are expected to be successful and cost efficient.

In the light of above information, effects of digital marketing activities on intermediaries had been tried to be measured in this thesis. It was aimed to be proved that insurance intermediaries' satisfaction level will increase when insurance companies have digital marketing activities by using digital marketing tools such as social media marketing, Google Adwords marketing, e-mail marketing, owned media marketing and mobile marketing. In order to have insight about intermediaries' point of view about digital marketing activities, 243 respondents had been surveyed who are all insurance intermediary professionals.

In addition to above; because marketing is known that it has a positive impact on brand equity, the survey aimed to understand the effects of digital marketing activities in Turkish marine insurance industry on brand equity as well as the correlation of brand equity and intermediaries' satisfaction. Moreover, effects of commission rates provided to insurance intermediaries by insurance companies on intermediaries' satisfaction is a powerful belief. Hence, it had been tried to be measured that whether commission rates increase the satisfaction level of intermediaries under the similar circumstances or not.

When the findings of the research are examined, it can easily be said that all of digital marketing tools have a positive impact on perceived brand equity. The results show that insurance intermediaries perceive insurance companies' brand equities in a better way when they have digital marketing activities about marine insurance.

Satisfaction level of insurance intermediaries increases due to three reasons found in the research. Digital marketing activities about marine insurance increases their satisfaction level like a higher perceived equity does. In addition, higher commission rates also have a positive impact on insurance intermediaries' satisfaction.

To sum up, increased number of digital marketing activities about marine insurance have a positive effect on insurance intermediaries' satisfaction and it increases the perceived brand equity of insurance companies. Therefore, insurance companies should focus on digital marketing activities about marine insurance in order to increase their brand equity and their intermediaries' satisfaction level.

Keywords: Digital marketing, marine insurance, intermediaries' satisfaction

ÖZET

TÜRK NAKLİYAT SİGORTALARI PAZARINDA DİJİTAL PAZARLAMA ARAÇLARININ ARACI MEMNUNİYETİ ÜZERİNDEKİ ETKİLERİ

Tahir Kirazlı

İşletme Yüksek Lisansı (MBA)
Tez Danışmanı: Dr. Öğr. Üyesi Samet Aydın

Mayıs 2019, 69 sayfa

Pazarlama, daima işletmenin en önemli fonksiyonlarından biri olmuştur. Günümüz dünyasında; insan hayatı günden güne dijitalleştikçe, pazarlama arasında güçlü bir bağlantı olması kaçınılmazdır. Bu yüzden, dijital ortamda pazarlama, başka bir deyişle dijital pazarlama; pazarlamanın yeni ve yükselen bir konseptidir.

Finans endüstrisi, Türkiye'de dijital dönüşümün öncüsü olmuştur. Özellikle finans sektörünün bankacılık kısmı, dijital projeler kadar dijital dünyadaki pazarlama projeleri konusunda da oldukça hareketlidir. Öte yandan, Türk sigortacılık sektörü, henüz dijitale yeteri kadar adapte olamamıştır. Sektördeki yaygın inanışa göre, aracılar sektörün en güçlü aktörleri olduğundan, sigorta şirketlerinin dijitalleşme süreci aracıların memnuniyet seviyelerini etkileyip rakip şirketlere yönelmelerine sebep olabilir.

Yüzde 1,50 pazar payı ile, nakliyat sigortaları Türkiye'de henüz en az keşfedilmiş potansiyellerden olduğundan; Türk nakliyat sigortaları henüz dijital pazarlamaya adapte olamamıştır. Aslında, nakliyat sigortalarının hedef kitlesi lojistik firmaları, uluslararası ticaret firmaları ve yat sahipleri gibi daha konsantre gruplardır. Bu nedenle, dijital araçlar aracılığı ile bu gruplara ulaşmak ve bu araçları pazarlama amacı ile kullanmanın, maliyet tasarrufu sağlaması ve başarılı olması beklenmektedir.

Yukarıdaki bilgiler ışığında, bu tezde, dijital pazarlama faaliyetlerinin aracılar üzerindeki etkileri ölçülmeye çalışılmıştır. Sosyal medya pazarlaması, Google Adwords pazarlaması, e-posta pazarlaması, mikro site pazarlaması ve mobil pazarlama gibi dijital pazarlama araçları kullanılarak dijital pazarlama faaliyetlerinde bulunulmasıyla aracı memnuniyet seviyesinin yükseleceği ispatlanmaya çalışılmıştır. Aracıların dijital pazarlama aktivitelerine bakış açıları hakkında fikir sahibi olabilmek adına, tamamı profesyonel sigorta aracısı olan 243 katılımcı ile anket yapılmıştır.

Yukarıdakilere ek olarak; pazarlamanın marka denkliği üzerindeki olumlu etkisi bilindiğinden, anket Türk nakliyat sigortaları sektöründe dijital pazarlama faaliyetlerinin marka denkliği üzerindeki etkisi ile birlikte marka denkliği ve aracı memnuniyetinin ilişkisini de anlamlandırmayı amaçlamıştır. Ek olarak; sigorta şirketlerinin aracılara

sağladığı komisyon oranlarının aracı memnuniyeti üzerinde etkisi olduğu çok güçlü bir inanıştır. Bu nedenle, tüm diğer şartlar aynı olduğunda komisyon oranının aracı memnuniyetine etkisi de ölçülmeye çalışılmıştır.

Bulgular incelendiğinde, dijital pazarlama faaliyetlerinin marka denkliği üzerinde olumlu bir etkisi olduğu kolaylıkla söylenebilir. Sonuçlar; nakliyat sigortaları alanında dijital pazarlama faaliyetleri yapıldığında, sigorta aracılarının sigorta şirketlerinin marka denkliğini daha yüksek algıladığını ortaya koymaktadır.

Araştırmada, sigorta aracılarının memnuniyet seviyesinin üç etken dolayısıyla arttığı tespit edilmiştir. Nakliyat sigortaları hakkında pazarlama faaliyetleri, marka denkliği gibi aracı memnuniyetini artıran bir etkendir. Ek olarak, standart üstü komisyon oranları da aracı memnuniyetini artıran bir etken olarak görülmektedir.
Özetle, nakliyat sigortaları hakkında dijital pazarlama aktivitelerinin sayısındaki artış sigorta aracılarının memnuniyet seviyelerinde olumlu bir etkiye sahip olacak ve sigorta şirketlerinin algılanan marka denkliğini yükseltecektir. Bu nedenle; sigorta şirketleri marka denkliklerini yükseltmek ve aracılarının memnuniyetini artırmak için nakliyat sigortaları hakkında dijital pazarlama aktivitelerine odaklanmalıdır.

Anahtar Kelimeler: Dijital pazarlama, Nakliyat sigortaları, Aracı memnuniyeti

INDEX

TABLES

FIGURES

ABBREVIATIONS

BE: Brand Equity

SP: Satisfaction with Choice of Service Provider

SN: Satisfaction with Service Provider (who provides standard commission rates)

SH: Satisfaction with Service Provider (who provides higher than standard commission rates)

BEM1: Brand Equity Scale Results for Social Media Marketing

BEM2: Brand Equity Scale Results for Google Adwords Marketing

BEM3: Brand Equity Scale Results for E-mail Marketing

BEM4: Brand Equity Scale Results for Owned Media Marketing

BEM5: Brand Equity Scale Results for Mobile Marketing

SPM1: Satisfaction with Choice of Service Provider Scale Results for Social Media Marketing

SPM2: Satisfaction with Choice of Service Provider Scale Results for Google Adwords Marketing

SPM3: Satisfaction with Choice of Service Provider Scale Results for E-mail Marketing

SPM4: Satisfaction with Choice of Service Provider Scale Results for Owned Media Marketing

SPM5: Satisfaction with Choice of Service Provider Scale Results for Mobile Marketing

SNM1: Satisfaction with Service Provider (who provides standard commission rates) Scale Results for Social Media Marketing

SNM2: Satisfaction with Service Provider (who provides standard commission rates) Scale Results for Google Adwords Marketing

SNM3: Satisfaction with Service Provider (who provides standard commission rates) Scale Results for E-mail Marketing

SNM4: Satisfaction with Service Provider (who provides standard commission rates) Scale Results for Owned Media Marketing

SNM5: Satisfaction with Service Provider (who provides standard commission rates) Scale Results for Mobile Marketing

SHM1: Satisfaction with Service Provider (who provides higher than standard commission rates) Scale Results for Social Media Marketing

SHM2: Satisfaction with Service Provider (who provides higher than standard commission rates) Scale Results for Google Adwords Marketing

SHM3: Satisfaction with Service Provider (who provides higher than standard commission rates) Scale Results for E-mail Marketing

SHM4: Satisfaction with Service Provider (who provides higher than standard commission rates) Scale Results for Owned Media Marketing

SHM5: Satisfaction with Service Provider (who provides higher than standard commission rates) Scale Results for Mobile Marketing

r: Correlation factor

β: Regression factor

p: Statistical significance

1. INTRODUCTION

The tendency of insurance companies today is to create digital applications and approaches in order to be a digital company. This digital transformation mainly relies on system modernization, mobile informatics, digital user experiences and data analytics. Moreover, websites of insurance companies are direct sales platforms for their products. However, digital marketing activities are not very popular among insurance companies especially about marine insurance.

While digital is becoming the most popular platform for marketing, the need for digital marketing activities in marine insurance sector is inevitable. Social media integration, Google Search ranking, e-mail reaching rate, interaction numbers of images, videos, GIFs, animations etc. streamed in various digital platforms, click numbers of own websites and SMS reaching rate are new trending measurements of success in marketing. Insurance companies which are planning to be pioneer for marketing in digital platforms had started their projects. However, marine insurance is still waiting for insurance companies in Turkey to be marketed in digital platforms.

Insurance intermediaries are irreplaceable parts of traditional insurance sales and marketing. It is a common belief that an insurance company without insurance intermediaries cannot be thought. Therefore; even though number and importance of physical stores are decreasing, it is not the same story for insurance sector. Insurance intermediaries are consisting on their physical stores in line with their online sales platforms. This shows that importance of insurance intermediaries will not diminish in the near future. Thus, insurance companies should take care of satisfaction level of their intermediaries for each step.

Another important issue insurance companies should take care of for each step is their perceived brand equity. While adopting marketing projects and reaching mass audience, it is impossible that brand equity remains same. Thus, digital transformation of marine insurance marketing should focus on both brand equity and intermediaries' satisfaction in order to provide a sustainable benefit.

1.1 BRAND EQUITY

Brand equity is a brand's value which is determined by consumers' perception and experiences about the brand. It is defined as a value added premium that a company generates from a product with the name of the company compared to a generic equivalent (Aaker 1991).

Brand equity had been studied from two different perspectives. The first is cognitive psychology and the other is information economics (Baltas and Saridakis 2010). Consumers' awareness of brand characteristics and features is what lies under brand equity according to cognitive psychology. Information economics perspective argues that brand equity is associated with price premiums generated by brand name (Ailawadi, Lehmann and Scott 2003).

Most of marketing researchers claim that brands are the most valuable assets of companies (Neumeier 2006). Since brand equity is the main factor increases the financial value of a brand, it has high importance (Baltas 2001).

Elements of brand equity can be listed as changing market share, recognition of logo and other visual elements by customers, consumers' perceptions of quality and profit margins (Neumeier 2006).

1.2 INSURANCE INTERMEDIARIES' SATISFACTION

The more satisfied insurance intermediaries with an insurance company, the more business they will conduct with that insurance company according to J.D. Power 2019 U.S. Independent Insurance Agent Satisfaction report.

Satisfaction of an intermediary depends on the insurance company's commission rates, brand value, response periods, product quality, after sales services, claims services, experience, customer relations, customer satisfaction, intermediary relations process and IT systems. The satisfaction level is mix of all these variables.

Insurance intermediaries are very effective on their customers. Especially the customers who are indifferent among insurance companies decide to buy an insurance policy from the insurance company their intermediary decides. Moreover, intermediaries are the only branches of insurance companies where they can keep together with their

customers physically. Thus, unsatisfied intermediaries will lead to decreasing sales, decreasing customer satisfaction and decreasing brand value.

2. LITERATURE REVIEW

The reason for conducting this study and examining digital marketing tools and Turkish marine insurance sector is that there are limited studies and researched about this field in academy and in sector. Insurance companies are looking for digital opportunities to be involved in. However, current digital activities in the market show that insurance companies mostly focus on sales rather than marketing in digital platforms. Moreover, there are no examples of sustainable digital projects about marine insurance in terms of neither sales nor marketing in Turkish insurance market.

Insurance companies should benefit from digital platforms in order to reach their customers. They should build an interaction with them because the market is too competitive in Turkey and customers tend to look for change. When insurance companies understand the reasons behind their customers' choices, they can serve their customers better (Paswan 2018). In addition, current or potential customers of insurance companies can make online searches for feedbacks or suggestions to make better choices about purchasing a marine insurance policy (Erem 2018).

2.1 DIGITAL MARKETING

"Marketing is the social and management process through which individuals and groups obtain what they need and desire through the creation and exchange of products and values", says Kotler (2011). Levitt (1960) defines marketing as "the process of attracting the customer". Since internet is one of the main parts of people's lives today, internet and marketing cannot be regarded separately. As digital concepts are rising, marketing cannot resist this change. Reino and Hay (2016) state that "Digital Marketing is the application of marketing concepts in the digital environment.". Thus, digital technologies become an instrument of marketing. Because marketing tries to communicate and build relationships with customers, using digital technologies for marketing purposes is inevitable. According to C. Wymbs (2011), digital marketing is "the use of digital technologies to create an integrated, targeted and measurable communication which helps to acquire and retain customers while building deeper relationships with them".

Because digital world provides lots of advantages to customers such as being cheap, being easy and comfortable, being fast, being secure, being funny and being global; customers choose to be on digital platforms (Teixeria, Martins, Branco, Gonçalves, Oliveira and Moreira 2018). Understanding purposes of customers while they are using new digital technologies is one of the main objectives of digital marketing. Companies can develop efficient interaction with their customers when they understand the reasons relying behind their customers' digital choices (Paswan 2018).

Digital marketing is the most popular tool for today's marketing due to the reach, the engagement and constant feedback from customers.

2.2 DIGITAL MARKETING TOOLS

There are several tools of digital marketing (Süar 2017). They can be listed as following:

a. Social Media Marketing
b. Google Adwords Marketing
c. E-mail Marketing
d. Owned Media Marketing
e. Mobile Marketing

2.2.1 Social Media Marketing

Social media is a digital world where the users can communicate each other without time or place limitation (Kayaköy Taş 2014). In this digital world, people can share about their interest topics as well as they can contact with each other. Facebook, Twitter and Instagram are main social media platforms. Social media keeps the customers to come back by providing a platform to them for networking, sharing and socializing along their own choices (Boon-long and Wongsurawat 2015).

Social media allows companies to create awareness about new businesses, to share commercials as well as institutional content, to collect customer data and to create communities. Moreover, it has been proven that social media analytics provide solutions to management decisions (Paswan 2018).

Social media marketing can be defined as brands' promotion through social media channels such as social networking platforms, online forums, blogs, etc (Bado and Nyangau 2012). These promotions aim to reach potential customers, increase brand awareness and increase willingness to buy of customers (Micheliadou, Siamagka and Christodoulides 2011). Marketers can promote their brand by either paid promotions or organizing social media campaigns (Berthon, Pitt, Plangger and Shapiro 2012). E-WOM is another way for marketers to benefit from (Çakır, Ayber and Akel 2017). They can spread their brand image using their current customers' comments.

Since people tend to share about their personal lives on social media, it is a good place for marketers to create personalized promotions (Peters, Chen, Kaplan, Ognibeni and Pauwels 2013). Paid ads as well as organic posts of companies can target segmented and certain type of customers or potential customers for marketing purposes.

