

**ISTANBUL TECHNICAL UNIVERSITY ★ GRADUATE SCHOOL OF**  
**SCIENCE ENGINEERING AND TECHNOLOGY**

**COMMUNICATION EFFECTIVENESS OF POSTS IN ONLINE BRAND  
COMMUNITIES: A CONTENT ANALYSIS APPROACH**



**M.Sc. THESIS**

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**Department of Management Engineering**  
**Management Engineering Programme**

**Thesis Advisor: Prof. Dr. Nimet URAY**

**September 2017**



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**ÇEVİRİMİÇİMARKA TOPLULUKLARININ PAYLAŞIMLARININ İLETİŞİM  
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**To my family and my love,**



## **FOREWORD**

Firstly, I would like to express my gratitude to my family, without their selfless support, I would not have the opportunity to study here and write my thesis. I would like to thank my father and my mother particularly for their encouragement in my life and teaching me to be independent.

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## **ABBREVIATIONS**

<b>eWOM</b>	: Electronic Word of Mouth
<b>Sig</b>	: Significance
<b>WOM</b>	: Word of Mouth
<b>SM</b>	: Social Media
<b>AMA</b>	: American Marketing Association
<b>IMC</b>	: Integrated Marketing Communication
<b>EARN</b>	: European Academic and Research Network
<b>BITNET</b>	: Because It's Time Network
<b>TUVEKA</b>	: Turkey Universities and Research Society
<b>EDI</b>	: Electronic Data Interchange
<b>EFT</b>	: Electronic Fund Transfer
<b>SNS</b>	: Social Networking Sites
<b>FMCG</b>	: Fast-Moving Consumer Goods





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## **COMMUNICATION EFFECTIVENESS OF POSTS IN ONLINE BRAND COMMUNITIES: A CONTENT ANALYSIS APPROACH**

### **SUMMARY**

Communication with customers in today's world has unique effects on marketing efforts. In the digital era of marketing, a specific way to implement digital strategies is to create and operate brand fan communities on social networking sites (e.g., Facebook and Twitter). Since the brand community encourages members to become loyal fans of the brand, marketers increasingly focus on brand communities based on the way they create value for their companies and their customers. Brands moderate these fan pages as a place to communicate with posts (including videos, messages, images, information, and other materials) to develop long-term relationships with customers, to increase customer loyalty, and to gain feedback on products and companies. The customers' subsequent reactions—reposting, commenting on, or liking the posts—reflects the popularity of the brand's post. The aim of the study is to investigate and discuss what factors affect brand post popularity. In order to investigate the possible drivers of popularity, this thesis selects four brands from two separate sectors, which are Toyota and Renault from durable goods sector, and Coca-Cola and PepsiCo from the fast-moving consumer goods sector. Official Turkish accounts for these brands are analyzed to determine the correlation between the driving factors and brand post popularity pairwise.

In the literature, the results of the conceptual model proposed by de Vries, Gensler, and Leeflang (2012) show that interactivity is the most important factor affecting popularity; i.e. a higher level of interactivity would help boost popularity. Content type and vividness are the other factors that are positively correlated with brand post popularity (Ryan and Zabin 2010; Amir Hassan Zadeh and Ramesh Sharda 2014). For this reason, this study includes all these factors as the possible drivers of post popularity. In addition, the impact of different social media networks on post effectiveness has also been considered. Facebook and Twitter are chosen as two contrasting popular social media networks, in order to examine how they are used by the four different brands, and how the social networks differ. The brands used were Toyota and Renault for the durable goods sector and Coca-Cola and PepsiCo for fast moving consumer products.

The findings of this research provide important insights to the managers responsible for administrating brand communities, namely to decide which characteristics and content should be included in brand posts. The results of the analysis also enable managers to make comparisons between different social media platforms in terms of communication content and strategies.



## ÇEVİRİMİÇİ MARKA TOPLULUKLARININ PAYLAŞIMLARININ İLETİŞİM ETKİNLİĞİ : İÇERİK ANALİZİ YAKLAŞIMI

### ÖZET

Hızla gelişen teknolojinin en önemli etkilerinden biri de ürün hayat döngülerinin kısalması olmuştur. Bu durum ise firmaların hem pazarlama hem de iletişim alanlarında farklılaşması gerekliliğini doğurmaktadır. Bu tüketim sürecinde başarılı olabilmek adına ürünleri doğru kitleye doğru şekilde pazarlamanın önemi her geçen gün artmaktadır. Bu nedenle müşteri ihtiyaçlarını iyi anlayabilmek, bu ihtiyaçlara yönelik ürün ve hizmetler sunabilmek, hedef kitlelerin yeni ürünlere karşı tutum ve davranışlarını öğrenmek firmalar için kritik bir öneme sahiptir. Bu noktada “marka topluluğu” kavramı devreye girmekte ve bu kavram firma ile tüketiciler arasında güçlü bir bağ oluşturulmasına olanak sağlamaktadır. Marka toplulukları tamamıyla gönüllülük esasına dayalı, marka kullanıcıları veya marka tarafından oluşturulan üyelerin birbirleriyle ve markayla çift yönlü iletişim kurabilmesini sağlayan topluluklardır. Marka topluluğu, tüketicinin markayla olan ilişkilerinin bütünü ifade etmektedir. Üyeler bu topluluklarda ürünler hakkında bilgi almak fikir ve tecrübeleri ile marka aidiyetini paylaşabilmek için bulunmaktadırlar. Dolayısıyla tüketicinin bir markayla olan ilişkisi, markayla, firmayla, ürün kullanımıyla ve markayı kullanan diğer tüketicilerle olan ilişkisini kapsamaktadır.