2.2.2 Google Adwords Marketing

Three and a half million queries are searched on Google, the most popular search engine of the world, every day (Allen 2017). The search engines provide important search engine revenue by paid ads on results pages (Jafarzadeh, Aurum, D'ambra and Ghapanchi 2015). Search engine marketing is the most effective way of encouraging website traffic and reaching online goals such as online sales, online inquiries etc (Clarke, Murphy, Wetsch and Boeck 2018). Because Google has the highest traffic among search engines (Iaherty, Jansen, Hofacker and Murphy 2009), Google Adwords is the main and most popular place for search engine marketing.

Search engine marketing can be defined as a form of online marketing that involves promotion of websites by increasing the visibility and ranking in the search engine results page (Clarke, Murphy, Wetsch and Boeck 2018). The primary way to do this is paid advertisements. Users of Google Adwords marketing, can use Google tools in order to evaluate their performances such as Google Analytics. Moreover, Google Adwords has enabled search engine marketing companies to deliver better results to their clients.

Google AdWords allows you to place your ads across the entire Google Network, which consists of two parts: Search Network and the Display Network. Using Search Engine

Optimization tools and paid ads of Google, companies can benefit of being listed on higher ranks in related searches and can reach their customers and potential customers cost efficiently (Booth, David, and Corey Koberg 2012).

2.2.3 E-mail Marketing

E-mail marketing is the process of sending commercial e-mails to target customers. In other words, it can be defined as the way to promote any business online by sending emails to potential or current customers (Budac 2016).

E-mail marketing is one of the most effective forms of advertising and promotion due to its immediate effects (Reed 2012). It is also known with its cost-efficient side by reaching a broad audience of customers. Moreover, 91 per cent of e-mail users check their e-mail boxes daily (Reimers Chao and Gorman, 2016). Advantages of e-mail marketing can be listed as low cost, powerful tracking, easy personalization and automation and increased sales.

E-mail marketing brings a huge contribution to the companies. A study in 2015 conducted by the direct Marketing Association has proved that for every USD 1.- spent, e-mail has an average of USD 38.- return on investment.

Another advantage of e-mail marketing is its measurability. Companies can analyze the reach numbers, click numbers and conversion rates and take urgent actions against any negative score. Furthermore, these analyses can address companies for their future marketing projects.

2.2.4 Owned Media Marketing

Any platform which is owned by the company and used for reaching the customers can be defined as owned media. The best example of online owned media is own websites of companies (Ash and Ginty 2012). These websites can tell stories of brands as well as mentioning on the concepts or operations performed by the company. However; when companies have some specific websites which focus on a single field, branch or product of company, they are called as micro websites (Jackson and Deckers 2013).

A micro website is a branded content site that is owned by the company and lives outside of the company’s homepage and domain. These websites specialize on only

single field. Thus, marketing on these channels have higher convention rates because they only target the correct audience. Moreover, they are cost efficient because they are owned by the company and the company does not have to bear additional advertising costs (Jones 2008).

The key issue for micro websites are to launch them in parallel with business goals. When they are perfectly formed to catch the target audience such as educating materials, informative articles, campaigns, etc.

2.2.5 Mobile Marketing

Two-way or multi-way communication and promotion between a company and the customers using a mobile device, technology or other mobile medium can be called as mobile marketing (Shankar and Balasubramanian 2009). In other words, mobile marketing is known as the art of marketing your business to your customers via mobile devices such as mobile phones, PDAs, tablets, etc (Heikki and Matti 2005).

Companies can reach current or potential customers using mobile devices with personalized, location based (Banerjee, Syagnik and Dholakia 2008), time sensitive information (Matti 2008). Understanding their mobile audience, designing content with mobile platforms in mind, and making strategic use of SMS/MMS marketing and mobile apps can increase reach level to target audience and conversion rates of companies.

Mobile-friendly websites, mobile advertising by e-mail, SMS/MMS marketing, adding mobile apps and pushing notifications are the main methods of mobile marketing. All these activities can be done by dividing the target audience into groups according to their location, demographic features, personal habits or any other characteristics (Scharl, Dickinger and Murphy 2005). Therefore, because mobile devices belong to a single person and those devices allow companies to understand their habits; the most personalized marketing activities are mobile marketing activities. Moreover, the highest conversion rates also are provided by mobile marketing.

2.3 MARINE INSURANCE

Marine insurance is defined as a contract whereby the insurer undertakes to indemnify the assured, in manner and to the extent thereby agreed, against marine losses, that is to say, the losses incident to marine adventure; by Marine Insurance Act 1906.

If any ship, or other vessel, by any casualty or misfortune happens to be wrecked and perish, in that case, the pieces of the hulk of the vessel, as well as the lading thereof, ought to be reserved and kept in safety for them to whom it belonged before such disaster happened, notwithstanding any custom to the contrary (District Court of US, Pennsylvania 1807).

Loss or damage of vessel, cargo, ports, and any transport by which the cargo is shipped are covered by marine insurance (The Hartford 2016). There are three main sub-branches of marine insurance. These can be listed as cargo insurance, specie insurance and water vehicle insurance.

Cargo insurance means that the coverage against the risks of damage to the cargo which is shipped by seaway, airway, road or railway. All of the risks except the ones arising from the insured's own deliberate behaviors and non-marine risks such as lack of packing can be covered by marine cargo insurance.

Specie insurance is defined as the insurance which covers valuable cargo, jewelry, money etc. against the risks while they are being shipped.

Water vehicle insurance mainly covers marine vessels such as ships, yachts, barges etc. against maritime perils. The scope of this insurance is defined by London Institute Hull & Machinery Clauses.

2.3.1 History of Marine Insurance

Marine insurance has always been an important part of shipping since 14th century. First formal marine insurance policy known was issued in 1350 (Din 2013).

Marine insurance is known as the earliest developed kind of insurance due to the Greek and Roman marine loan. Marine contracts and bill of exchanges which were used by our ancestors were the first risk hedging instruments. Some Italian cities including Genoa

and northern Europe were earliest places where marine insurance policies were developed.

In 17th century, a coffee house owner in Tower street in London and operator Edward Lloyd is associated with modern marine insurance (Palmer 2007). Lloyd's coffee house was the first known insurance market. It was a meeting place for ship owners, captains, merchants etc. Thus, shipping industry who were wishing to insure marine related risks started to meet at this place. Informal beginnings of the insurance market Lloyd's of London led to the following ones such as Royal Exchange on Cornhill. The growth in these markets resulted in Marine Insurance Act 1906.

2.3.2 Numbers About Turkish Marine Insurance Market

According to the official statistics provided by Insurance Association of Turkey, Turkish insurance market has a premium production of 54,656,028,968. TL in 2018. Marine insurance premium production is 829,833,718. TL according to the same statistics which is 1.74 per cent of non-life insurance premium production and 1.52 per cent of total premium production of the same year as shown in Table 2.1. (Insurance Association of Turkey 2018). The production was 651,657,892. TL in 2017. It has grown by 27.28 per cent from 2017 to 2018 (Insurance Association of Turkey 2018).

Table 2.1: Premium Productions in Turkish Insurance Market as of end of Year 2018

Branch	Total Premium Production (TL)	Market Share
Accident	1,812,338,146	3.80%
Health	6,244,295,477	13.08%
Land Vehicles	7,842,917,162	16.43%
Motor Insurance	7,842,917,162	16.43%
Rail Vehicles	0	0.00%
Air Vehicles	179,857,508	0.38%
Water Vehicles	300,257,211	0.63%
Marine	829,833,718	1.74%
Property	6,972,578,655	14.61%
General Losses	5,247,013,900	10.99%
Land Vehicles Liability	15,854,546,224	33.21%
Traffic Insurance	15,296,099,724	32.04%
Air Vehicles Liability	194,377,729	0.41%
Water Vehicles Liability	31,336,619	0.07%
General Liability	1,391,898,950	2.92%
Loan Insurance	248,338,460	0.52%
Security Insurance	71,788,694	0.15%
Financial Losses	345,630,885	0.72%
Legal Protection	168,125,712	0.35%
Support	122,350	0.00%
Total	**54,656,028,968**	**100.0%**

Source: Insurance Association of Turkey. 2018. Market Shares. December. İstanbul

32 insurance companies are actors of the market. Top five companies of the market (Anadolu Anonim Türk Sigorta Şirketi, HDI Sigorta A.Ş., Allianz Sigorta A.Ş., Axa Sigorta A.Ş. and Aksigorta A.Ş. respectively) produce almost half of the premium produced. Table 2.2 shows the details about market according to 2018 end of year results of Insurance Association of Turkey.

Table 2.2: Marine Insurance Premium Productions as of end of Year 2018

#	Company Name	Total Premium Production (TL)	Market Share
1	**Anadolu Anonim Türk Sigorta Şirketi**	118,650,864	14.30%
2	**HDI Sigorta AŞ**	111,120,901	13.39%
3	**Allianz Sigorta AŞ**	77,275,910	9.31%
4	**Axa Sigorta AŞ**	66,535,143	8.02%
5	**Aksigorta AŞ**	64,471,366	7.77%
6	**Mapfre Sigorta AŞ**	52,434,026	6.32%
7	**Ergo Sigorta AŞ**	52,103,935	6.28%
8	**Sompo Japan Sigorta AŞ**	31,699,179	3.82%
9	**Eureko Sigorta AŞ**	30,712,947	3.70%
10	**Ray Sigorta AŞ**	29,172,174	3.52%
11	**Zurich Sigorta AŞ**	27,954,533	3.37%
12	**Güneş Sigorta AŞ**	27,223,017	3.28%
13	**Doga Sigorta AŞ**	22,770,964	2.74%
14	**Gulf Sigorta AŞ**	21,998,303	2.65%
15	**Groupama Sigorta AŞ**	17,176,458	2.07%
16	**Chubb European Group Limited**	14,488,304	1.75%
17	**Orient Sigorta AŞ**	10,514,444	1.27%
18	**Unico Sigorta AŞ**	9,987,460	1.20%
19	**Halk Sigorta AŞ**	8,398,787	1.01%
20	**Neova Sigorta AŞ**	8,360,833	1.01%
21	**Dubai Starr Sigorta AŞ**	6,980,072	0.84%
22	**Türk Nippon Sigorta AŞ**	5,371,907	0.65%
23	**Generali Sigorta AŞ**	4,653,860	0.56%
24	**Ankara Anonim Türk Sigorta Şirketi**	3,798,993	0.46%
25	**SBN Sigorta AŞ**	1,795,589	0.22%
26	**Ziraat Sigorta AŞ**	1,494,293	0.18%
27	**Bereket Sigorta AŞ**	1,400,605	0.17%
28	**Quick Sigorta AŞ**	421,039	0.05%
29	**Turkland Sigorta AŞ**	363,645	0.04%
30	**Koru Sigorta AŞ**	310,352	0.04%
31	**SS Atlas Karşılıklı Sigorta Kooperatifi**	193,711	0.02%
32	**Ethica Sigorta AŞ**	105	0.00%
33	**Magdeburger Sigorta AŞ**	0	0.00%
	Total	**829,833,718**	**100.00%**

Source: Insurance Association of Turkey. 2018. *Market Shares*. December. İstanbul

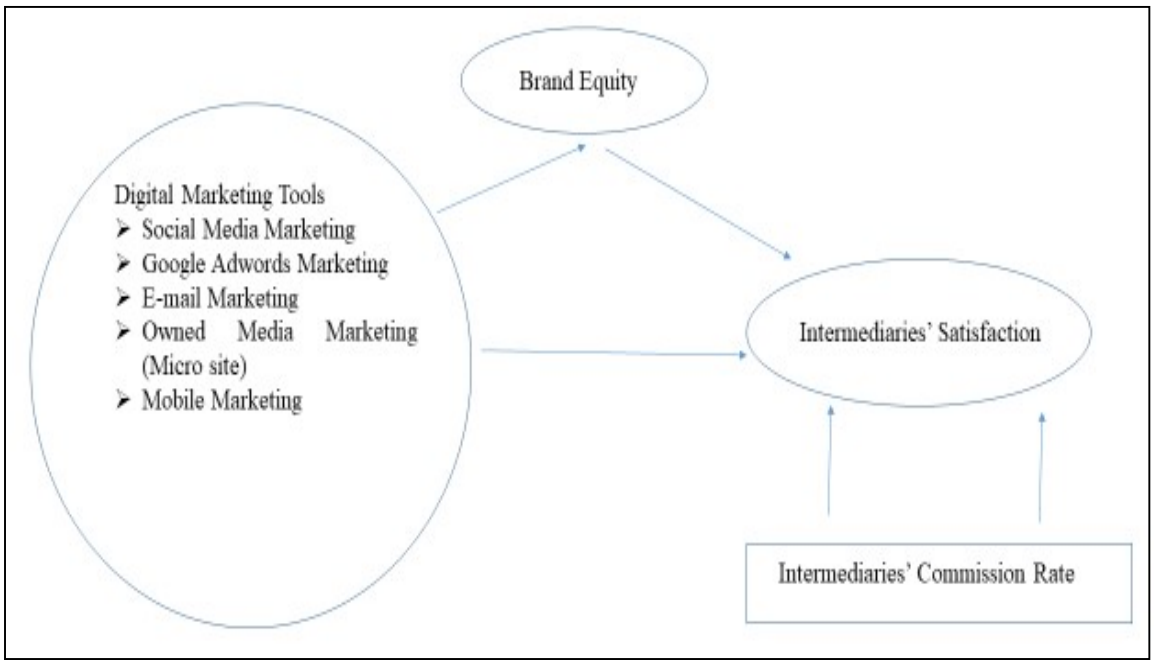
3. METHODOLOGY

This chapter is about the methodology and strategies of thesis and is divided into four sections. Section one presents the philosophy behind the conceptual model. The scales of the research are presented in section two. Research population is mentioned in the third section and the forth section focuses on hypotheses development.

3.1 RESEARCH MODEL

This research aims to understand the effects of digital marketing tools on insurance intermediaries' satisfaction. Moreover, it is tried to be answered that whether digital marketing tools have an impact on brand equity or not. In addition, the correlation between brand equity and intermediaries' satisfaction is another point researched. Thus, the model is developed as below, Figure 3.1.

Figure 3.1: Research Model



3.2 DATA COLLECTION TOOLS

Three scales were used in order to measure the research variables. One scale is related to brand equity and the other two scales wererelated to intermediaries' satisfaction.

All statements derived from these scales were translated into Turkish with the help of a professional translator. Turkish versions were presented to her without telling the original ones and wanted her to translate them back into English in order the check with original ones. No problems were detected about translation.

A pilot test had been conducted firstly. After the pilot testing on the data obtained from the survey, it had been seen that construction of the survey had been made correctly.

3.2.1 Brand Equity Scale

In order to measure brand equity, the scale developed by Yoo, Donthu, and Lee (2000) is used. The scale is composed of four, five-point Likert-type statements measuring the relative value of a specified brand to a consumer compared to similar competing brands due to its name. The generators of the scale attempted to indicate in the items that all product characteristics except the name were the same. Ultimately, 14 of the items were not retained for the final version of the scale since they did not significantly contribute to the scale's reliability. The scale consists of 4 items as below:

a. It makes sense to buy _____ instead of any other brand, even if they are the same.

b. Even if another brand has the same features as _____, I would prefer to buy _____.

c. If there is another brand as good as _____, I prefer to buy _____.

   The brand name of a product was placed in the blanks by Yoo, Donthu, and Lee (2000).

d. If another brand is not different from _____ in any way, it seems smarter to purchase _____.

Using these items, 20 statements had been developed in order to be used in the research including 5 tools of digital marketing mentioned in Part 2.

i. It makes sense to sell an insurance company's marine insurance product instead of any other company, even if they are the same when they have social media marketing activities towards marine insurance customers.

ii. Even if another brand has the same features as an insurance company has social media marketing activities towards marine insurance customers, I would prefer to sell their marine insurance product.

iii. If there is a marine insurance product of another insurance company as good as the one who has social media marketing activities towards marine insurance customers; I prefer to sell the one with social media marketing activities towards marine insurance customers.

iv. If another insurance company is not different from an insurance company who has social media marketing activities towards marine insurance customers in any way; it seems smarter to sell the one with social media marketing activities towards marine insurance customers.

v. It makes sense to sell an insurance company's marine insurance product instead of any other company, even if they are the same when they have Google Adwords marketing activities towards marine insurance customers.

vi. Even if another brand has the same features as an insurance company has Google Adwords marketing activities towards marine insurance customers, I would prefer to sell their marine insurance product.

vii. If there is a marine insurance product of another insurance company as good as the one who has Google Adwords marketing activities towards marine insurance customers; I prefer to sell the one with Google Adwords marketing activities towards marine insurance customers.

viii. If another insurance company is not different from an insurance company who has Google Adwords marketing activities towards marine insurance

customers in any way; it seems smarter to sell the one with Google Adwords marketing activities towards marine insurance customers.

ix. It makes sense to sell an insurance company's marine insurance product instead of any other company, even if they are the same when they have E-mail marketing activities towards marine insurance customers.

x. Even if another brand has the same features as an insurance company has E-mail marketing activities towards marine insurance customers, I would prefer to sell their marine insurance product.

xi. If there is a marine insurance product of another insurance company as good as the one who has E-mail marketing activities towards marine insurance customers; I prefer to sell the one with E-mail marketing activities towards marine insurance customers.

xii. If another insurance company is not different from an insurance company who has E-mail marketing activities towards marine insurance customers in any way; it seems smarter to sell the one with E-mail marketing activities towards marine insurance customers.

xiii. It makes sense to sell an insurance company's marine insurance product instead of any other company, even if they are the same when they have micro website marketing activities towards marine insurance customers.

xiv. Even if another brand has the same features as an insurance company has micro website marketing activities towards marine insurance customers, I would prefer to sell their marine insurance product.

xv. If there is a marine insurance product of another insurance company as good as the one who has micro website marketing activities towards marine insurance customers; I prefer to sell the one with micro website marketing activities towards marine insurance customers.

xvi. If another insurance company is not different from an insurance company who has micro website marketing activities towards marine insurance

customers in any way; it seems smarter to sell the one with micro website marketing activities towards marine insurance customers.

xvii. It makes sense to sell an insurance company's marine insurance product instead of any other company, even if they are the same when they have mobile marketing activities towards marine insurance customers.

xviii. Even if another brand has the same features as an insurance company has mobile marketing activities towards marine insurance customers, I would prefer to sell their marine insurance product.

xix. If there is a marine insurance product of another insurance company as good as the one who has mobile marketing activities towards marine insurance customers; I prefer to sell the one with mobile marketing activities towards marine insurance customers.

xx. If another insurance company is not different from an insurance company who has mobile marketing activities towards marine insurance customers in any way; it seems smarter to sell the one with mobile marketing activities towards marine insurance customers.

These 20 statements have been revised to the versions shown in Appendix chapter in order to make them clear for the respondents.

3.2.2 Satisfaction with Choice of Service Provider Scale

For Satisfaction with Choice of Service Provider Scale, the four item scale of Patterson and Smith (2003) which measures the degree to which a customer is satisfied with a decision that was made regarding the choice of service provider was adapted. The scale contains four items.

a. I am happy with my decision to use this _____.

b. My choice of _____ was a wise one.

c. I feel good about my decision to use this _____.

d. Taking everything into consideration, how do you feel about the service you received from _____.

Because this research does not focus on a specific insurance company, fourth item of the scale is deleted and 15 statements are produced out of first three items as below:

i. I am happier with my decision to work with an insurance company when they have social media marketing activities towards marine insurance customers.

ii. My choice of an insurance company becomes a wiser one when they have social media marketing activities towards marine insurance customers.

iii. I feel better about my decision to work with an insurance company when they have social media marketing activities towards marine insurance customers.

iv. I am happier with my decision to work with an insurance company when they have Google Adwords marketing activities towards marine insurance customers.

v. My choice of an insurance company becomes a wiser one when they have Google Adwords marketing activities towards marine insurance customers.

vi. I feel better about my decision to work with an insurance company when they have Google Adwords marketing activities towards marine insurance customers.

vii. I am happier with my decision to work with an insurance company when they have E-mail marketing activities towards marine insurance customers.

viii. My choice of an insurance company becomes a wiser one when they have E-mail marketing activities towards marine insurance customers.

ix. I feel better about my decision to work with an insurance company when they have E-mail marketing activities towards marine insurance customers.

x. I am happier with my decision to work with an insurance company when they have micro website marketing activities towards marine insurance customers.

xi. My choice of an insurance company becomes a wiser one when they have micro website marketing activities towards marine insurance customers.

xii. I feel better about my decision to work with an insurance company when they have micro website marketing activities towards marine insurance customers.

xiii. I am happier with my decision to work with an insurance company when they have mobile marketing activities towards marine insurance customers.

xiv. My choice of an insurance company becomes a wiser one when they have mobile marketing activities towards marine insurance customers.

xv. I feel better about my decision to work with an insurance company when they have mobile marketing activities towards marine insurance customers.

These 15 statements had been revised to the versions shown in Appendix chapter in order to make them clear for the respondents.

3.2.3 Satisfaction with Service Provider Scale

The Satisfaction with Service Provider scale which was developed by Burnham, Frels and Mahajan (2003) was adapted in order to measure intermediaries' satisfaction. It is composed of four, five-point items which measure the level of satisfaction a consumer expresses towards a service provider, particularly how well the service provider is

perceived compared to what the costumer expects and compared to the ideal provider. Four items of the scale are as below:

a. I am satisfied with my service provider.

b. What I get from my service provider falls short of what I expect for this type of service.

c. Imagine an ideal service provider—one that does everything a provider of this service should do. How does your service provider compare with this ideal service provider?

d. How well does your service provider meet your needs at this time?

Since third and fourth items focus on a specific service provider, they had been found as irrelevant to this research. Thus, first and second items were used in order to develop following 10 statements for this research.

i. I am more satisfied with an insurance company when they have social media marketing activities towards marine insurance customers.

ii. What I get from an insurance company meets my needs of what I expect for marine insurance products when they have social media marketing activities towards marine insurance customers.

iii. I am more satisfied with an insurance company when they have Google Adwords marketing activities towards marine insurance customers.

iv. What I get from an insurance company meets my needs of what I expect for marine insurance products when they have Google Adwords marketing activities towards marine insurance customers.

v. I am more satisfied with an insurance company when they have E-mail marketing activities towards marine insurance customers.

vi. What I get from an insurance company meets my needs of what I expect for marine insurance products when they have E-mail marketing activities towards marine insurance customers.

vii. I am more satisfied with an insurance company when they have micro website marketing activities towards marine insurance customers.

viii. What I get from an insurance company meets my needs of what I expect for marine insurance products when they have micro website marketing activities towards marine insurance customers.

ix. I am more satisfied with an insurance company when they have mobile marketing activities towards marine insurance customers.

x. What I get from an insurance company meets my needs of what I expect for marine insurance products when they have mobile marketing activities towards marine insurance customers.

These 10 statements had been revised to the versions shown in Appendix chapter in order to make them clear for the respondents.

3.3 RESEARCH POPULATION AND SAMPLING

Turkish marine insurance market is chosen for research population because the research focuses on the intermediaries' satisfaction in Turkish marine insurance market as well as the lack of researches on this field. There are 15.590 insurance intermediaries in Turkey (Sigortacı Gazetesi 2015). However, due to the fact that; because marine insurance has only around 1.50 per cent market share and because marine insurance needs specialization and every intermediary does not focus on marine insurance, the same share of insurance intermediaries was targeted as sample. Almost 250 respondents among the insurance intermediaries were estimated to take place in the research, 243 complete survey forms were gathered.

3.4 HYPOTHESES DEVELOPMENT

While deciding on the hypotheses, the scales mentioned above and the model shown in Figure 3.1 was used. In the first step, following hypotheses were developed:

a. H1: Perceived brand equity and intermediaries' satisfaction has a positive correlation in terms of digital marketing activities.

b. H2: There is a significant difference in satisfaction regarding digital marketing tools between groups of intermediaries with high commision rates and standard commission rates.

c. H3: Digital marketing activities has a positive impact on perceived brand equity.

d. H4: Digital marketing activities has a positive impact on intermediaries' satisfaction.

After these four main hypotheses were developed, they were tried to be detailed by using the tools of digital marketing. These tools had been included in each statement and each of them has had five dimensions. At the end, 20 hypotheses were developed.

i. H1a: Perceived brand equity and intermediaries' satisfaction has a positive correlation in terms of social media marketing activities.

ii. H1b: Perceived brand equity and intermediaries' satisfaction has a positive correlation in terms of Google Adwords marketing activities.

iii. H1c: Perceived brand equity and intermediaries' satisfaction has a positive correlation in terms of e-mail marketing activities.

iv. H1d: Perceived brand equity and intermediaries' satisfaction has a positive correlation in terms of owned media marketing activities.

v. H1e: Perceived brand equity and intermediaries' satisfaction has a positive correlation in terms of mobile marketing activities.

vi. H2a: There is a significant difference in satisfaction regarding social media marketing activities between groups of intermediaries with high commision rates and standard commission rates.

vii. H2b: There is a significant difference in satisfaction regarding Google Adwords marketing activities between groups of intermediaries with high commision rates and standard commission rates.

viii. H2c: There is a significant difference in satisfaction regarding e-mail marketing activities between groups of intermediaries with high commision rates and standard commission rates.

ix. H2d: There is a significant difference in satisfaction regarding owned media marketing activities between groups of intermediaries with high commision rates and standard commission rates.

x. H2e: There is a significant difference in satisfaction regarding mobile marketing activities between groups of intermediaries with high commision rates and standard commission rates.

xi. H3a: Social media marketing activities has a positive impact on perceived brand equity.

xii. H3b: Google Adwords marketing activities has a positive impact on perceived brand equity.

xiii. H3c: E-mail marketing activities has a positive impact on perceived brand equity.

xiv. H3d: Owned media marketing activities has a positive impact on perceived brand equity.

xv. H3e: Mobile marketing activities has a positive impact on perceived brand equity.

xvi. H4a: Social media marketing activities has a positive impact on intermediaries' satisfaction.

xvii. H4b: Google Adwords marketing activities has a positive impact on intermediaries' satisfaction.

xviii. H4c: E-mail marketing activities has a positive impact on intermediaries' satisfaction.

xix. H4d: Owned media marketing activities has a positive impact on intermediaries' satisfaction.

xx. H4e: Mobile marketing activities has a positive impact on intermediaries' satisfaction.

4. FINDINGS

A sample of 243 persons had been used for the survey. The data had been collected by using an online questionnaire. Respondents were insurance intermediaries in Turkey. The respondents were asked to answer 9 demographic questions and rate 55 statements.

4.1 DEMOGRAPHIC ANALYSES ON SAMPLE

Table 4.1 shows the age range of the respondents where majority of them were between 30 and 39 years old with a share of 53.50 per cent of all respondents. 23.87 per cent is between 40 and 49 years old, 19.75 per cent is between 20 and 29 years old whereas the rest is older than 50 years old.

Table 4.1: Age Range of Sample

Age Range	Percentage
20-29	19.75%
30-39	53.50%
40-49	23.87%
50-59	2.06%
60-70	0.82%

As shown on Table 4.2, 63.37 per cent of the respondents were male and 36.6 per cent were female.

Table 4.2: Gender Pattern of Sample

Gender	Percentage
Male	63.37%
Female	36.63%

Majority of the respondents work in İstanbul with a share of 48.15 per cent. The following cities were İzmir, Ankara and Antalya with shares of 16.05 per cent, 7.82 per cent and 7.00 per cent respectively. The rest is shown in Table 4.3.

Table 4.3: City Pattern of Sample

City	Percentage
İstanbul	48.15%
İzmir	16.05%
Ankara	7.82%
Antalya	7.00%
Bursa	4.53%
Adana	4.12%
Muğla	2.47%
Kahramanmaraş	1.23%
Denizli	1.23%
Balıkesir	1.23%
Gaziantep	1.23%
Other	4.94%

Table 4.4 shows the work places of the respondents. 61.32 per cent work in insurance agencies whereas 25.93 per cent work in insurance broker and 12.76 per cent were bank assurance worker.

Table 4.4: Work Place Pattern of Sample

Work Place	Percentage
Agency	61.32%
Broker	25.93%
Bank assurance	12.76%

Marine insurance portfolio of the respondents' intermediaries is shown in Table 4.5, 42.80 per cent of the respondents work in the intermediaries with marine insurance portfolio less than TL 1M. 32.92 per cent is between TL 1M and TL 10M. Only 24.28 per cent of the respondents work in the intermediaries with a marine insurance portfolio higher than TL 10M.

Table 4.5: Portfolio Pattern of Sample

Portfolio	Percentage
Less than TL 1M	42.80%
Between TL 1M - TL 10M	32.92%
More than TL 10M	24.28%

51.03 per cent of the respondents have experience less than 10 years in insurance sector. 38.27 per cent have experience between 10 and 19 years. Respondents with experience of more than 20 years in insurance sector were 10.70 per cent as shown in Table 4.6.

Table 4.6: Experience Pattern of Sample

Experience (Years)	Percentage
0-9	51.03%
10-19	38.27%
20-29	9.05%
30-39	1.23%
50-60	0.41%

Table 4.7 shows that 47.33 per cent of the respondents were executives in insurance intermediaries. 29.63 per cent were specialists, 13.17 per cent were officers and 9.88 per cent were the owners.

Table 4.7: Position Pattern of Sample

Position	Percentage
Executive	47.33%
Specialist	29.63%
Officer	13.17%
Owner	9.88%

72.02 per cent of the respondents define themselves as their intermediary has specialized on marine insurance. 20.58 per cent were experienced in marine insurance and 7.41 per cent is on the stage of building a marine insurance portfolio as shown in Table 4.8.

Table 4.8: Professionalism Pattern of Sample

Professionalizm	Percentage
Specialized	72.02%
Experienced	20.58%
Beginner	7.41%

Table 4.9 shows the decision authority of the respondents about the insurance company choice process. 98.77 per cent have the authority to decide to/get involved in the decision of the insurance company which you will demand a proposal/issue a policy when one of their customers demand a marine insurance coverage whereas 1.23 per cent does not have this authority.

Table 4.9: Authority Pattern of Sample

Authority to decide	Percentage
Yes	98.77%
No	1.23%

4.2 SCALE RELIABILITY AND VALIDITY

In order to check the conformance of the scales exploratory factor analysis and reliability analysis were conducted using IBM SPSS 22 software.

4.2.1 Exploratory Factor Analyses

Exploratory factor analysis had been conducted to 55 statements of the measurement form. Keiser – Meyer – Olkin measure of sampling adequacy and Bartlett's Test of Sphericity tests' results were analyzed for all scales. KMO test (0.989>0.50 for Brand Equity scale, 0.960>0.50 for Choice of Service Provider Scale, 0.959>0.50 for Satisfaction with Service Provider (Standard Commission) Scale and 0.921>0.50 for Satisfaction with Service Provider (Higher than Standard Commission) Scale) and Bartlett's Test of Sphericity ($p=0.000<0.05$ for all of 4 scales) are fulfilling the criteria of measuring (Bartlett 1950) for all scales.

Results of exploratory factor analysis for brand equity scale is shown in Table 4.10.