Sosyal medyanın gelişimiyle birlikte insanlar, iletişim, bilgi alma ve araştırma faaliyetlerini sosyal medya üzerinden gerçekleştirmeye başlamıştır. Bu durum ise marka topluluklarının sosyal medyaya taşınmasını sağlamıştır. Türkiye’de de sosyal medya araçlarının günlük yaşamın vazgeçilmez bir parçası haline gelmesiyle, pazarlama yöneticilerinin iletişim alanında ve özellikle yeni ürünlerin tanıtılmasında bu platformlara ilgi göstermesi sonucunu beraberinde getirmiştir. Firmaların sosyal medya üzerinden markalarını tanıtmak ve müşterileriyle iletişim halinde olabilmek adına seçtikleri öncelikli iki platform Facebook ve Twitter olmaktadır. 2016 araştırma zirvesi raporlarına göre Türkiye’de 48 milyondan fazla Internet kullanıcısı bulunmakta ve bu kullanıcıların tamamına yakını aktif sosyal medya kullanıcısı olarak gözükmektedir. Türkiye dünya sıralamasında sosyal medya kullanımı alanında 7. sırada yer almaktadır. Socialbakers’ın 2016 Türkiye Sosyal Medya Kullanımı Raporu’na göre Facebook’un 32 milyonun üzerinde kullanıcısı bulunmaktadır. Bu rakam Twitter için 8 milyon civarındadır.

İnternet kullanım oranlarının artmasıyla birlikte organizasyonlar son dönemde sosyal medyalarda oluşturulan çevrimiçi marka topluluklarının önemini kavramaya ve bu ağları müşterileriyle iletişim kurabilecekleri, pazarlama faaliyetlerini sürdürebilecekleri alanlar olarak kullanmaya başlamışlardır. Bu sayede firmalar müşterileri arasında daha dinamik ve daha etkili ilişkiler oluşturmaktadır. Özellikle sosyal medyanın etkisiyle farklı bir pazar ortamı ve aslında yeni bir pazarlama iletişimi kanalı olarak bu topluluklar ortaya çıkmaktadır. Çevrimiçi marka

topluluklarının Internet kullanıcıları tarafından yoğun bir şekilde kullanılmasının ana nedeni, bu toplulukların kullanıcıyı esas alan bir anlayış çerçevesinde kişisel alanlara ve bağlantılara izin vermesi ve zaman ve mekandan bağımsız olarak topluluğa katılıma ve bilgi değişimine olanak sağlamasıdır. Çevrimiçi marka topluluklarını firmalar açısından önemli kılan unsurlar ise müşterileriyle doğrudan ilişki kurabilecekleri, müşterilerinin ihtiyaçlarını ve geri dönüşlerini toplayabilecekleri, müşteri bağlılığını arttırabilecekleri bir kanal olmasından kaynaklanmaktadır. Bu sayede firmalar pazarlama stratejilerini ve ürünlerini geliştirebilecekleri dinamik, etkili bir topluluğa sahip olmaktadır. Ayrıca pazarlama alanında yeni ürünlerin satın alma niyetinin oluşturulmasında kritik olan bir diğer kavram da fikir liderliğidir. Ürün ve markaya dair kapsamlı bilgiye sahip olan fikir liderleri kulaktan kulağa iletişimi kullanarak tutum ve davranışları etkileyebilmektedir. Rogers'a (2003) göre fikir liderleri ticari kaygı taşımadıkları için bu kişilerin düşünceleri pazarlama kanallarına nazaran daha güvenilir bulunmaktadır. Çevrimiçi marka topluluklarını cazip kılan diğer nedenler ise kullanıcı deneyimlerini yansıtması, düşük maliyet ile yürütülebiliyor olması, katılımın ve ayrılmanın kolay olması olarak gösterilebilir.

Sosyal ağların pazarlama ve iletişim kanalı olarak düşünülmesine ve yoğun olarak kullanılmaya başlanmasına rağmen çevrimiçi marka toplulukları ile ilgili yapılan araştırmalar kısıtlı kalmaktadır. Yapılan bu çalışmada firmaların oluşturdukları çevrimiçi marka topluluklarında yapılan paylaşımların etkisi ölçümlenmek istenmiştir. Bu doğrultuda yapılan önceki çalışmalar incelendiğinde de Vries, Gensler ve Leeflang (2012)'in çalışması göze çarpmaktadır. Bu çalışma kapsamında firma paylaşımları paylaşımlarda kullanılan görsel araçlar bakımından (Fotoğraf, video, infografik, vb.), etkileşim araçları bakımından (link, soru, vb.) ve içerik bakımından incelenmiş ve bu araçların paylaşımlara geri dönüşü irdelenmiştir. Marka paylaşımlarına yapılan geri dönüşler ise paylaşımları beğenme ve yorum yapılması olarak değerlendirilmiştir. Yapılan yorumlar ise yorumun içeriği incelenerek pozitif, negatif ve nötr olarak sınıflandırılmıştır. Bu çalışmadan yola çıkarak oluşturulan bu tezde, öncelikle araştırma kapsamı genişletilerek kontrol değişkenlerine yapılan paylaşımların kullanıcılar tarafından, kendi sayfalarında paylaşılma sayısı eklenmiştir. Bununla birlikte Vries, Gensler ve Leeflang (2012) araştırmasında kullandığı kontrol değişkenleriyle doğrudan ilişkisi olduğunu ortaya çıkardığı araçlar genişletilerek çalışma daha kapsamlı bir hale getirilmiştir. Bu kapsamda görsel araçlara GIF kategorisi eklenmiş, Video ve Fotoğraf araçları alt başlıklara ayrılarak daha detaylı hale getirilmiştir. Etkileşim araçlarına ise Hashtag kullanımı ve Oyunlaştırma kullanımı eklenmiştir. İçerik araçları kısmına ise kutlama ve taziye mesajları gibi yeni kategoriler eklenilmiş ve kategoriler alt başlıklara ayrılarak genişletilmiştir.