Table 4.10: Exploratory Factor Analyses of Brand Equity Scale

Brand Equity Scale	Factor Loading				
	1	2	3	4	5
It makes sense to sell an insurance company's marine insurance product instead of any other company, even if they are the same when they have social media marketing activities towards marine insurance customers.					0.685
Even if another brand has the same features as an insurance company has social media marketing activities towards marine insurance customers, I would prefer to sell their marine insurance product.					0.679
If there is a marine insurance product of another insurance company as good as the one who has social media marketing activities towards marine insurance customers; I prefer to sell the one with social media marketing activities towards marine insurance customers.					0.662
If another insurance company is not different from an insurance company who has social media marketing activities towards marine insurance customers in any way; it seems smarter to sell the one with social media marketing activities towards marine insurance customers.					0.683
It makes sense to sell an insurance company's marine insurance product instead of any other company, even if they are the same when they have Google Adwords marketing activities towards marine insurance customers.				0.663	
Even if another brand has the same features as an insurance company has Google Adwords marketing activities towards marine insurance customers, I would prefer to sell their marine insurance product.				0.702	
If there is a marine insurance product of another insurance company as good as the one who has Google Adwords marketing activities towards marine insurance customers; I prefer to sell the one with Google Adwords marketing activities towards marine insurance customers.				0.694	
If another insurance company is not different from an insurance company who has Google Adwords marketing activities towards marine insurance customers in any way; it seems smarter to sell the one with Google Adwords marketing activities towards marine insurance customers.				0.667	
It makes sense to sell an insurance company's marine insurance product instead of any other company, even if they are the same when they have E-mail marketing activities towards marine insurance customers.		0.697			
Even if another brand has the same features as an insurance company has E-mail marketing activities towards marine insurance customers, I would prefer to sell their marine insurance product.		0.719			
If there is a marine insurance product of another insurance company as good as the one who has E-mail marketing activities towards marine insurance customers; I prefer to sell the one with E-mail marketing activities towards marine insurance customers.		0.769			
If another insurance company is not different from an insurance company who has E-mail marketing activities towards marine insurance customers in any way; it seems smarter to sell the one with E-mail marketing activities towards marine insurance customers.		0.761			
It makes sense to sell an insurance company's marine insurance product instead of any other company, even if they are the same when they have micro website marketing activities towards marine insurance customers.	0.762				
Even if another brand has the same features as an insurance company has micro website marketing activities towards marine insurance customers, I would prefer to sell their marine insurance product.	0.765				
If there is a marine insurance product of another insurance company as good as the one who has micro website marketing activities towards marine insurance customers; I prefer to sell the one with micro website marketing activities towards marine insurance customers.	0.754				
If another insurance company is not different from an insurance company who has micro website marketing activities towards marine insurance customers in any way; it seems smarter to sell the one with micro website marketing activities towards marine insurance customers.	0.719				
It makes sense to sell an insurance company's marine insurance product instead of any other company, even if they are the same when they have mobile marketing activities towards marine insurance customers.			0.690		
Even if another brand has the same features as an insurance company has mobile marketing activities towards marine insurance customers, I would prefer to sell their marine insurance product.			0.690		
If there is a marine insurance product of another insurance company as good as the one who has mobile marketing activities towards marine insurance customers; I prefer to sell the one with mobile marketing activities towards marine insurance customers.			0.732		
If another insurance company is not different from an insurance company who has mobile marketing activities towards marine insurance customers in any way; it seems smarter to sell the one with mobile marketing activities towards marine insurance customers.			0.737		

Exploratory factor analysis results for Satisfaction with Choice of Service Provider scale are shown in the following table below, Table 4.11.

Table 4.11: Exploratory Factor Analyses of Satisfaction with Choice of Service Provider Scale

Satisfaction with Choice of Service Provider Scale	Factor Loading				
	1	2	3	4	5
I am happier with my decision to work with an insurance company when they have social media marketing activities towards marine insurance customers.			0.805		
My choice of an insurance company becomes a wiser one when they have social media marketing activities towards marine insurance customers.			0.831		
I feel better about my decision to work with an insurance company when they have social media marketing activities towards marine insurance customers.			0.765		
I am happier with my decision to work with an insurance company when they have Google Adwords marketing activities towards marine insurance customers.				0.794	
My choice of an insurance company becomes a wiser one when they have Google Adwords marketing activities towards marine insurance customers.				0.800	
I feel better about my decision to work with an insurance company when they have Google Adwords marketing activities towards marine insurance customers.				0.757	
I am happier with my decision to work with an insurance company when they have E-mail marketing activities towards marine insurance customers.		0.817			
My choice of an insurance company becomes a wiser one when they have E-mail marketing activities towards marine insurance customers.		0.809			
I feel better about my decision to work with an insurance company when they have E-mail marketing activities towards marine insurance customers.		0.826			
I am happier with my decision to work with an insurance company when they have micro website marketing activities towards marine insurance customers.	0.839				
My choice of an insurance company becomes a wiser one when they have micro website marketing activities towards marine insurance customers.	0.822				
I feel better about my decision to work with an insurance company when they have micro website marketing activities towards marine insurance customers.	0.852				
I am happier with my decision to work with an insurance company when they have mobile marketing activities towards marine insurance customers.					0.796
My choice of an insurance company becomes a wiser one when they have mobile marketing activities towards marine insurance customers.					0.770
I feel better about my decision to work with an insurance company when they have mobile marketing activities towards marine insurance customers.					0.790

The exploratory factor analyses are shown in Table 4.12 and 4.13 for Satisfaction with Service Provider scale subject to commission rates (standard and higher than standard, respectively).

Table 4.12: Exploratory Factor Analyses of Satisfaction with Service Provider (Standard Commission) Scale

Satisfaction with Service Provider Scale	Factor Loading				
	1	2	3	4	5
I am more satisfied with an insurance company when they have social media marketing activities towards marine insurance customers.	0.855				
What I get from an insurance company meets my needs of what I expect for marine insurance products when they have social media marketing activities towards marine insurance customers.	0.800				
I am more satisfied with an insurance company when they have Google Adwords marketing activities towards marine insurance customers.					0.770
What I get from an insurance company meets my needs of what I expect for marine insurance products when they have Google Adwords marketing activities towards marine insurance customers.					0.754
I am more satisfied with an insurance company when they have E-mail marketing activities towards marine insurance customers.				0.837	
What I get from an insurance company meets my needs of what I expect for marine insurance products when they have E-mail marketing activities towards marine insurance customers.				0.756	
I am more satisfied with an insurance company when they have micro website marketing activities towards marine insurance customers.		0.893			
What I get from an insurance company meets my needs of what I expect for marine insurance products when they have micro website marketing activities towards marine insurance customers.		0.774			
I am more satisfied with an insurance company when they have mobile marketing activities towards marine insurance customers.			0.839		
What I get from an insurance company meets my needs of what I expect for marine insurance products when they have mobile marketing activities towards marine insurance customers.			0.772		

Above statements are fulfilled by thinking an insurance company of which commission rates are standard.

Table 4.13: Exploratory Factor Analyses of Satisfaction with Service Provider (Higher than Standard Commission) Scale

Satisfaction with Service Provider Scale	Factor Loading				
	1	2	3	4	5
I am more satisfied with an insurance company when they have social media marketing activities towards marine insurance customers.				0.783	
What I get from an insurance company meets my needs of what I expect for marine insurance products when they have social media marketing activities towards marine insurance customers.				0.790	
I am more satisfied with an insurance company when they have Google Adwords marketing activities towards marine insurance customers.			0.815		
What I get from an insurance company meets my needs of what I expect for marine insurance products when they have Google Adwords marketing activities towards marine insurance customers.			0.762		
I am more satisfied with an insurance company when they have E-mail marketing activities towards marine insurance customers.					0.823
What I get from an insurance company meets my needs of what I expect for marine insurance products when they have E-mail marketing activities towards marine insurance customers.					0.734
I am more satisfied with an insurance company when they have micro website marketing activities towards marine insurance customers.		0.856			
What I get from an insurance company meets my needs of what I expect for marine insurance products when they have micro website marketing activities towards marine insurance customers.		0.804			
I am more satisfied with an insurance company when they have mobile marketing activities towards marine insurance customers.	0.883				
What I get from an insurance company meets my needs of what I expect for marine insurance products when they have mobile marketing activities towards marine insurance customers.	0.883				

**Above statements are fulfilled by thinking an insurance company of which commission rates are higher than standard.

4.2.2 Reliability

Cronbach's alpha confidence coefficient of all factors had been seen as higher than 0.70 as shown in Table 4.14. Thus, confidence and reliability of all scales have been provided.

Table 4.14: Cronbach's Alphas of Scales

Scale Name	Number of Statements	Cronbach's Alpha
Brand Equity in terms of Social Media Marketing activities	4	0.976
Brand Equity in terms of Google Adwords Marketing activities	4	0.975
Brand Equity in terms of E-mail Marketing activities	4	0.970
Brand Equity in terms of Owned Media Marketing activities	4	0.961
Brand Equity in terms of Mobile Marketing activities	4	0.971
Satisfaction with Choice of Service Provider in terms of Social Media Marketing activities	3	0.971
Satisfaction with Choice of Service Provider in terms of Google Adwords Marketing activities	3	0.965
Satisfaction with Choice of Service Provider in terms of E-mail Marketing activities	3	0.975
Satisfaction with Choice of Service Provider in terms of Owned Media Marketing activities	3	0.972
Satisfaction with Choice of Service Provider in terms of Mobile Marketing activities	3	0.969
Satisfaction with Service Provider (standard commission rates) in terms of Social Media Marketing activities	2	0.945
Satisfaction with Service Provider (standard commission rates) in terms of Google Adwords Marketing activities	2	0.945
Satisfaction with Service Provider (standard commission rates) in terms of E-mail Marketing activities	2	0.920
Satisfaction with Service Provider (standard commission rates) in terms of Owned Media Marketing activities	2	0.886
Satisfaction with Service Provider (standard commission rates) in terms of Mobile Marketing activities	2	0.932
Satisfaction with Service Provider (higher than standard commission rates) in terms of Social Media Marketing activities	2	0.926
Satisfaction with Service Provider (higher than standard commission rates) in terms of Google Adwords Marketing activities	2	0.931
Satisfaction with Service Provider (higher than standard commission rates) in terms of E-mail Marketing activities	2	0.888
Satisfaction with Service Provider (higher than standard commission rates) in terms of Owned Media Marketing activities	2	0.932
Satisfaction with Service Provider (higher than standard commission rates) in terms of Mobile Marketing activities	2	0.932

4.3 DESCRIPTIVE STATISTICS OF VARIABLES

Descriptive statistics of all variables measured in the research are shown in Table 4.15.

Table 4.15: Means and Standard Deviations of Scales

Scale Name	Mean	Standard Deviation
Brand Equity in terms of Social Media Marketing activities	4.10	1.08
Brand Equity in terms of Google Adwords Marketing activities	4.07	1.07
Brand Equity in terms of E-mail Marketing activities	4.17	0.98
Brand Equity in terms of Owned Media Marketing activities	4.21	0.90
Brand Equity in terms of Mobile Marketing activities	4.16	0.95
Satisfaction with Choice of Service Provider in terms of Social Media Marketing activities	4.24	0.84
Satisfaction with Choice of Service Provider in terms of Google Adwords Marketing activities	4.28	0.77
Satisfaction with Choice of Service Provider in terms of E-mail Marketing activities	4.27	0.79
Satisfaction with Choice of Service Provider in terms of Owned Media Marketing activities	4.25	0.75
Satisfaction with Choice of Service Provider in terms of Mobile Marketing activities	4.23	0.84
Satisfaction with Service Provider (standard commission rates) in terms of Social Media Marketing activities	4.25	0.89
Satisfaction with Service Provider (standard commission rates) in terms of Google Adwords Marketing activities	4.17	0.89
Satisfaction with Service Provider (standard commission rates) in terms of E-mail Marketing activities	4.19	0.87
Satisfaction with Service Provider (standard commission rates) in terms of Owned Media Marketing activities	4.21	0.80
Satisfaction with Service Provider (standard commission rates) in terms of Mobile Marketing activities	4.17	0.87
Satisfaction with Service Provider (higher than standard commission rates) in terms of Social Media Marketing activities	4.31	0.90
Satisfaction with Service Provider (higher than standard commission rates) in terms of Google Adwords Marketing activities	4.21	0.89
Satisfaction with Service Provider (higher than standard commission rates) in terms of E-mail Marketing activities	4.26	0.86
Satisfaction with Service Provider (higher than standard commission rates) in terms of Owned Media Marketing activities	4.29	0.83
Satisfaction with Service Provider (higher than standard commission rates) in terms of Mobile Marketing activities	4.23	0.80

4.4 TEST OF HYPOTHESES

The hypotheses were tested by correlation analysis and regression analysis by using IBM SPSS 22 software.

4.4.1 Correlation Analyses

Correlation analysis had been made in order to analyze the relations of the variables subject to this research. Any statistical relation between two variables are measured by

correlation analysis. The r value obtained at the end of analysis and which varies between -1 and +1 indicates the statistical relation and direction of this relation. The relation is more powerful as absolute value of r approaches to 1 (Ankara University 2016).

As shown in tables below, there were positive correlation among the variables with fluctuating rates. Moreover, the data had been summarized in terms of independent variables in Tables 4.16, 4.17, 4.18, 4.19 and 4.20.

Looking at the results in the tables, it can be seen that perceived brand equity has a positive correlation with satisfaction of intermediary in terms of both choice of service provider and service provider.

Table 4.16: Correlation among scales in terms of Social Media Marketing

	BEM1	SPM1	SNM1	SHM1
BEM1	1			
SPM1	0.636	1		
SNM1	0.668	0.623	1	
SHM1	0.666	0.655	0.649	1

Table 4.17: Correlation among scales in terms of Google Adwords Marketing

	BEM2	SPM2	SNM2	SHM2
BEM2	1.000			
SPM2	0.588	1		
SNM2	0.700	0.589	1	
SHM2	0.675	0.521	0.669	1

Table 4.18: Correlation among scales in terms of E-mail Marketing

	BEM3	SPM3	SNM3	SHM3
BEM3	1			
SPM3	0.607	1		
SNM3	0.647	0.643	1	
SHM3	0.611	0.552	0.597	1

Table 4.19: Correlation among scales in terms of Owned Media Marketing

	BEM4	SPM4	SNM4	SHM4
BEM4	1			
SPM4	0.542	1		
SNM4	0.552	0.543	1	
SHM4	0.558	0.549	0.527	1

Table 4.20: Correlation among scales in terms of Mobile Marketing

	BEM5	SPM5	SNM5	SHM5
BEM5	1			
SPM5	0.660	1		
SNM5	0.606	0.593	1	
SHM5	0.588	0.620	0.572	1

All correlation values are significant at the 0.01 level (2-tailed).

A strong correlation among the tools of digital marketing and intermediaries' satisfaction can be seen from the above Tables 4.16, 4.17, 4.18, 4.19 and 4.20. Therefore, it can be concluded that the hypotheses have the below results in table 4.21.

Table 4.21: Hypotheses Correlation Analyses for H1

#	Hypothesis	Correlation
H1a	Perceived brand equity and intermediaries'' satisfaction has a positive correlation in terms of social media marketing activities.	0.636
H1b	Perceived brand equity and intermediaries'' satisfaction has a positive correlation in terms of Google Adwords marketing activities.	0.588
H1c	Perceived brand equity and intermediaries'' satisfaction has a positive correlation in terms of e-mail marketing activities.	0.607
H1d	Perceived brand equity and intermediaries'' satisfaction has a positive correlation in terms of owned media marketing activities.	0.542
H1e	Perceived brand equity and intermediaries'' satisfaction has a positive correlation in terms of mobile marketing activities.	0.660

Correlation factor varies between -1 and +1 and positive correlation becomes more powerful while approaching to +1 (Ankara University 2016). Therefore, because correlation factors of all hypotheses mentioned in Table 4.22 were supported.

Table 4.22: Hypotheses Test for H1

#	Hypothesis	Result
H1a	Perceived brand equity and intermediaries' satisfaction has a positive correlation in terms of social media marketing activities.	Supported
H1b	Perceived brand equity and intermediaries' satisfaction has a positive correlation in terms of Google Adwords marketing activities.	Supported
H1c	Perceived brand equity and intermediaries' satisfaction has a positive correlation in terms of e-mail marketing activities.	Supported
H1d	Perceived brand equity and intermediaries' satisfaction has a positive correlation in terms of owned media marketing activities.	Supported
H1e	Perceived brand equity and intermediaries' satisfaction has a positive correlation in terms of mobile marketing activities.	Supported

In order to test if there is a difference in intermediaries' satisfaction by commission rates, T-Test should be used. The paired sample T-test is used when the difference between two variables of the same subject are tried to be measured (Boston University School of Public Health 2016). The below Table 4.23 shows the significance (2-tailed) score of intermediaries' satisfaction levels in terms of digital marketing tools for standard commission rates and higher than standard commission rates. Pairs were created using the same tools of digital marketing for each pair.

Table 4.23: T-test Significance (2-tailed) scores among standard commission rates and higher than standard commission rates in terms of Digital Marketing activities

	Significance (p) 2-tailed
SNM1 & SHM1	0.133
SNM2 & SHM2	0.353
SNM3 & SHM3	0.118
SNM4 & SHM4	0.094
SNM5 & SHM5	0.181

Using the results in Table 4.23, significance score is higher than 0.05 for each pair among the satisfaction levels of intermediaries in terms of digital marketing activities. The p values are meaningfully high for each tool of digital marketing. The significance scores for social media marketing activities ($p=0.133>0.05$), for Google Adwords marketing activities ($p=0.353>0.05$), for e-mail marketing activities ($p=0.118>0.05$), for owned media marketing activities ($p=0.094>0.05$) and for mobile marketing activities

(p=0.181>0.05) are higher than 0.05. Therefore, because correlation is positively high among these variables, it can be concluded that there is not a significant impact of commission rates supplied by insurance companies on intermediaries' satisfaction level in terms of digital marketing activities. Hence, the hypotheses are rejected as shown in Table 4.24.

Table 4.24: Hypotheses Test for H2

#	Hypothesis	Result
H2a	There is a significant difference in satisfaction regarding social media marketing activities between groups of intermediaries with high commision rates and standard commission rates.	Rejected
H2b	There is a significant difference in satisfaction regarding Google Adwords marketing activities between groups of intermediaries with high commision rates and standard commission rates.	Rejected
H2c	There is a significant difference in satisfaction regarding e-mail marketing activities between groups of intermediaries with high commision rates and standard commission rates.	Rejected
H2d	There is a significant difference in satisfaction regarding owned media marketing activities between groups of intermediaries with high commision rates and standard commission rates.	Rejected
H2e	There is a significant difference in satisfaction regarding mobile marketing activities between groups of intermediaries with high commision rates and standard commission rates.	Rejected

4.4.2 Regression Analyses

Multiple regression analyses have been made in order to examine the impact of independent variables on dependent variables. Two different models have been developed. First model was used to examine the impact of digital marketing tools on brand equity and second model was developed to to examine the impact of digital marketing tools on intermediaries' satisfaction.

Table 4.25: Regression Analyses for Brand Equity

Dependent Variable: Brand Equity		
Independent Variables	B	p
Social Media Marketing activities	0.677	0.130
Google Adwords Marketing activities	0.630	0.266
E-mail Marketing activities	0.649	0.003
Owned Media Marketing activities	0.588	0.001
Mobile Marketing activities	0.711	0.001
R	0.651	
R^2	0.426	0.000
F	182.296	

In the above Table 4.25, the impacts of digital marketing tools on brand equity is shown. The model is statistically significant (F=182.296, p<0.1). According to the analyses on the first model, social media marketing activities (β=0.677, p<0.1), Google Adwords marketing activities (β=0.630, p<0.1), e-mail marketing activities (β=0.649, p<0.1), owned media marketing activities (β=0.588, p<0.1) and mobile marketing activities (β=0.711, p<0.1) have a positive impact on brand equity. Therefore, hypotheses about the impacts of digital marketing activities on brand equity are supported.

Table 4.26: Regression Analyses for Intermediaries' Satisfaction Level

Dependent Variable: Intermediaries' Satisfaction Level		
Independent Variables	B	p
Social Media Marketing activities	0,872	0,130
Google Adwords Marketing activities	0,874	0,266
E-mail Marketing activities	0,793	0,003
Owned Media Marketing activities	0,681	0,001
Mobile Marketing activities	0,787	0,001
R	0,651	
R^2	0,426	0,000
F	182.296	

According to the regression analyses shown in Table 4.26, social media marketing activities (β=0.872, p<0.1), Google Adwords marketing activities (β=0.874, p<0.1), e-mail marketing activities (β=0.793, p<0.1), owned media marketing activities (β=0.681, p<0.1) and mobile marketing activities (β=0.787, p<0.1) have a positive impact on intermediaries' satisfaction level. Hence, hypotheses about the impacts of digital marketing activities on intermediaries' satisfaction level are supported.

Using the above data shown in Table 4.25 and 4.26, the below Table 4.27 and 4.28 show the hypotheses test for H1 and H2.

Table 4.27: Hypotheses Test for H3

#	Hypothesis	Result
H3a	Social media marketing activities has a positive impact on perceived brand equity.	Supported
H3b	Google Adwords marketing activities has a positive impact on perceived brand equity.	Supported
H3c	E-mail marketing activities has a positive impact on perceived brand equity.	Supported
H3d	Owned media marketing activities has a positive impact on perceived brand equity.	Supported
H3e	Mobile marketing activities has a positive impact on perceived brand equity.	Supported

Table 4.28: Hypotheses Test for H4

#	Hypothesis	Result
H4a	Social media marketing activities has a positive impact on intermediaries' satisfaction.	Supported
H4b	Google Adwords marketing activities has a positive impact on intermediaries' satisfaction.	Supported
H4c	E-mail marketing activities has a positive impact on intermediaries' satisfaction.	Supported
H4d	Owned media marketing activities has a positive impact on intermediaries' satisfaction.	Supported
H4e	Mobile marketing activities has a positive impact on intermediaries' satisfaction.	Supported

5. DISCUSSIONS

Research method has dealed with brand equity and intermediaries' satisfaction as dependent variables. Social media marketing activities, Google Adwords marketing activities, e-mail marketing activities, owned media marketing activities and mobile marketing activities were independent variables as subheadings of digital marketing activities. Intermediaries' commission rate is the other independent variable.

When the correlation analyses were examined, it was easily seen that independent variables had a positive correlation with dependent variables. Regression analyses show that digital marketing activities have positive impact on brand equity and intermediaries' satisfaction level. Intermediaries' commission rates have no significant effect on intermediaries' satisfaction level in terms of digital marketing activities according to correlation analyses.

5.1 DISCUSSIONS ON RESEARCH RESULTS

Five sub models had been created in order to measure the correlation of brand equity with intermediaries' satisfaction. These sub models were created through the independent variables and results had been used as the means of each question of the scale for each independent variable. Correlation of brand equity had been measured using these sub models using IBM SPSS 22. The correlation analysis summary tables show the data which were obtained by analyzing the sub models of each scale which were created with the same logic.

Social media marketing activities' impact on brand equity is the first sub model used in correlation analysis and shown with BEM1 in the study when needed.

Google Adwords marketing activities' impact on brand equity is the first sub model used in correlation analysis and shown with BEM2 in the study when needed.

E-mail marketing activities' impact on brand equity is the first sub model used in correlation analysis and shown with BEM3 in the study when needed.

Owned media marketing activities' impact on brand equity is the first sub model used in correlation analysis and shown with BEM4 in the study when needed.

Mobile marketing activities' impact on brand equity is the first sub model used in correlation analysis and shown with BEM5 in the study when needed.

As mentioned above, Satisfaction with Choice of Service Provider has 6 sub models which were created with the same logic. They were shown with SPM1, SPM2, SPM3, SPM4 and SPM5 respective to numbers and independent variables mentioned for brand equity.

Satisfaction with Service Provider scale's sub models are shown with SNM1, SNM2, SNM3, SNM4 and SNM5 for the case the commission rates are standard; SHM1, SHM2, SHM3, SHM4 and SHM5 for the case the commission rates are higher than standard.

Using the model, it had been seen that, each subheading of digital marketing has a positive impact on brand equity and intermediaries' satisfaction. Moreover, digital marketing activities have positive impact on brand equity and intermediaries' satisfaction.

5.1.1 Discussions on Digital Marketing Activities' Impacts on Brand Equity

The results show that digital marketing activities about marine insurance have a positive effect on perceived brand equity. Each tool of digital marketing examined in this study implies a positive result.

Firstly, according to the factor analysis results, all statements related to impacts of social media marketing activities on brand equity had a factor loading higher than 0.75. Moreover, regression analyses show that all 4 statements can be concluded that their β and p scores are statistically meaningful.

Therefore, it can easily be said that social media marketing activities of an insurance company for marine insurance increases the brand equity of that insurance company. Insurance companies should invest on social media marketing about marine insurance in order to have a competitive advantage against their competitors in their intermediaries'

point of view. In consequence with the results of the study, a higher perceived brand equity is possible by investing in social media marketing activities about digital marketing.

Secondly, regression scores of responses for the statements related to Google Adwords marketing activities' impacts on brand equity shows that Google Adwords marketing activities increases perceived brand equity of an insurance company when they have these activities for marine insurance. In addition, their factor loadings were higher than 0.800.

Being listed in the top rows of Google Search results due to a successful search engine optimization and a well-constructed Google Adwords marketing policy, insurance companies take advantage of higher brand equity in terms of marine insurance because it is understood by the study that perceived brand equity is affected from Google Adwords marketing activities about marine insurance.

Thirdly, exploratory factor analyses show that factor loadings were higher than 0.800 for each statement measuring the impact of e-mail marketing activities on brand equity in terms of marine insurance. Regression analyses scores for these variables are also meaningful. This states that most of the respondents think that e-mail marketing activities about marine insurance will have a positive effect on brand equity.

These results refer to the necessity of insurance companies for sending informative e-mails to marine insurance companies as well as the e-mails about campaigns etc. in order to increase their perceived brand equity. Thus, insurance companies should develop an e-mail marketing strategy about marine insurance which includes informative e-mail about marine insurance ads, campaigns etc.

Moreover, because marine insurance is a niche area and there are really limited persons who have enough knowledge about it, the necessity of a micro website about marine insurance can be seen through the results of the statements in the research. Regression analyses show that their β and p scores are statistically meaningful.

Building an informative and beneficial micro website about marine insurance will be very useful both for insurance intermediaries and marine insurance customers.

Insurance intermediaries can benefit from these websites when they need a specific knowledge or direct their customers to these websites for frequently asked questions. This will increase the confidence on marine insurance products and provide a higher perceived brand equity relying on the research's results.

Last but not least, mobile devices are irreplaceable parts of people's daily lives. Thus, the results of the research show that mobile marketing activities have a positive impact on perceived brand equity of insurance companies in terms of marine insurance. Regression analyses model shows that mobile marketing activities have a positive impact on brand equity.

Ads, campaigns etc. through mobile devices towards marine insurance customers will increase the perceived brand equity of insurance companies. As the results imply, insurance companies should think about investing on mobile marketing tools.

In conclusion, tools of digital marketing are effective on perceived brand equity when they are used for marine insurance marketing activities. It can be recommended to insurance companies that they should divide their marine insurance marketing budget by considering these effects on brand equity.

5.1.2 Discussions on Digital Marketing Activities' Impacts on Intermediaries' Satisfaction

Intermediaries' satisfaction level is affected positively by digital marketing activities about marine insurance according to the results of research. Results for each tool of digital marketing were in line with each other and all of them mark a positive impact on satisfaction level of intermediaries.

Firstly, insurance intermediaries are more satisfied with their decision to work with an insurance company when the insurance companies have successful social media marketing activities, the research shows. The factor loading is higher than 0.800 for each statement and β and p scores derived from regression analyses were statistically meaningful. This shows that insurance intermediaries feel better and have positive approach to social media marketing activities.

As the respondents' tendency toward social media marketing activities has created highly positive results; insurance companies should spend more time and money for social media marketing activities in order to satisfy their intermediaries in terms of marine insurance.

Secondly, Google Adwords marketing activities increases the satisfaction level of insurance intermediaries about the insurance companies which they work for marine insurance according to the results of the study. Exploratory factor analyses show that factor loadings of statements were higher than 0.800. Nevertheless, regression analyses show the positive impact. Hence, it can be said that insurance intermediaries demand Google Adwords marketing activities from the insurance companies about marine insurance.

Working with an insurance company which has a higher position in Google Search list for "marine insurance" search makes the insurance intermediaries more satisfied. Therefore, insurance companies should focus on and invest in Google Adwords.

Thirdly, insurance intermediaries think that their decision about insurance company choice becomes wiser when the insurance company has e-mail marketing activities. Exploratory factor analyses with factor loadings higher than 0.30 for each statement and regression analyses tell that e-mail marketing activities in marine insurance have a positive impact on insurance intermediaries' satisfaction.

As mentioned above, because specific knowledge about marine insurance is highly demandable, e-mails are beneficial tools to provide this knowledge to marine insurance customers. Moreover, campaign etc. information will ease to sell marine insurance policies for intermediaries. Thus, insurance companies should have a proper e-mail marketing policy.

As the forth inference, when the insurance companies have a micro website about marine insurance which the insurance intermediaries direct their customers, satisfaction of intermediaries' increase. Especially the marketing activities on these micro websites have a positive impact on insurance intermediaries' satisfaction levels. Exploratory

factor analyses show that factor loading of each statement related to this case is higher 0.850 and regression analyses imply the positive impact.

When it is thought that owned media is one of the most important places where the companies can make marketing activities unlimitedly and freely, having a micro website about marine insurance will have irrefutable positive impact on insurance intermediaries' satisfaction and insurance companies can enjoy the benefits of having owned media like this.

Last but not least, factor loadings obtained from exploratory factor analyses were almost 0.800 or higher. Regression analyses show the positive impact of mobile marketing activities on intermediaries' satisfaction level. This implies that mobile marketing activities have positive impact on satisfaction level of insurance intermediaries.

Tools of mobile marketing should be used for marine insurance in order to increase the satisfaction level of insurance intermediaries by insurance companies, the research shows. Mobile marketing activities about marine insurance not only increase the satisfaction level but also make the insurance intermediaries feel better and wiser about their insurance company choice.

Finally, the results indicate that digital marketing activities about marine insurance will increase the satisfaction level of intermediaries. Hence, insurance companies should invest in this field in order to increase their intermediaries' satisfaction.

5.1.3 Discussions on Brand Equity's Impacts on Intermediaries' Satisfaction

Effects of brand equity on intermediaries' satisfaction in terms of tools of digital marketing address a correlation between these two variables. A higher perceived brand equity causes more satisfied intermediaries, as the results show.

Firstly, looking at the correlation analyses, there is a highly powerful correlation between brand equity and intermediaries' satisfaction ($r=0.636$, $p<0.01$) in terms of social media marketing. This shows us that the positive impact of social media marketing activities on brand equity implies the similar effect on insurance intermediaries' satisfaction level. Moreover, increasing brand equity causes an increase in intermediaries' satisfaction in terms of social media marketing.

In addition, brand equity has a positive correlation with satisfaction with service provider of insurance intermediaries according to correlation analyses ($r=0.668$, $p<0.01$ for SNM; $r=0.666$, $p<0.01$ for SHM). Regardless of the commission rate level, brand equity and satisfaction of insurance intermediaries have positive correlation. Nevertheless, all statements of brand equity have positive correlation with all statements of intermediaries' satisfaction in terms of social media marketing.

Secondly, correlation analyses reveal that Google Adwords marketing activities imply a positive correlation between brand equity and intermediaries' satisfaction. The correlation level is very high ($r=0.588$, $p<0.01$) between brand equity and satisfaction level of insurance intermediaries in terms of Google Adwords. All subheadings of the scales reveal similar correlation.

Thus, insurance companies should try to increase brand equity using Google Adwords in order to increase satisfaction level of insurance companies and vice versa. This positive correlation proves that higher brand equity causes higher satisfaction level in terms of Google Adwords marketing activities. Hence, insurance companies which are planning to construct a Google Adwords marketing plan should think about the two dimensions: brand equity and intermediaries' satisfaction.

Thirdly, using e-mail for marketing activities seem wise in order to increase perceived brand equity and satisfaction level of insurance intermediaries according to the research because the research shows that there is a powerful correlation ($r=0.607$, $p<0.01$) between brand equity and intermediaries satisfaction in terms of e-mail marketing.