Çalışma kapsamında Türkiye'nin en etkili sosyal medya kullanımını gerçekleştiren 2 farklı sektörden 4 farklı marka belirlenmiştir. Bu markaların belirlenmesinde Ekonomist dergisinin İngiliz araştırma şirketi Brandwatch ile birlikte hazırladığı Sosyal Marka 100 araştırması baz alınmıştır. Seçilen sektörler hızlı tüketim sektörü ve dayanıklı ürünler sektörüdür. Seçilen markalar ise bu sektörler için sırasıyla: Coca



Cola, PepsiCo, Toyota, Renault'tur. Çalışma kapsamında marka gönderileri hızlı tüketim sektörü için 4 aylık bir süreç kapsamında, dayanıklı alet kategorisi için ise 2 aylık bir süreç incelenmiştir. Bu süreç markaların yılbaşına özel hazırladığı kampanyalar ve indirimlerin arttığı Aralık ve Ocak aylarını içine alacak şekilde seçilmiştir. Bu dönem sürecinde markaların iletişim kanallarını daha yoğun bir şekilde kullandığı ve pazarlama çalışmalarını da yoğunlaştırdığı bilinmektedir.

Araştırma kapsamında toplamda 296 adet gönderi incelenmiştir. Bu gönderilere gelen yorumlar, yorum içerikleri, paylaşım sayıları, paylaşım içerikleri, beğenilme sayıları, kullanılan görsel, etkileşim ve içerik araçları tespit edilerek bu değişkenlerin birbirlerini nasıl etkilediği ortaya çıkarılmıştır. Çalışma kapsamında içerik analizi yöntemi kullanılmıştır. Bu çalışmadan elde edilen bulgular, marka topluluğu ve yeni ürün pazarlama bilgilerini bir araya getirerek gerek pazarlama yazınındaki boşluğu doldurmakta ve bu alanda katkı sağlamakta gerekse çevrimiçi marka topluluklarını yeni pazarlama ve iletişim kanalı olarak kullanan, kullandığı bu kanalların etkinliğine önem veren ve bu doğrultuda stratejiler geliştirmeyi hedefleyen pazarlama yöneticilerine önemli çıkarımlar sunmaktadır.





## 1. INTRODUCTION

Social media (SM) has fundamentally changed the mode of communication on the Internet. A decade ago, internet users were mostly engaged in one-way activities; today, social media has shaped the web into a highly interactive community (Tracy and Michael, 2013). Social media has become an important channel for communication by creating an environment where people easily create and share their own content and get live responses from others. With the use of social media reaching incredible levels, brands have had the opportunity to communicate with their users directly via creating their own online brand communities, which has already revealed its significance for marketing (Efthymios, 2014).

Social media has become an effective customer-relationship fostering tool for companies (SAS HBR, 2010). Companies can inform consumers of their latest news, and customers can respond to them by liking and commenting on the posts. Through such interactions, consumers become “fans” of the company, and the company’s SM account becomes an effectual “fan community” (McAlexander, Schouten, and Koenig, 2002; Muñiz and O’Guinn, 2001; de Vries, Gensler, and Leeflang, 2012). Hosting a fan community such as an online branding community is of great importance to brands. They can increase their brand loyalty and have a better chance of analyzing customer needs. Moreover, “brand fans tend to generate more positive word-of-mouth comments, while they are more emotionally attached to the brand and purchase more compared to the non-brand fans” (de Vries, Gensler, and Leeflang, 2012).

Previous research has been conducted to investigate the success of marketing activities on social media (Berthon et al., 2012; Ashley and Tuten, 2015; Scott, 2015). However, there is no definitive information about the factors that may influence the popularity of brand posts. In addition, there is not much information about the brand post effectiveness; i.e. what makes a company’s or a brand’s posts popular is still an unsolved question (Ryan and Zabin, 2010; de Vries, Gensler, and Leeflang, 2012). To fill this gap, the empirical investigation in this thesis is

constructed in close accordance with de Vries' conceptual model of brand post popularity and it is based on the content analysis method.

The target brands in this thesis are Coca-Cola, PepsiCo, Toyota, and Renault, which are listed in Economist magazine by the British BrandWatch research firm as "The Most Powerful 100 Social Media Brands of Turkey". The brands, which serve in the same product categories, are chosen according to purposeful sampling. Two of the brands are chosen from convenience goods, and two of the brands are chosen from the durable goods category.

To accomplish those goals, the aim of this study is to investigate and discuss what drives brand post popularity. Starting from a conceptual model proposed by de Vries, Gensler, and Leeflang (2012), establishing the variables, which affect the effectiveness of brand posts, and determining how these variables affect the post effectiveness will be the main topic of this thesis. After mapping these factors onto a theoretical model, these can help towards the operationalization of the concept of brand post popularity, so that it can be used in an empirical study. By analyzing the results of the Pearson Correlation test, it can be seen if those factors have any relationship to the post popularity or not, and if so, what kind of correlation it is (e.g., significant or not, positive or negative).

## **2. THE MARKETING CONCEPT AND MARKETING COMMUNICATION**

### **2.1 Definition and Evaluation of Marketing**

Marketing is a vital concept that affects the performance of firms in today's business. In the current competitive and challenging business environment, marketing is one of the crucial management capabilities for companies aiming to increase their lifetime value. Many environmental factors, especially the development of information technology, have been changing not the basic principles of marketing, but rather the ways of planning, doing, and even controlling marketing activities; therefore, the concept of marketing and its evolution from both conceptual and managerial perspectives are explained in this part of the study.

The generally accepted definition of marketing as defined by the American Marketing Association (AMA) is the planning and implementation process of the activities related to the creation, development, pricing, promotion, and distribution of products, services, and ideas, in terms of executing suitable exchanges in context to the individual and organizational targets (Mucuk, 2000). Marketing can also be defined as a process, which includes the demand and the needs of consumers, designing necessary services, and presenting them (Walters, 1992).