This correlation level should direct insurance companies to think about using e-mail marketing activities to increase both brand equity and intermediaries' satisfaction. Otherwise, the positive correlation causes a negative impact on both brand equity and intermediaries' satisfaction level.

In addition, correlation analyses present that owned media marketing activities create a powerful positive correlation ($r=0.542$, $p<0.01$) between brand equity and intermediaries' satisfaction. Each statement of the scales has positive correlation, too.

Therefore, insurance companies which realize this fact can easily increase their perceived brand equity and intermediaries' satisfaction level by using their owned media such as micro website about marine insurance for marketing activities. Increased brand equity will result in increased satisfaction level of intermediaries in terms of owned media marketing activities.

Last but not least, the correlation level between brand equity and intermediaries' satisfaction in terms of mobile marketing activities ($r=0.660$, $p<0.01$) reveals that marketing activities through mobile devices such as sending SMS etc. about marine insurance will be beneficial for both brand equity and intermediaries' satisfaction.

These meaningful correlations between brand equity and intermediaries' satisfaction for each statement is a proof of mobile marketing activities' impact on brand equity and intermediaries' satisfaction levels in the same direction. This implies that brand equity has a positive impact on intermediaries' satisfaction in terms of mobile marketing activities about marine insurance and vice versa.

In summary, brand equity of insurance companies has a positive correlation with intermediaries' satisfaction level. Therefore, invested amount in digital marketing activities about marine insurance will turn back to insurance companies as a higher brand equity and more satisfied intermediaries.

5.1.4 Discussions on Intermediaries' Commission Rates' Impacts on Intermediaries' Satisfaction

Because commissions earned from insurance companies are the main cash generating method for insurance intermediaries, higher than standard commission rates have been thought that they would have significant impact on intermediaries' satisfaction level. However, according to correlation analyses result, standard commission rates and higher than standard commission rates have a strong positive correlation. Therefore, no significant impacts on intermediaries' satisfaction level could be observed. Hence, insurance intermediaries' commission rates they are given by insurance companies have no significant impact on intermediaries' satisfaction level in terms of digital marketing tools.

5.2 LIMITATIONS OF THE STUDY

Although our study creates a valuable contribution, it also has some limitations.

The first and most important limitation is that the data had been collected only online and the respondents were only internet users. Even though this is an important limitation, because all insurance agencies should have an active internet connection in order to connect the insurance companies' systems. Therefore, each single insurance agency has internet connection. For brokers and bank assurance workers, because they have a very competitive work environment and included in the finance sector, they willingly use internet for their routine jobs.

Another limitation is the absence of any similar study in this area. Therefore, decision process of scale for intermediaries' satisfaction is limited.

Third limitation is that because marine insurance is a niche branch of insurance and only almost 1.50 per cent of the insurance premium produced in Turkey belong to marine insurance, insurance intermediaries who issue marine insurance policy are also limited. Thinking of 15.590 insurance intermediaries in Turkey, 233 insurance intermediaries are estimated as marine insurance policy issuing ones using direct proportion. Therefore, 243 respondents can be seen near the top limit.

Last but not least, the law on personal data prohibits to use personal contact information of persons. Thus, the survey link has been submitted by using the sector experience and personal relations in sector.

Even though these limitations, it can be easily said that this study has made a very important contribution to literature.

6. CONCLUSION

As a result of the whole study and according to the information gathered from the research, some certain issues are addressed. These issues are related to digital marketing activities, brand equity and intermediaries' satisfaction level.

First of all, it is shown in the study that social media marketing activities have a significant effect on both perceived brand equity and satisfaction of intermediaries. Thus, insurance companies should use Facebook, Instagram, Twitter and other social media platforms for digital marketing activities about marine insurance.

Secondly, ranking in higher positions in Google Search list for "marine insurance" search means a higher perceived brand equity as well as more satisfied intermediaries. Therefore, insurance companies should think about paid ads in Google search by Google Adwords in order to be shown in first rows while they are increasing their websites' search engine optimization because these two are the only ways of ranking in top (Booth, David, and Corey Koberg 2012).

Furthermore, the study shows that e-mails are not only for in-company communication but also they are very important tool of digital marketing. Informative e-mails about marine insurance have a positive impact on perceived brand equity. Additionally, they increase satisfaction of intermediaries because the research results say that insurance intermediaries feel better and become more satisfied when insurance companies send e-mails to marine insurance customers both informative and about campaigns.

Moreover, even though all insurance companies operating in marine insurance branch in Turkey have a website, they should focus on micro websites about marine insurance because the study shows that satisfaction of intermediaries increases when insurance companies use their owned media for marketing activities about marine insurance. Also, perceived brand equity of insurance companies can raise with regards to these kind of websites. These micro websites are cost-efficient in terms of marketing as mentioned above, too. Therefore, it seems as a good idea to invest in a marine insurance micro

website for insurance companies in order to benefit its effects on brand equity and intermediaries' satisfaction.

Additionally, mobile devices which are indispensable parts of people's daily lives. Thus, tendency of marketing activities through mobile is inevitable. The research results are in line with this truth. Hence, insurance companies should use mobile devices as a tool of marketing about marine insurance and they can have higher perceived brand equity and more satisfied intermediaries.

Nevertheless, brand equity has a high correlation with intermediaries' satisfaction. Consequently, digital marketing activities about marine insurance have a positive impact on brand equity which at the end, provide an increase in intermediaries' satisfaction level. This implies that insurance companies should target brand equity and satisfaction of intermediaries together while developing digital marketing plan about marine insurance.

Last but not least, a significant impact of commission rates of intermediaries on intermediaries' satisfaction could not be seen in terms of digital marketing activities.

In conclusion, all tools of digital marketing activities about marine insurance examined in this study –social media marketing, Google Adwords marketing, e-mail marketing, owned media marketing, mobile marketing- have a positive effect on brand equity and intermediaries' satisfaction whereas brand equity has a positive correlation with satisfaction of intermediaries. Moreover, intermediaries commission rate is another variable of this satisfaction level. Thus, insurance companies pay regard to all of these factors while planning their digital marketing activities about marine insurance.

REFERENCES

Books

Aaker, D. A., 1991. *Managing brand equity*. New York: The Free Press.

Booth, D. and Koberg, C., 2012. *Display Advertising an hour a day*. New Delhi: Times Group Books.

Chadwick, F. E., 2016. *Digital marketing: strategy, implementation, and practice*. Edinburgh Gate: Pearson Education Limited.

Franklin, J., 2001. *The science of conjecture: evidence and probability before Pascal*. Baltimore: Johns Hopkins University Press.

Ginty, M., Page, R., Wiley & Sons, J. and Ash, T., 2012. *Landing page optimization: the definitive guide to testing and tuning for conversions*. Canada: Sybex.

Jackson, T. and Deckers, E., 2013. The owned media doctrine. London: Archway Publishing.

Jones, K. S., 2018. *Business-to-business internet marketing: seven proven strategies for increasing profits through internet direct marketing*. Michigan: Maximum Press.

Kotler, P., 2012. *Marketing management*. New Delhi: Pearson Education.

Levitt, T., 1960. *Marketing myopia*. Boston: Harvard Business Review Press.

Neumeier, M., 2006. *The brand gap*. Berkeley: New Riders.

Reed, J., 2012. *Get up to speed with online marketing: how to use websites, blogs, social networking and much more*. United Kingdom: Pearson Education.

Palmer, S., 2007. Lloyd, Edward. *Oxford dictionary of national biography*. London: Oxford University Press, pp. 1648-1713.

Periodicals

Aaker, D. A., 1996. Measuring Brand Equity Across Products and Markets. *California Management Review*. **38** (Spring), pp. 102-120.

Ailawadi, K. L., Donald R. L. and Scott, A. N., 2003. Revenue Premium as an Outcome Measure of Brand Equity. *Journal of Marketing*. **67** (October), pp. 1-17.

Baltas, G. and Saridakis, C., 2010. Measuring brand equity in the car market: a hedonic price analysis. *Journal of the Operational Research Society.* **61** (2), pp. 284–293.

Baltas, G., 2001. The Effects of Nutrition Information on Consumer Choice. *Journal of the Advertising Research.* **41** (2), pp. 57-63.

Banerjee, S. and Dholakia, R. R., 2008. Mobile Advertising: Does Location Based Advertising Work?. *International Journal of Mobile Marketing.* **3** (2), pp. 68-74.

Bartlett, M. S., 1950. Tests of significance in factor analysis. *British Journal of Psychology*, *Statistical Section.* **3** (2), pp. 77-85.

Berthon, P.R., Pitt, L.F., Plangger, K., and Shapiro, D., 2012. Marketing Meets Web 2.0, Social Media, and Creative Consumers: Implications for International Marketing Strategy. *Business Horizons*. **55** (3), pp. 261-271.

Boon-Long, S. and Wongsurawat, W., 2015. Social Media Marketing Evaluation Using Social Network Comments As An Indicator for Identifying Consumer Purchasing Decision Effectiveness. *Journal of Direct Data and Digital Marketing Practice.* **17** (2), pp. 130-149

Budac, C., 2016. Theoretical Approaches on Successful Email Marketing Campaigns. *Ovidius University Annals: Economic Sciences Series*. **16** (2), pp. 306-311.

Clarkes, T.B., Murphy, J., Westchc, L. R. and Boec, H., 2018. Teaching Search Engine Marketing Through the Google Ad Grants Program. *Marketing Education Review*. **28** (2), pp. 136-147.

Çakır, F., Aybar, N. and Akel, G., 2017. E-Wom'un Tüketicilerin Tatil Satın Alma Niyetine Etkisi. *Adnan Menderes Üniversitesi, Sosyal Bilimler Enstitüsü Dergisi.* **4** (4), pp. 110-127.

Din, S.M. U., 2013. Impact of Cost of Marine and General Insurance on International Trade and Economic Growth of Pakistan. *World Applied Sciences Journal*. **28** (5), pp. 659-671.

Flaherty, T. B., Jansen, B., Hofacker, C. and Murphy, J., 2009. Insights on the Google online marketing challenge and its successful classroom implementation. *Journal of Online Learning and Teaching*. **5** (2), pp. 446-457.

Heikki, K. and Matti, L., 2005. Factors Influencing Consumers' Willingness to Accept Mobile Advertising: A Conceptual Model. *Int. J Mobile Communications*. **3** (3), p. 198.

Jafarzadeh, H., Aurum, A., D'Ambra, J. and Ghapanchi, A., 2015. A Systematic Review on Search Engine Advertising. *Pacific Asia Journal of the Association for Information Systems*. **7** (3), pp. 1–32.

Keller, K. L., 2003. Brand Synthesis: The Multidimensionality of Brand Knowledge. *Journal of Consumer Research*. **29** (4), pp. 595–600.

Kotler, P., 2011. Reinventing marketing to manage the environmental imperative. *Journal of Marketing*. **75** (1), pp. 132-135.

Lambrecht, A. and Tucker, C., 2013. When Does Retargeting Work? Information Specificity in Online Advertising. *Journal of Marketing Research*. **50** (5), pp. 561-576.

Leuthesser, L., Kohli, C.S. and Harich, K.R., 1995. Brand Equity: The Halo Effect Measure. *European Journal of Marketing*. **29** (4), pp. 57–66.

Li, H. and Bukovac, J.L., 1999. Cognitive Impact of Banner Ad Characteristics: An Experimental Study. *Journalism & Mass Communication Quarterly*. **76** (Summer), pp. 341-353.

Michaelidou, N., Siamagka, N.T. and Christodoulides, G., 2011. Usage, barriers and measurement of social media marketing: an exploratory investigation of small and medium B2B brands. *Industrial Marketing Management.* **40** (7), pp. 1153-1159.

Nyangau, J. and Bado, N., 2012. Social Media and Marketing of Higher Education. *Journal of The Research Center for Educational Technology.* **8** (1), pp. 38-51.

Paswan, A., 2018. Social Media Marketing Strategies. *Journal for Contemporary Research in Management.* **5** (1), pp. 8-11.

Peters, K., Chen, Y., Kaplan, A.M., Ognibeni, B. and Pauwels, K., 2013. Social Media Metrics – A Framework And Guidelines For Managing Social Media. *Journal of Interactive Marketing*. **27** (4), pp. 281-298.

Reimers, V., Chao, C-W. and Gorman, S., 2016. Permission email marketing and its influence on online shopping. *Asia Pacific Journal of Marketing and Logistics*. **28** (2), pp. 308-322.

Risius, M. and Beck, R., 2015. Effectiveness of Corporate Social Media Activities in Increasing Relational Outcomes. *Information & Management*. **52** (7), pp. 824-839.

Scharl, A., Dickinger, A. and Murphy, J., 2005. Diffusion and success factors of mobile marketing. *Electronic Commerce Research and Applications*. **4** (2), pp. 159–173.

Shankar, V. and Balasubramanian, S., 2009. Mobile Marketing: A Synthesis and Prognosis. *Journal of Interactive Marketing*. **23** (2), pp. 118–129.

Sigortacı Gazetesi. 7 March 2016. Acenteler ve Müşteriler Axa Sigorta'dan Çok Memnun, p.7.

Sigortacı Gazetesi. 11 May 2015. Ülke genelinde acente sayısı taşıma kapasitesini aşıyor, p.9.

Süar, A., 2017. The Advantages of Social Media Marketing Against Traditional Media Channels. *Academic Journal of Information Technology*. **8** (28), pp. 1-19.

Teixeira, S., Branco, F., Martins, J., Au-Yong-Oliveira, M., Moreira, F., Gonçalves, R., & Pérez-Cota, M., 2018. Main Factors in the Adoption of Digital Marketing in Startups: A

Online Focus Group Analysis. In Proceedings of the 13th Information Systems and Technologies. *Disponível no Repositório UPT*. pp. 1-5.

Wymbs, C., 2011. Digital marketing: The time for a new “academic major” has arrived. *Journal of Marketing Education.* **33**, pp. 93-106.

Other Publishing

Allen, R., 2017, Search Engine Statistics 2018 [online]. https://www.smartinsights.com/search-engine-marketing/search-engine-statistics/ [accessed 22 February 2019].

Ankara University, Korelasyon, Korelasyon Türleri ve Regresyon, 2016, https://acikders.ankara.edu.tr/pluginfile.php/2154/mod_resource/content/2/konu8a.pdf [accessed 10 April 2019].

Azimi, J., Zhang, R., Zhou, Y., Navalpakkam, V., Mao, J. and Fern, X. Z., 2012. *The Impact of Visual Appearance On User Response in Online Display Advertising.* 26 April 2012, Lyon: Universite de Lyon, pp. 457-458.

Boston University School of Public Health, The One Sample T-Test, 2016, http://sphweb.bumc.bu.edu/otlt/MPH-Modules/BS/SAS/SAS4-OneSampleTtest/SAS4-OneSampleTtest7.html [accessed 18 April 2019].

Brittan, N., 2019, Why on earth do you want or even need a micro website and what is it anyway? [online]. https://brittan.co.uk/micro-marketing-websites/ [accessed 11 April 2019].

Campanelli, M., 2006, Marketing with a Microsite [online]. Entrepreneur, https://www.entrepreneur.com/article/160092 [accessed 11 April 2019].

Carine, A., Building brand equity. https://modicum.agency/blog/building-brand-equity/ [accessed 2 April 2019].

Efler, G., 2019, Property & Casualty Insurers That Most Satisfy Independent Agents Have Best Overall Financial Performance and Profitability [online]. J.D. Power, https://www.jdpower.com/business/press-releases/jd-power-2018-us-independent-insurance-agent-satisfaction-study [accessed 2 April 2019].

Efler, G., 2019, Study Finds Strong Correlation Between Independent Agent Satisfaction and Placement Rate [online]. J.D. Power, https://www.jdpower.com/business/press-releases/2019-us-independent-insurance-agent-satisfaction-study [accessed 2 April 2019].