Marketing can be described as transactions that consumers create, and change in relation to service and goods according to their needs and demands (Kotler, 1997).

Companies aim at satisfying current customers and increasing their loyalty to the company. Moreover, they plan to attract potential customers to the company who purchase or desire to carry out purchasing activities in the market by performing marketing activities. In this context, the main features of marketing can be expressed as follows (Mucuk, 2010):

- Marketing is a whole system composed of various activities.
- As a company activities group, marketing is performed in an environment which has a dynamic structure and undergoes changes continuously.

- Marketing is an exchange activity and process used to meet the needs of individuals.
- Marketing is related to products, services, and ideas.
- Marketing is not simply advertising or the sales activity of a product. It starts with the planning and developing of the product before production and is related to pricing, promoting, and delivering the product.

The evolution of marketing began in the 1850s as a result of the Industrial Revolution in the late 18th century. After World War I, a consumer-based marketing approach was developed, also called the modern concept. Despite the fact that classical marketing aims to increase sales, the situation in the modern understanding was focused on the demands and needs of customers. Classical marketing posits that the goods sell themselves and consumers need everything that is produced. The modern marketing approach focuses on the consumer instead of products or establishment. According to this understanding, the company aims to improve its marketing approach on the basis of consumers' needs and demands (Solmaz, 2012).

However, over time, marketing approaches have changed and improved. In its historical development, there are different phases of the marketing concept. At the beginning of the marketing concept, a production-oriented notion emerged. In these stages, the companies could easily sell what they produced and they did not need promotional skills for their company's life circle. Moreover, customers were interested in purchasing the products that were already produced, rather than being interested in solving the various problems that had arisen due to their own needs and desires. In the second stage, customers acquired awareness of products and selected the most suitable product for their needs and the highest quality product from the customers' perspective among all of the current products. Therefore, companies tried to improve their products in terms of quality. In the third stage, selling was the key metric for the marketing concept. Thus, companies gave importance to increasing the sales of current products rather than improving the quality of current products (Korkmaz, Eser, Öztürk, and Işın, 2009). Goods and services started to be produced due to the needs and demands of the consumers between the 1950s and 1990s. This era is called the modern marketing era (Bose, 2002). The third stage of the history of marketing can be called the classical marketing era. Customers acquired an awareness of products and selected the most suitable and highest quality product

among all the current products. Therefore, companies tried to develop their products in terms of quality. In the late 1980s, the quantity of the consumers were diminished and there was a need for new marketing plans (Yeygel, 2007). Quick changes, developments in information and communication technologies, and the globalization phenomenon started to spread all over the world. In this context, the current marketing approach was redefined and this new phase has been named the relationship marketing era. In this age, the establishment must consider the consumers' needs and demands and they should care about the marketing division. With late capitalism and postmodernism, consumer-based marketing has been adopted in today's world, because classical segmentation is less effective for reaching consumers. Contemporarily, lifestyles, emotional motives, and identity factors affect consumer's preferences (Bose, 2002). In the 2000s, the concept of marketing changed again with the postmodern world structure. The consumers' demands and needs became more important and the target market approach was changed, as it was understood that consumer groups were more than just demographic groups. The new marketing approach was discussed, the consumers' needs and demands were eliminated, and the product or sale volume was overrated (Bayuk, 2005). This new marketing approach requires a relationship between the consumer and the brand, which is one of the most common research fields in relationship marketing.

## **2.2 Marketing Concept from a Managerial Perspective**

The concept of marketing basically focuses on customers and their relationships. The American Marketing Association's definition of the term focuses on the core concepts of product, price, promotion, and place. In addition to these marketing functions, the concept is not simply the exchange process but also the development of ongoing relationships with partners including the dealers and consumers. Nowadays, marketing comprises ongoing relationships but it is also necessary to offer more value than the competitors in keeping the relationships with the related parties. Companies offer this value with the classical four Ps of marketing and with new media, which has occurred with rapidly changing external factors.

AMA redefined marketing as the activity, set of institutions, and processes for creating, communicating, delivering, and exchanging offerings that have value for

customers, clients, partners, and society at large (American Marketing Association, 2013). These recent definitions also emphasize the importance of basic elements of the marketing mix.

According to Kotler (2014), the marketing mix is a combination of the different variables that a firm can use to influence consumers' choices. The classical four Ps are also known as the marketing mix, which includes product, place, promotion, and price elements (Indounas, 2005) Each firm is required to build up the harmony of the marketing mix and attain consumer satisfaction and loyalty as a part of their organizational goals (Kotler, 2014).

The marketing mix factors include the vital elements for a product life cycle such as a product and its important features like design, quality, and variety as well as price and its vital features such as discounts, payment period, and credit terms. In addition, promotional factors including advertising, personal selling, public relations, and distribution channels are also important elements for the effectiveness of a strategic marketing process (Wheelen and Hunger, 2011). Each element of the marketing mix is important to reach the target audience. However, the placement, production, and promotion activities have costs. The price is the only marketing mix factor that supplies revenue for the company.

All of the elements presented in Table 2.1 represent the decision areas of the marketing managers and the success of these decisions depends on the high level of integration among them. This integrative approach should be relevant for sub-categories of each element of the marketing mix. For instance, all of the marketing communication efforts or tools, such as media advertising, direct marketing, sales promotion, internet marketing, social media, event sponsorships, and public relations, need to be integrated to achieve more effective marketing communication. Thus, it is not sufficient to succeed in one of these four Ps without combining the elements of the marketing mix into a cohesive marketing strategy.