Erem, U. (2018). Identifying and Developing Diggica's Customer Profile and Effective Marketing Strategies for The Development Of The Brand. *Thesis for Master Degree*. London: Coventry University.

Google Inc., About AdWords remarketing lists for search ads, 2014, https://support.google.com/adwords/ answer/2701222?hl=en [accessed 10 April 2019].

Hayes, A., 2019, Brand equity [online]. Investopedia, https://www.investopedia.com/terms/b/brandequity.asp [accessed 3 April 2019].

Katz, K., 2018, Why Every Marketing Mix Should Include Paid, Owned & Earned Content [online]. Search Engine Journal, https://www.searchenginejournal.com/paid-owned-earned-content/242075/#close [accessed 1 April 2019].

Kayaköy Taş, M. (2014). Pazarlama İletişiminde Sosyal Medya Kullanımı: Sigorta Pazarına Bir Uygulama. *Thesis for Master Degree*. İstanbul: İstanbul Ticaret Üniversitesi Sosyal Bilimler Enstitüsü.

Marrs, M., 2018, What Is Mobile Marketing & Why Does it Matter So Much? [online]. https://www.wordstream.com/blog/ws/2013/08/19/what-is-mobile-marketing [accessed 4 April 2019].

Matti, L., 2008. Mobile marketing communications in consumer markets [online]. Faculty of Economics and Business Administration, Department of Marketing, University of Oulu, http://jultika.oulu.fi/files/isbn9789514288159.pdf [accessed 14 January 2019].

Meena, S. 2016, Forrester Research Search Engine Marketing Forecast, 2016 to 2021 (Global) [online]. Forrester, https://bit.ly/2Zm3DEv [accessed 11 April 2019].

O'Brien, M., 2015, A beginner's guide to display advertising [online]. ClickZ, https://www.clickz.com/a-beginners-guide-to-display-advertising/89821/ [accessed 22 March 2019]

Reino, S. and Hay, B., 2016. The Use of YouTube as a Tourism Marketing Tool [online]. University of Massachusetts Amherst, https://scholarworks.umass.edu/cgi/viewcontent.cgi?article=1647&context=ttra [accessed 21 March 2019].

Sherman, C., 2007, The State of Search Engine Marketing 2006 [online]. Search Engine Land, https://searchengineland.com/the-state-of-search-engine-marketing-2006-10474 [accessed 11 March 2019].

The Direct Marketing Association (UK) Ltd., National client email report 2015, 2015, https://dma.org.uk/uploads/ckeditor/National-client-email-2015.pdf [accessed 31 March 2019].

The Hartford, Ocean Marine Insurance, 2019, https://www.thehartford.com/marine-insurance/ocean-marine-insurance [accessed 17 January 2019].

The Marine Insurance Act, 1906.

The Rules of Oleron, 1166.

Xiong , L., Alsadoon, A., Maag A., Prasad, P.W.C., Hoe, L.S. and Elchouemi, A., 2018. Rise of Social Media Marketing: A Perspective on Higher Education. *2018 13th International Conference on Computer Science & Education (ICCSE).* 25 August 2018, Kota Kinabalu: Universiti Malaysia Sabah, pp. 13-19.

APPENDICES

APPENDIX 1: Survey Questions in Turkish

Bölüm 1	
Formu Dolduran Hakkında Genel Bilgiler	
Yaş	
Cinsiyet	☐ Kadın ☐ Erkek
Şehir	
Çalışma Yeri	☐ Acente ☐ Broker ☐ Bankasürans
Çalıştığınız aracının yıllık nakliyat sigortaları portföy büyüklüğü nedir?	☐ 1M TL'den az ☐ 1M TL - 10M TL arası ☐ 10M TL'den fazla
Sektörde kaç yıllık deneyiminiz var?	
Çalıştığınız yerdeki pozisyon seviyesi	☐ Aracının Sahibi ☐ Yönetici ☐ Uzman ☐ Memur
Çalıştığınız aracının nakliyat sigortaları deneyimini nasıl tanımlarsınız?	☐ Nakliyat sigortaları alanında uzmanlaştım. ☐ Uzmanlaşmış olmasam da deneyimliyim. ☐ Başlangıç/portföy oluşturma aşamasındayım.
Bir müşterinizin nakliyat sigortası teminatı talebi olduğunda, teklif isteyeceğiniz ve poliçe yapacağınız sigorta şirketi konusunda karar verme/karara müdahil olma yetkiniz var mı?	☐ Evet ☐ Hayır

Bölüm 2							
Marka Denkliği **Aşağıdaki hususları, Nakliyat Sigortaları alanında çalıştığınız sigorta şirketlerini gözeterek değerlendiriniz.**		Kesinlikle Katılmıyorum	Katılmıyorum	Ortadayım	Katılıyorum	Kesinlikle Katılıyorum
Bu ölçekte; (1) Kesinlikle katılmıyorum, (2) Katılmıyorum, (3) Ortadayım, (4) Katılıyorum, (5) Kesinlikle katılıyorum yanıtını temsil etmektedir.		1	2	3	4	5
1	Diğer sigorta şirketleri de birebir aynı teminatı sunsa bile, sosyal medyada nakliyat sigortası müşterilerine yönelik paylaşımlar yapan sigorta şirketinin nakliyat sigortası ürününü satmak daha mantıklıdır.	☐	☐	☐	☐	☐
2	Bir başka sigorta şirketi de aynı teminatları sunsa bile, sosyal medyada nakliyat sigortası müşterilerine yönelik paylaşımlar yapan sigorta şirketinin nakliyat sigortası ürününü satmayı tercih ederim.	☐	☐	☐	☐	☐
3	Başka sigorta şirketinin, sosyal medyada nakliyat sigortası müşterilerine yönelik paylaşımlar yapan sigorta şirketininki kadar iyi bir nakliyat sigortası ürünü olsa bile, sosyal medyada nakliyat sigortası müşterilerine yönelik paylaşımlar yapan sigorta şirketinin nakliyat sigortası ürününü satmayı tercih ederim.	☐	☐	☐	☐	☐
4	Başka bir sigorta şirketinin, sosyal medyada nakliyat sigortası müşterilerine yönelik paylaşımlar yapan sigorta şirketinden hiçbir farkı olmasa bile, nakliyat sigortası müşterilerine yönelik paylaşımlar yapan sigorta şirketinin nakliyat sigortası ürününü satmak daha zekice görünür.	☐	☐	☐	☐	☐
5	Diğer sigorta şirketleri de birebir aynı teminatı sunsa bile, Google arama sonuçlarında en üstlerde olan sigorta şirketinin nakliyat sigortası ürününü satmak daha mantıklıdır.	☐	☐	☐	☐	☐
6	Bir başka sigorta şirketi de aynı teminatları sunsa bile, Google "Nakliyat Sigortası"	☐	☐	☐	☐	☐

	arama sonuçlarında en üstlerde olan sigorta şirketinin nakliyat sigortası ürününü satmayı tercih ederim.					
7	Başka sigorta şirketinin, Google "Nakliyat Sigortası" arama sonuçlarında en üstlerde olan sigorta şirketininki kadar iyi bir nakliyat sigortası ürünü olsa bile, Google "Nakliyat Sigortası" arama sonuçlarında en üstlerde olan sigorta şirketinin nakliyat sigortası ürününü satmayı tercih ederim.	☐	☐	☐	☐	☐
8	Başka bir sigorta şirketinin, Google "Nakliyat Sigortası" arama sonuçlarında en üstlerde olan sigorta şirketinden hiçbir farkı olmasa bile, Google "Nakliyat Sigortası" arama sonuçlarında en üstlerde olan sigorta şirketinin nakliyat sigortası ürününü satmak daha zekice görünür.	☐	☐	☐	☐	☐
9	Diğer sigorta şirketleri de birebir aynı teminatı sunsa bile, nakliyat sigortası müşterilerine kampanya vb. bilgilendirme maili gönderen sigorta şirketinin nakliyat sigortası ürününü satmak daha mantıklıdır.	☐	☐	☐	☐	☐
10	Bir başka sigorta şirketi de aynı teminatları sunsa bile, nakliyat sigortası müşterilerine kampanya vb. bilgilendirme maili gönderen sigorta şirketinin nakliyat sigortası ürününü satmayı tercih ederim.	☐	☐	☐	☐	☐
11	Başka sigorta şirketinin, nakliyat sigortası müşterilerine kampanya vb. bilgilendirme maili gönderen sigorta şirketininki kadar iyi bir nakliyat sigortası ürünü olsa bile, nakliyat sigortası müşterilerine kampanya vb. bilgilendirme maili gönderen sigorta şirketinin nakliyat sigortası ürününü satmayı tercih ederim.	☐	☐	☐	☐	☐
12	Başka bir sigorta şirketinin, nakliyat sigortası müşterilerine kampanya vb. bilgilendirme maili gönderen sigorta şirketinden hiçbir farkı olmasa bile, nakliyat sigortası müşterilerine kampanya vb. bilgilendirme maili gönderen sigorta şirketinin nakliyat sigortası ürününü satmak daha zekice görünür.	☐	☐	☐	☐	☐
13	Diğer sigorta şirketleri de birebir aynı teminatı sunsa bile, nakliyat sigortalarına özel websitesi olan sigorta şirketinin nakliyat sigortası ürününü satmak daha mantıklıdır.	☐	☐	☐	☐	☐
14	Bir başka sigorta şirketi de aynı teminatları sunsa bile, nakliyat sigortalarına özel websitesi olan sigorta şirketinin nakliyat sigortası ürününü satmayı tercih ederim.	☐	☐	☐	☐	☐
15	Başka sigorta şirketinin, nakliyat sigortalarına özel websitesi olan sigorta şirketininki kadar iyi bir nakliyat sigortası ürünü olsa bile, nakliyat sigortalarına özel websitesi olan sigorta şirketinin nakliyat sigortası ürününü satmayı tercih ederim.	☐	☐	☐	☐	☐
16	Başka bir sigorta şirketinin, nakliyat sigortalarına özel websitesi olan sigorta şirketinden hiçbir farkı olmasa bile, nakliyat sigortalarına özel websitesi olan sigorta şirketinin nakliyat sigortası ürününü satmak daha zekice görünür.	☐	☐	☐	☐	☐
17	Diğer sigorta şirketleri de birebir aynı teminatı sunsa bile, nakliyat sigortaları müşterine yönelik mobil cihazlar üzerinden reklam, kampanya vb. yapan sigorta şirketinin nakliyat sigortası ürününü satmak daha mantıklıdır.	☐	☐	☐	☐	☐
18	Bir başka sigorta şirketi de aynı teminatları sunsa bile, nakliyat sigortaları müşterine yönelik mobil cihazlar üzerinden reklam, kampanya vb. yapan sigorta şirketinin nakliyat sigortası ürününü satmayı tercih ederim.	☐	☐	☐	☐	☐
19	Başka sigorta şirketinin, nakliyat sigortaları müşterine yönelik mobil cihazlar üzerinden reklam, kampanya vb. yapan sigorta şirketininki kadar iyi bir nakliyat sigortası ürünü olsa bile, nakliyat sigortaları müşterine yönelik mobil cihazlar üzerinden reklam, kampanya vb. yapan sigorta şirketinin nakliyat sigortası ürününü satmayı tercih ederim.	☐	☐	☐	☐	☐
20	Başka bir sigorta şirketinin, nakliyat sigortaları müşterine yönelik mobil cihazlar üzerinden reklam, kampanya vb. yapan sigorta şirketinden hiçbir farkı olmasa bile, nakliyat sigortaları müşterine yönelik mobil cihazlar üzerinden reklam, kampanya vb. yapan sigorta şirketinin nakliyat sigortası ürününü satmak daha zekice görünür.	☐	☐	☐	☐	☐

Bölüm 3

Hizmet Sağlayıcıdan Memnuniyet **Aşağıdaki hususları, Nakliyat Sigortaları alanında çalıştığınız sigorta şirketlerini gözeterek değerlendiriniz.**		Kesinlikle Katılmıyorum	Katılmıyorum	Ortadayım	Katılıyorum	Kesinlikle Katılıyorum
Bu ölçekte; (1) Kesinlikle katılmıyorum, (2) Katılmıyorum, (3) Ortadayım, (4) Katılıyorum (5) Kesinlikle katılıyorum yanıtını temsil etmektedir.		1	2	3	4	5
21	Bir sigorta şirketi ile çalışma kararımdan, sosyal medyada nakliyat sigortası müşterilerine yönelik paylaşımlar yaptıklarında daha memnun olurum.	☐	☐	☐	☐	☐
22	Bir sigorta şirketi ile çalışma kararım, sosyal medyada nakliyat sigortası müşterilerine yönelik paylaşımlar yaptıklarında daha akıllıca bir hale gelir.	☐	☐	☐	☐	☐
23	Bir sigorta şirketi ile çalışma kararım hakkında, sosyal medyada nakliyat sigortası müşterilerine yönelik paylaşımlar yaptıklarında daha iyi hissederim.	☐	☐	☐	☐	☐
24	Bir sigorta şirketi ile çalışma kararımdan, Google "Nakliyat Sigortası" arama sonuçlarında en üstlerde yer aldıklarında daha memnun olurum.	☐	☐	☐	☐	☐
25	Bir sigorta şirketi ile çalışma kararım, Google "Nakliyat Sigortası" arama sonuçlarında en üstlerde yer aldıklarında daha akıllıca bir hale gelir.	☐	☐	☐	☐	☐
26	Bir sigorta şirketi ile çalışma kararım hakkında, Google "Nakliyat Sigortası" arama sonuçlarında en üstlerde yer aldıklarında daha iyi hissederim.	☐	☐	☐	☐	☐
27	Bir sigorta şirketi ile çalışma kararımdan, nakliyat sigortası müşterilerine kampanya vb. bilgilendirme maili gönderdiklerinde, daha memnun olurum.	☐	☐	☐	☐	☐
28	Bir sigorta şirketi ile çalışma kararım, nakliyat sigortası müşterilerine kampanya vb. bilgilendirme maili gönderdiklerinde, daha akıllıca bir hale gelir.	☐	☐	☐	☐	☐
29	Bir sigorta şirketi ile çalışma kararım hakkında, nakliyat sigortası müşterilerine kampanya vb. bilgilendirme maili gönderdiklerinde, daha iyi hissederim.	☐	☐	☐	☐	☐
30	Bir sigorta şirketi ile çalışma kararımdan, nakliyat sigortalarına özel websiteleri olduğunda, daha memnun olurum.	☐	☐	☐	☐	☐
31	Bir sigorta şirketi ile çalışma kararım, nakliyat sigortalarına özel websiteleri olduğunda, daha akıllıca bir hale gelir.	☐	☐	☐	☐	☐
32	Bir sigorta şirketi ile çalışma kararım hakkında, nakliyat sigortalarına özel websiteleri olduğunda, daha iyi hissederim.	☐	☐	☐	☐	☐
33	Bir sigorta şirketi ile çalışma kararımdan, nakliyat sigortaları müşterine yönelik mobil cihazlar üzerinden reklam, kampanya vb. yaptıklarında, daha memnun olurum.	☐	☐	☐	☐	☐
34	Bir sigorta şirketi ile çalışma kararım, nakliyat sigortaları müşterine yönelik mobil cihazlar üzerinden reklam, kampanya vb. yaptıklarında, daha akıllıca bir hale gelir.	☐	☐	☐	☐	☐
35	Bir sigorta şirketi ile çalışma kararım hakkında, nakliyat sigortaları müşterine yönelik mobil cihazlar üzerinden reklam, kampanya vb. yaptıklarında, daha iyi hissederim.	☐	☐	☐	☐	☐