**Table 2.1:** Marketing mix elements (Source: Singh, 2013)

<b>Product</b>	<b>Place</b>	<b>Promotion</b>	<b>Price</b>
Design	Retail	Special offers	Strategies
Technology	Wholesale	Endorsements	Skimming
Usefulness	Internet	Advertising	Penetration
Convenience	Direct sales	User trials	Psychological
Quality	Peer to peer	Direct mailing	Cost-plus
Packaging	Multichannel	Leaflets/Posters	Loss leader
Branding		Free gifts	
Warranties			

Marketing facilitates the exchange process and the development of relationships by examining the needs and demands of consumers carefully, developing a product or a service that satisfies these needs, offering it at a certain price, making it available to a particular place or channel of distribution, and developing a program of promotion or communication to create awareness and interest. The basic task of marketing is combining the four elements into a marketing program to facilitate the potential for an exchange with consumers in the marketplace. (Belch and Belch, 2015) The four P's of marketing can develop a successful marketing strategy only if the combination of marketing mix elements is used. The place, promotion, product, and price can be effective with the help of marketing communication activities such as media advertising, direct marketing, sales promotion, internet marketing, social media, event sponsorships, and public relations.

### **2.3 Integrated Marketing Communication Concept**

Integrated marketing communication (IMC) builds strong relations between various marketing functions and plans and manages them as a whole with the same budgets, the same views of the market, and the same goals and objectives. IMC helps marketers to understand that the wide range of marketing and promotional tools must be coordinated to communicate effectively and present a consistent image to the target markets (Kotler, 2010).

IMC is a term that is still being debated in the literature, and there is no common definition of the concept. Scholars have defined the concept as “the same voice in the

campaign messages”, “the only strategy”, “union of disciplines” or the “coordination of integrated marketing communication actions” (Brown, 1997; Nowak and Phelps, 1994).

IMC is defined according to different perspectives. There are common features in the definition of the concepts, which can be listed below (Kitchen, Brignell, Li, and Jones, 2004);

- The most important aim of integrated marketing communication is to make a powerful impact on the target market’s potential behaviors.
- The process should be started from the potential consumers to the brand communicator. Therefore, the institution should have a point of view from outside to inside.
- Integrated marketing communication should see all the points that the brand communicates with the consumer through a distribution channel of the brand and use all the communication methods due to this point of view.
- All activities should be used for the coordination of the brand communication activities, and a strong synergy should be formed.
- All relationships between consumers and the brand should be managed sufficiently as a part of marketing communication activities.

Integrated marketing communication is important and it should be based on three significant principles. The first principle is providing coordination and collaboration between the agency and the firm for communication efforts. The second principle is based on the consumers. The consumers’ needs and demands change due to environmental factors and economic variables. Thus, today’s consumers are more conscious and more selective about shopping. Because of these reasons, it is difficult to reach potential consumers who are under the information overload. That is why, in order to overcome this difficulty and create image-brand integrity, the communication messages of the brands must be more consistent. The last principle behind the need for integrated marketing communication activities is the need to integrate different marketing activities like advertising, public relations, and promotional activities. All communicational activities can be successful only if they

are seen as a system. As a result, communication activities should be seen as integrated and be planned considering this strategy (Iacobucci and Calder, 2003)





### **3. MARKETING COMMUNICATION IN DIGITAL WORLD: THE ROLE OF THE INTERNET AND THE SOCIAL MEDIA**

#### **3.1 The Growth of the Internet**

In the early 1990s, the Internet made a grand entrance into the marketing world that would change all marketing perspectives forever with a new significant channel. The Internet is the most important vehicle among the new information technologies and it has changed the world's structure deeply.

In a way that has not occurred since the Industrial Revolution, the spread of the Internet has been a severe paradigm shift in all aspects of business processes (Srirojanat, 1998). Consequently, its use created profound impacts on marketing concepts and the way marketing activities have been conducted. At the beginning, the Internet was seen only as a communication channel for advertising and sales promotion, representing limited differences from traditional channels. Later, together with the network effect and technological advances on interfaces and computation, it has come to be considered a significant paradigm shift in the marketing world (Parasuraman, 2002).

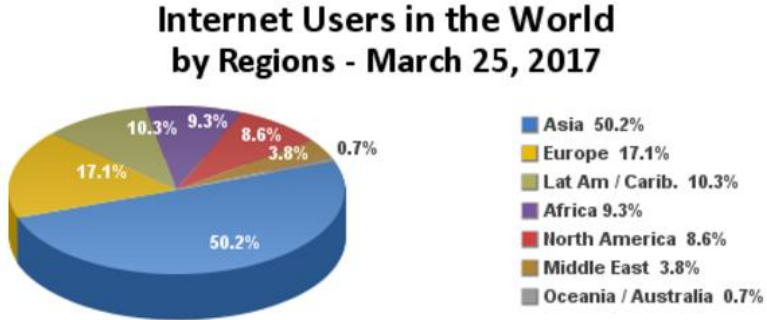
The Internet is the most significant factor among the new information technologies whose roots go back to the late 1960s. The first prototype of the Internet was developed by the United States Department of Defense for military aims under the name of ARPANET (Timisi, 2003). The Internet remained a limited technology from the time it was invented until the mid-1990s. The data transfer and speed were very slow in the early times of the Internet; however, with the technological developments in the computer area, it has been improved. In 2000s, the global data transfer system started using a fiber optic mechanism. These developments influenced the data transfer speed and the vehicle number which are connected to the Internet (Castels, 2008).

The development of the Internet in Turkey is formed by EARN (European Academic and Research Network)/BITNET (Because It's Time Network) and TUVEKA

(Turkey Universities and Research Society) corporation. However, the inadequacy of this web structure led METU and TUBITAK to rent a line in 1993 from NSFNet (National Science Foundation Network), which belonged to the U.S.A. This line remained the first line, which performed as an Internet output until 1996. In the same year, TURNET started its operations as an Internet server; and in 1999, the technical structure was recovered and TTnet was formed as a new Internet supplier in Turkey. Today, there are many private and government-related Internet service providers in Turkey, and the reach percentage is increasing day by day (Sayımer, 2008).

In 2017, 51% of the world population used Internet technology and Internet reach has increased since then. This new technology evolved rapidly, reaching an impressive number of Internet users. It has also affected marketing of companies through media, as users rapidly adopted this new technology.

The United States of America has 13% of total Internet users all over the world. As seen in Figure 3.1, Asian countries have the highest internet use in the world in terms of the ratio of the world population, with 50.2% internet penetration rate, and European countries rank second with 17.1% penetration. When the Internet usage is analyzed on a country-by-country basis, users spend the most time on the Internet in the U.S.A., with per person, per week. The Internet usage time is increasing in Turkey year by year and Turkey is the country with the youngest Internet user population. 70% of the Internet users in Turkey are under 35 years old (c, 2015). Turkey has 48 million Internet users and the penetration rate is approximately 60%. Almost all of the Internet users in Turkey have social media accounts (Url-2, 2017).



**Figure 3.1:** Proportion of Global Internet Users in Various Regions in the World  
(Source: Url-2, 2017)

Internet technology has also changed the structure of marketing approaches, since it drastically affects conception of marketing through companies, media, and consumer's behavior. Due to developments in the communication technologies, new employment areas such as electronic marketing were born (Özbay et al., 2000). Internet-based marketing or electronic marketing is distinguished from traditional marketing because neither of the sides sees each other face to face and the transaction process is done through new communication technologies. Consumers can buy the goods via the Internet. (Ene, 2002).

Even before the Internet, electronic marketing influenced the marketing process in the last 30 years. With the use of EDI (Electronic Data Interchange) and EFT (Electronic Fund Transfer) technologies, the structure of trade transactions changed rapidly. Financial institutions have been the first companies to use these technologies, especially for transferring data and payments (Scheider, 2006).

The invention of the World Wide Web and its transformation on the global scale influenced the marketing process on the Internet. The Internet was used for trade purposes starting from 1991; because until that time, any trade operations were banned on the Internet (Kelly, 2005). In addition, one of the most important Internet-based developments, which affects companies' marketing practices, is the establishment of Google. Currently, Google's monetary value is more than 163 billion dollars and it is the 5<sup>th</sup> largest company on the U.S.A. stock market (Top Players, 2009). Search engines affected both the traditional marketing approach and consumer behavior. Firms started to gain information about foreign markets and supplier information, as well as contact with consumers. Internet marketing has been popular in many companies in the U.S.A. and Europe. With this development, companies started to reach potential consumers without the previous time and place limitations (Uygur, 2010).

The rapidly developing technology also changed the consumption habits of societies. The Internet has started to be used as a direct marketing vehicle with electronic trade, electronic shopping, and online economic developments. The common parts of these developments are two-way communication and trade in the virtual arena (Merisavo & Raulas, 2004).

Internet marketing or Internet-based marketing can be defined as using the Internet or digital technology vehicles for reaching marketing aims (Chaffey, 2003). These are the reasons why marketing has never been more vital than it is today. In the early days, e-marketing and e-commerce perspectives began more naturally. They also began spreading many companies by extending their concern of marketing communications and recognizing the need for a more strategic integration of their promotional tools. These include sales promotion, direct marketing, and public relations, which created the phenomenon of Integrated Marketing Communications (IMC) that added these tools as a link between the customers and the firms. The Internet enables firms to create long-term relationships with consumers via the Internet with consumer loyalty programs or e-mail marketing.

With the development of the Internet, a new communication approach has emerged through the new media that includes various vehicles such as Internet, web sites, computer games, and DVDs, which can be evaluated as a part of virtual reality. The new media carries the interactive feature on its own; and with this specialty, it can allow two-way communication for the information producers and users (Van Dijk 2006). This structure of the new media is related to the Internet Web 2.0 technologies. The Web 2.0 technology was born in 2005 with O'Reilly Media and Media Live International Corporation as a new approach on the Internet (O'Reilly, 2005). Web 2.0 is a concept that includes new technologies, methods, and platforms. The most critical difference of Web 2.0 technology as compared to Web 1.0 technology is its user-oriented content. This means that users are a part of data producing, sharing, and using processes directly. (Akar, 2011).

Web 2.0 was defined by several authors in different ways. Web pioneer and the founder of this concept, Tim O'Reilly (2007), defined Web 2.0 as "the network as platform, spanning all connected devices; Web 2.0 applications are delivering software as a continually-updated service that gets better the more people use it, consuming and remixing data from multiple sources, including individual users, while providing their own data and services." Additionally, McLoughlin and Lee (2007) defined Web 2.0 as a "Second generation, or more personalized, a communicative form of the World Wide Web that emphasizes active participation, connectivity, collaboration and sharing of knowledge and ideas among users."



Moreover, the Web 2.0 has been covering the combination of innovations on the Web in recent years (Carmode and Krishnamurthy, 2008)

With Web 2.0, companies can communicate directly with and collect feedback from consumers. In this respect, they have the opportunity to understand the consumers' and their customers' needs better and develop relevant products and marketing practices. Because of the easy and rapid communication between the brand and its customers, the Web 2.0 has forced the firms into a faster and more dynamic structure.

The high level of competition in today's business world has changed the structure of the organizations and enhanced the role of marketing in company performance. The aim of marketing is to find out the needs of consumers and to provide more value to customers than competitors through integrated marketing activities. The firms can make sustained revenue if and only if they act in this way. Undoubtedly, integrated marketing is a concept under which a company integrates and coordinates its many communications channels to deliver a clear and consistent message about the organization and its products. (Kotler, 2003). Today, the Internet provides important opportunities and tools to companies for carrying out marketing communication activities. On the other hand, consumers can also communicate with the firms' representatives easily and directly through the Internet.

### **3.1.1 Web 1.0 technology**

Web 1.0 is the technology with which users cannot directly and easily make any changes in the Internet structure or the content on it. This is the first type of the Internet and users acted solely as the users of the web sites (Cormode and Krishnamurthy, 2008). Web technologies have evolved to reach the so-called Web 2.0, which is different from Web 1.0 in its application, because it lets users make changes easily on various web sites and post their own content.