Bölüm 4						
Hizmet Sağlayıcıdan Memnuniyet **Aşağıdaki hususları, Nakliyat Sigortaları alanında çalıştığınız standart komisyon veren sigorta şirketlerini gözeterek değerlendiriniz.**		Kesinlikle Katılmıyorum	Katılmıyorum	Ortadayım	Katılıyorum	Kesinlikle Katılıyorum
Bu ölçekte; (1) Kesinlikle katılmıyorum, (2) Katılmıyorum, (3) Ortadayım, (4) Katılıyorum (5) Kesinlikle katılıyorum yanıtını temsil etmektedir.		1	2	3	4	5
36	Sosyal medyada nakliyat sigortası müşterilerine yönelik paylaşımlar yapan bir sigorta şirketinden daha memnun olurum.	☐	☐	☐	☐	☐
37	Sosyal medyada nakliyat sigortası müşterilerine yönelik paylaşımlar yaptıklarında, bir sigorta şirketinden elde ettiklerim; nakliyat sigortaları ürünleri için beklentilerimi karşılar.	☐	☐	☐	☐	☐

38	Google "Nakliyat Sigortası" arama sonuçlarında en üstlerde olan sigorta şirketinden daha memnun olurum.	☐	☐	☐	☐	☐
39	Google "Nakliyat Sigortası" arama sonuçlarında en üstlerde yer aldıklarında, bir sigorta şirketinden elde ettiklerim; nakliyat sigortaları ürünleri için beklentilerimi karşılar.	☐	☐	☐	☐	☐
40	Nakliyat sigortası müşterilerine kampanya vb. bilgilendirme maili gönderen sigorta şirketinden daha memnun olurum.	☐	☐	☐	☐	☐
41	Nakliyat sigortası müşterilerine kampanya vb. bilgilendirme maili gönderdiklerinde, bir sigorta şirketinden elde ettiklerim; nakliyat sigortaları ürünleri için beklentilerimi karşılar.	☐	☐	☐	☐	☐
42	Nakliyat sigortalarına özel websiteleri olan sigorta şirketinden daha memnun olurum.	☐	☐	☐	☐	☐
43	Nakliyat sigortalarına özel websiteleri olduğunda, bir sigorta şirketinden elde ettiklerim; nakliyat sigortaları ürünleri için beklentilerimi karşılar.	☐	☐	☐	☐	☐
44	Nakliyat sigortaları müşterine yönelik mobil cihazlar üzerinden reklam, kampanya vb. yapan sigorta şirketinden daha memnun olurum.	☐	☐	☐	☐	☐
45	Nakliyat sigortaları müşterine yönelik mobil cihazlar üzerinden reklam, kampanya vb. yaptıklarında, bir sigorta şirketinden elde ettiklerim; nakliyat sigortaları ürünleri için beklentilerimi karşılar.	☐	☐	☐	☐	☐

Bölüm 5						
Hizmet Sağlayıcıdan Memnuniyet **Aşağıdaki hususları, Nakliyat Sigortaları alanında çalıştığınız standart üstü komisyon veren sigorta şirketlerini gözeterek değerlendiriniz.**		Kesinlikle Katılmıyorum	Katılmıyorum	Ortadayım	Katılıyorum	Kesinlikle Katılıyorum
Bu ölçekte; (1) Kesinlikle katılmıyorum, (2) Katılmıyorum, (3) Ortadayım, (4) Katılıyorum (5) Kesinlikle katılıyorum yanıtını temsil etmektedir.		1	2	3	4	5
46	Sosyal medyada nakliyat sigortası müşterilerine yönelik paylaşımlar yapan bir sigorta şirketinden daha memnun olurum.	☐	☐	☐	☐	☐
47	Sosyal medyada nakliyat sigortası müşterilerine yönelik paylaşımlar yaptıklarında, bir sigorta şirketinden elde ettiklerim; nakliyat sigortaları ürünleri için beklentilerimi karşılar.	☐	☐	☐	☐	☐
48	Google "Nakliyat Sigortası" arama sonuçlarında en üstlerde olan sigorta şirketinden daha memnun olurum.	☐	☐	☐	☐	☐
49	Google "Nakliyat Sigortası" arama sonuçlarında en üstlerde yer aldıklarında, bir sigorta şirketinden elde ettiklerim; nakliyat sigortaları ürünleri için beklentilerimi karşılar.	☐	☐	☐	☐	☐
50	Nakliyat sigortası müşterilerine kampanya vb. bilgilendirme maili gönderen sigorta şirketinden daha memnun olurum.	☐	☐	☐	☐	☐
51	Nakliyat sigortası müşterilerine kampanya vb. bilgilendirme maili gönderdiklerinde, bir sigorta şirketinden elde ettiklerim; nakliyat sigortaları ürünleri için beklentilerimi karşılar.	☐	☐	☐	☐	☐
52	Nakliyat sigortalarına özel websiteleri olan sigorta şirketinden daha memnun olurum.	☐	☐	☐	☐	☐
53	Nakliyat sigortalarına özel websiteleri olduğunda, bir sigorta şirketinden elde ettiklerim; nakliyat sigortaları ürünleri için beklentilerimi karşılar.	☐	☐	☐	☐	☐
54	Nakliyat sigortaları müşterine yönelik mobil cihazlar üzerinden reklam, kampanya vb. yapan sigorta şirketinden daha memnun olurum.	☐	☐	☐	☐	☐
55	Nakliyat sigortaları müşterine yönelik mobil cihazlar üzerinden reklam, kampanya vb. yaptıklarında, bir sigorta şirketinden elde ettiklerim; nakliyat sigortaları ürünleri için beklentilerimi karşılar.	☐	☐	☐	☐	☐

APPENDIX 2: Survey Questions in English

Section 1	
General Information about the applicant	
Age	
Gender	☐Female ☐Male
City	
Work Place	☐Agency ☐Broker ☐Bancassurance
What is the annual marine insurance portfolio of the intermediary you are working for?	☐Less than TL 1M ☐Between TL 1M - TL 10M ☐More than TL 10M
How many years of experience do you have in the sector?	
What is your position's level in your work place?	☐Owner of the intermediary ☐Executive ☐Specialist ☐Officer
How do you define the marine insurance experience of the intermediary you are working for?	☐I have been specialized on marine insurance. ☐Even though not specialized, I am experienced on marine insurance. ☐I am on the stage of building a marine insurance portfolio.
Do you have authority to decide to/get involved in the decision of the insurance company which you will demand a proposal/issue a policy when one of your customers demand a marine insurance coverage?	☐Yes ☐No

Section 2						
Brand Equity **Please evaluate the items below regarding the insurance companies you are working in Marine Insurance.**		Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
In this scale; (1) Strongly Disagree, (2) Disagree, (3) Neutral, (4) Agree, (5) Strongly Agree		1	2	3	4	5
1	It makes sense to sell an insurance company's marine insurance product instead of any other company, even if they are the same when they have social media posts towards marine insurance customers.	☐	☐	☐	☐	☐
2	Even if another brand has the same features as an insurance company has social media posts towards marine insurance customers, I would prefer to sell their marine insurance product.	☐	☐	☐	☐	☐
3	If there is a marine insurance product of another insurance company as good as the one who has social media posts towards marine insurance customers; I prefer to sell the one with social media posts towards marine insurance customers.	☐	☐	☐	☐	☐
4	If another insurance company is not different from an insurance company who has social media posts towards marine insurance customers in any way; it seems smarter to sell the one with social media posts towards marine insurance customers.	☐	☐	☐	☐	☐
5	It makes sense to sell an insurance company's marine insurance product instead of any other company, even if they are the same when they have higher rank in	☐	☐	☐	☐	☐

	Google "Marine Insurance" search.					
6	Even if another brand has the same features as an insurance company has higher rank in Google "Marine Insurance" search, I would prefer to sell their marine insurance product.	☐	☐	☐	☐	☐
7	If there is a marine insurance product of another insurance company as good as the one who has higher rank in Google "Marine Insurance" search; I prefer to sell the one with higher rank in Google "Marine Insurance" search.	☐	☐	☐	☐	☐
8	If another insurance company is not different from an insurance company who has higher rank in Google "Marine Insurance" search in any way; it seems smarter to sell the one with higher rank in Google "Marine Insurance" search.	☐	☐	☐	☐	☐
9	It makes sense to sell an insurance company's marine insurance product instead of any other company, even if they are the same when they send campaign etc. informing e-mails to marine insurance customers.	☐	☐	☐	☐	☐
10	Even if another brand has the same features as an insurance company send campaign etc. informing e-mails to marine insurance customers, I would prefer to sell their marine insurance product.	☐	☐	☐	☐	☐
11	If there is a marine insurance product of another insurance company as good as the one who sends campaign etc. informing e-mails to marine insurance customers; I prefer to sell the one with E-mail marketing activities towards marine insurance customers.	☐	☐	☐	☐	☐
12	If another insurance company is not different from an insurance company who sends campaign etc. informing e-mails to marine insurance customers in any way; it seems smarter to sell the one with E-mail marketing activities towards marine insurance customers.	☐	☐	☐	☐	☐
13	It makes sense to sell an insurance company's marine insurance product instead of any other company, even if they are the same when they have micro website of marine insurance.	☐	☐	☐	☐	☐
14	Even if another brand has the same features as an insurance company has micro website of marine insurance, I would prefer to sell their marine insurance product.	☐	☐	☐	☐	☐
15	If there is a marine insurance product of another insurance company as good as the one who has micro website of marine insurance; I prefer to sell the one with micro website of marine insurance.	☐	☐	☐	☐	☐
16	If another insurance company is not different from an insurance company who has micro website of marine insurance in any way; it seems smarter to sell the one with micro website of marine insurance.	☐	☐	☐	☐	☐
17	It makes sense to sell an insurance company's marine insurance product instead of any other company, even if they are the same when they have ads, campaigns etc. through mobile devices towards marine insurance customers.	☐	☐	☐	☐	☐
18	Even if another brand has the same features as an insurance company has ads, campaigns etc. through mobile devices towards marine insurance customers, I would prefer to sell their marine insurance product.	☐	☐	☐	☐	☐
19	If there is a marine insurance product of another insurance company as good as the one who has ads, campaigns etc. through mobile devices towards marine insurance customers; I prefer to sell the one with ads, campaigns etc. through mobile devices towards marine insurance customers.	☐	☐	☐	☐	☐
20	If another insurance company is not different from an insurance company who has ads, campaigns etc. through mobile devices towards marine insurance customers in any way; it seems smarter to sell the one with ads, campaigns etc. through mobile devices towards marine insurance customers.	☐	☐	☐	☐	☐

Section 3

Satisfaction with Insurance Company **Please evaluate the items below regarding the insurance companies you are working in Marine Insurance.**		Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
In this scale; (1) Strongly Disagree, (2) Disagree, (3) Neutral, (4) Agree, (5) Strongly Agree		1	2	3	4	5
21	I am happier with my decision to work with an insurance company when they have social media posts towards marine insurance customers.	☐	☐	☐	☐	☐
22	My choice of an insurance company becomes a wiser one when they have social media posts towards marine insurance customers.	☐	☐	☐	☐	☐
23	I feel better about my decision to work with an insurance company when they have social media posts towards marine insurance customers.	☐	☐	☐	☐	☐
24	I am happier with my decision to work with an insurance company when they have higher rank in Google "Marine Insurance" search.	☐	☐	☐	☐	☐
25	My choice of an insurance company becomes a wiser one when they have higher rank in Google "Marine Insurance" search.	☐	☐	☐	☐	☐
26	I feel better about my decision to work with an insurance company when they have higher rank in Google "Marine Insurance" search.	☐	☐	☐	☐	☐
27	I am happier with my decision to work with an insurance company when they send campaign etc. informing e-mails to marine insurance customers.	☐	☐	☐	☐	☐
28	My choice of an insurance company becomes a wiser one when they send campaign etc. informing e-mails to marine insurance customers.	☐	☐	☐	☐	☐
29	I feel better about my decision to work with an insurance company when they send campaign etc. informing e-mails to marine insurance customers.	☐	☐	☐	☐	☐
30	I am happier with my decision to work with an insurance company when they have micro website marketing activities towards marine insurance customers.	☐	☐	☐	☐	☐
31	My choice of an insurance company becomes a wiser one when they have micro website marketing activities towards marine insurance customers.	☐	☐	☐	☐	☐
32	I feel better about my decision to work with an insurance company when they have micro website marketing activities towards marine insurance customers.	☐	☐	☐	☐	☐
33	I am happier with my decision to work with an insurance company when they have ads, campaigns etc. through mobile devices towards marine insurance customers.	☐	☐	☐	☐	☐
34	My choice of an insurance company becomes a wiser one when they have ads, campaigns etc. through mobile devices towards marine insurance customers.	☐	☐	☐	☐	☐
35	I feel better about my decision to work with an insurance company when they have ads, campaigns etc. through mobile devices towards marine insurance customers.	☐	☐	☐	☐	☐

Section 4						
Satisfaction with Insurance Company **Please evaluate the items below regarding the insurance companies you are working in Marine Insurance of which commission rates are standard.**		Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
In this scale; (1) Strongly Disagree, (2) Disagree, (3) Neutral, (4) Agree, (5) Strongly Agree		1	2	3	4	5
36	I am more satisfied with an insurance company when they have social media posts towards marine insurance customers.	☐	☐	☐	☐	☐
37	What I get from an insurance company meets my needs of what I expect for marine insurance products when they have social media posts towards marine insurance customers.	☐	☐	☐	☐	☐
38	I am more satisfied with an insurance company when they have higher rank in	☐	☐	☐	☐	☐

	Google "Marine Insurance" search.					
39	What I get from an insurance company meets my needs of what I expect for marine insurance products when they have higher rank in Google "Marine Insurance" search.	☐	☐	☐	☐	☐
40	I am more satisfied with an insurance company when they send campaign etc. informing e-mails to marine insurance customers.	☐	☐	☐	☐	☐
41	What I get from an insurance company meets my needs of what I expect for marine insurance products when they send campaign etc. informing e-mails to marine insurance customers.	☐	☐	☐	☐	☐
42	I am more satisfied with an insurance company when they have micro website marketing activities towards marine insurance customers.	☐	☐	☐	☐	☐
43	What I get from an insurance company meets my needs of what I expect for marine insurance products when they have micro website marketing activities towards marine insurance customers.	☐	☐	☐	☐	☐
44	I am more satisfied with an insurance company when they have ads, campaigns etc. through mobile devices towards marine insurance customers.	☐	☐	☐	☐	☐
45	What I get from an insurance company meets my needs of what I expect for marine insurance products when they have ads, campaigns etc. through mobile devices towards marine insurance customers.	☐	☐	☐	☐	☐

Section 5						
Satisfaction with Insurance Company **Please evaluate the items below regarding the insurance companies you are working in Marine Insurance of which commission rates are standard.**		Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
In this scale; (1) Strongly Disagree, (2) Disagree, (3) Neutral, (4) Agree, (5) Strongly Agree		1	2	3	4	5
46	I am more satisfied with an insurance company when they have social media posts towards marine insurance customers.	☐	☐	☐	☐	☐
47	What I get from an insurance company meets my needs of what I expect for marine insurance products when they have social media posts towards marine insurance customers.	☐	☐	☐	☐	☐
48	I am more satisfied with an insurance company when they have higher rank in Google "Marine Insurance" search.	☐	☐	☐	☐	☐
49	What I get from an insurance company meets my needs of what I expect for marine insurance products when they have higher rank in Google "Marine Insurance" search.	☐	☐	☐	☐	☐
50	I am more satisfied with an insurance company when they send campaign etc. informing e-mails to marine insurance customers.	☐	☐	☐	☐	☐
51	What I get from an insurance company meets my needs of what I expect for marine insurance products when they send campaign etc. informing e-mails to marine insurance customers.	☐	☐	☐	☐	☐
52	I am more satisfied with an insurance company when they have micro website marketing activities towards marine insurance customers.	☐	☐	☐	☐	☐
53	What I get from an insurance company meets my needs of what I expect for marine insurance products when they have micro website marketing activities towards marine insurance customers.	☐	☐	☐	☐	☐
54	I am more satisfied with an insurance company when they have ads, campaigns etc. through mobile devices towards marine insurance customers.	☐	☐	☐	☐	☐
55	What I get from an insurance company meets my needs of what I expect for marine insurance products when they have ads, campaigns etc. through mobile devices towards marine insurance customers.	☐	☐	☐	☐	☐