### **3.1.2 Web 2.0 technology**

Web 2.0 technology caused a digital revolution and changed the system of mass media communication with its interactive structure. Web 2.0 is more than just an interactive interface for consumers; it affects the whole communication world deeply. This new generation Internet structure is influenced by economic, social, and

technological changes and it can be defined as a vehicle that is open to interaction and participation (O'Reilly and Musser, 2007).

- Web 2.0 technology has enriched the Internet and turned it into a real world which is related to the reality and helps the connection between more people day by day. Web 2.0 technology has formed a new technological world which is based on a collective mind. The crucial features of Web 2.0 technology are the enlargement of the Internet users population, open data transfer, collectivity of a lot of data source, multiple structure, user-oriented content, multimedia content, freedom of thoughts and alternative experiences for users with its picture, music and video based structure (Akar, 2011). The features of the Web 2.0 technology can be listed as follows (Constantinides ve Fountain, 2008):

- The focus on basic and understandable solutions in each online application.
- Creating users who do not only consume the data but also produce, share and distribute the data
- Importance of participation and interactivity of the users
- Creating new marketing facilities and job opportunities for small consumer groups and not demanded goods.

The major differences between Web 1.0 technology and Web 2.0 technology can be listed below in Table 3.1 (Zhang, Cheung, and Townsend, 2008):

In today's world, Web 2.0 technology is still effective. However, with the development of mobile technologies, there emerges a new kind of technology, which is called a semantic web, or Web 3.0 technology. This technology aims to diminish the responsibilities and duties of people on the Internet with new technological developments. (Hassanzadeh and Keyvanpour, 2011). Web 3.0 technologies are considered the third-generation Web structure. With Web 3.0 applications, the structure of the Internet will change in time, because machines with artificial intelligence will control Internet contents and create suitable information for each user (Güçdemir, 2010).

**Table 3.1:** Fundamental differences between web 1.0 technology and web 2.0 technology (Zhang, Cheung, and Townsend, 2008)

<b>Fundamental Differences</b>	<b>Web 1.0 Technology</b>	<b>Web 2.0 Technology</b>
Technological Structure	HTML based hyperlink Internet technology	Social/Interactive Internet Technology
Time Period	1994-2004	2004-Today
Approach	Evaluation of Internet as a vehicle	Evaluation of Internet as a platform and understanding the software as a vehicle
Data type	Passive data transfer to the users, reading oriented data style	Active transfer of the data to the consumers and reading-writing-creating oriented data style
Communication type	From users to computer	From user to user, from computer to computer
Information type	Search and revision	Publication and membership

### 3.1.3 Through the semantic web: Web 3.0

In Web 1.0, there was a static structure, which could only be controlled and be changed on a one-way basis. In Web 2.0, this structure has been abandoned in favor of one based on an interactive nature. In other words, the control is at the hand of the consumer and the company. That is because the companies have to create legal entities in a real sense. In Web 3.0, the situation has been created, guided, and developed by certain devices. Although there is no standard definition of Web 3.0, Suphakornthanakit (2008) defines Web 3.0 as “Linking the devices to generate new approaches of connecting to the web by several machines and exchanging data among machines.” Semantic Web is supposed to be the major actor of Web 3.0 technology.

The ‘semantic web’ term was first defined by Tim-Barners Lee, who is the inventor of the World Wide Web. “Semantic Web is a place where machines can read Web pages as much as we humans read them, a place where search engines and software

agents can better troll the Net and find what we're looking for” (Metz, 2007). Funk (2009) claims that five trends and technologies will pioneer Web 3.0; they are the semantic web and artificial intelligence; cloud computing; universal, portable, and online identities; 3-D Internet; and the true convergence of the web, mobile devices, and other equipment.

We have still not reached the Web 3.0 era. Therefore, almost all the comments about Web 3.0 are just composed of predictions. Today, no one exactly knows what kind of applications, innovations, and developments Web 3.0 technologies will bring for people. However, the Web 3.0 era will probably come soon and we will be the witnesses of the emergence and the evolution of the Web 3.0 technologies. In the near future, social media sites, which will be mentioned in the next section, are expected to acquire new forms under the effect of semantic web.

## **3.2. Communication Tools in a Digital Environment**

In this part of the study, the paid, earned, and owned media as communication tools in the digital world are defined and explained by emphasizing the differences and similarities from each other.

### **3.2.1 The paid media**

Paid media can be defined as the traditional part of marketing communication activities. For example, advertisement and sponsorship activities are evaluated as a part of paid media. Paid media is fast, controllable, and easily measurable for companies. This is the biggest advantage of paid media when it is compared to earned and owned media (The Poem Marketing Strategy, 2016).

Paid media is effective in the traditional media especially for TV and printed advertisements; it is possible to benefit from paid media possibilities on the Internet and via social media vehicles. Advertisement has been an important tool used by companies to create or to increase demand for their goods and services. (Küçük Kurt, 1999).

Internet advertising includes the product and service advertisements on the net and it is a part of online marketing activities. The Internet-based advertisement is different from traditional advertisements in many ways. The most important features of

Internet-based advertising are the large data transfer possibility, the existence of unlimited information sources, the definition of the target markets, and interaction (Moon, 2001).

The Internet and social media are more effective than traditional media in terms of their awareness and effect variables since users usually volunteer to watch advertisements on the Internet. The individual choices, more data capability, feedback, and consumer service are the most important features of Internet advertising. Consequently, Internet-based advertising is a threat to the dominance of the traditional media in advertising (Özalp, 2003).

Internet advertisement can be classified into six groups including banners, pop-ups, electronic e-mail advertisements, buttons, affiliate ads, and sponsorship. Banners are the most important Internet advertisement type, and they are defined as the advertisements that are located in the most visited web sites and include links to the web sites about a good or service. Banner ads are the most common marketing tools used in the promotion of goods or services (Kırçova, 2015). Turkey adapted to the banner advertisement very quickly and it supplied profit for most companies. Banners are vital for advertising, promotion, and brand identity management in Turkey and all over the world.

Pop-ups come onto the computer screen suddenly, appearing on the user's screen after the site opens; this is why they are called pop-ups. They can be defined as advertisement windows that stop the application of the site from working. Their content is similar to banner contents (Medina, 2003).

E-mailing or electronic marketing is important for marketing, brand promotion, or consumer communication. The reason for that is that e-mailing is a cheap, easy-to-use communication tool for marketing. E-mailing is used to send promotional or advertising messages, usually from different firms to the potential target markets (Medina, 2003).

Buttons advertisements are smaller in size compared to the banners. They usually appear as a little sign or an arrow, and consumers who click on this sign are redirected to the original web site. However, the most important criticism of the button advertisements is their inability to get attention. Some advertisers use button advertisements with a small text near them (Ulus, 2001).

Affiliate advertisements can be defined as the applications of big companies, which locate special links to the web sites or individual sites for achieving greater market penetration through websites who target specific groups of internet users. The most important example of these kinds of web sites is amazon.com. The last type of Internet advertising is sponsorship. In this type, the organization can be the sponsor of the web site or some parts of it. Therefore, it can get the attention of potential consumers with this application (Uluslu, 2001). In addition, on YouTube, firms can sponsor videos and give links to their official web sites.

### **3.2.2 The owned media**

The owned media can be described as a media type that is owned by organizations themselves. In this media type, the company does not pay for the place and the visibility (Ferrell, 2012). For this reason, owned media is different from paid media and includes company web sites, speeches, blogs, and microsites. The Facebook brand page, Twitter identity, and YouTube channels are well-known examples of owned media on the Internet (The Poem Marketing Strategy, 2016).

The paid media's effectiveness is examined with the increasing power of owned media. The key goals of owned media are to inform and to entertain consumers by creating an alternative environment where the brand can make communicational activities.

### **3.2.3 The earned media**

The earned media has focused on the new attention of the potential target market such as online interviews, reviews, article, word of mouth news, and the social media contents of the consumers. The potential consumers can be the brand speakers, defend the brand, or promote the brand with the earned media channels (The Poem Marketing Strategy, 2016).

The earned media has advantages because the consumers advocate for the brand and it is free of charge for the consumers. However, the process should be managed well, because a crisis can occur easily in earned media environments.

### **3.2.3.1 Public relations on the Internet**

Internet technologies provide vital opportunities for companies. In the first years of Internet technologies, firms employed Web 1.0 technologies to convey introductions and promotional activities of their companies with regard to their corporate identity. In the first appearance of Internet technologies, firms used this vehicle via e-mails, intranet, and extranet for a connection with the stakeholder groups and the organizational communication process. However, Web 2.0 technologies created an interactive interface for consumers. The potential consumers have been active parts of the marketing management process on the Internet with the new opportunities of Web 2.0 technology, such as user-oriented content and two-way communication. Therefore, the brands had to differentiate their web sites as direct marketing tools. Also, the companies re-organized human resources activities, pre- and post-sale applications, and organizational communication processes according to the new communicational technologies (Aşman Alikılıç, 2011). Because of the total change in the companies' structure for adopting new communication technologies, the public relations practices changed. The crisis and issue management activities and event management processes started to be managed via social media sites and the Internet. Because of the speed and interaction of social networking sites, public relations activities are being organized via Facebook, Twitter, and Instagram in our day. Companies try to handle crises via social media nowadays, since the information is spread very fast and the firms have to track the changes and important developments all over the world. Social media has been gaining importance because of the stakeholders demanding effective responses and quick feedback. Consequently, the structure of public relations and the acts of public relations specialists have been changing due to new Internet technologies (Onat, 2010).

### **3.2.3.2 Viral marketing**

Viral marketing or virus-based marketing is based on creating a communication network via consumers for product publicity and distribution. Electronic trades, groups, and societies are the mediums of them, which are used by viral marketing for the firms (Helm, 2000). Last year's viral marketing samples in digital marketing is a trend for the companies, and visual/multimedia content is effective in viral marketing (West, 2002).

In particular, there is trust placed in the consumers for spreading the campaign. Viral marketing is a part of word-of-mouth activities in marketing (Daniels, 2002). The first samples of viral marketing are based on electronic marketing and e-mailing. For instance, at the beginning of the viral marketing for a new product introduction, a company used to reach more than 12 million Hotmail users with a web site and e-mail contact (Subramani and Rajagopalan, 2003) Hotmail is an e-mail service for end-users. An e-mail that includes clickable buttons forms the viral marketing. The viral marketing for Hotmail achieved success because people forwarded these e-mails to their inner environment: family and friends. The system is superior because the consumers are active and affect other consumers. We can claim that the consumers perform a volunteer salesman duty for the brand (Deal and Abel, 2001). The effective viral marketing strategies are listed below (Wilson: 2000).

- **Sending free products or service:** The free products get the attention of consumers because the people who try the products will probably advocate that the brand.
- **Easy transfer to the consumers:** The message should be designed as easy to be transferred to the consumers. The content of the message and the multimedia parts should not slow down the data process.
- **Easy spread out from small target groups to big target groups:** The people who try the products for the first time should not face any difficulties. For example, for a Mp3 Program, they can finish their downloading process with one click. Moreover, the system should be available for the large quantities of people.
- **Using general motives:** The viral marketing is related to general motives of human kind. The potential consumers think that they need this product or service; they have to prefer this product for some important features. Because of that, the message should be directly related to the consumers' motivations.

### 3.2.3.3 Word of mouth on the Internet

Social environments have a strong impact on consumers' decisions; thus, friends, family, and colleagues can be effective in their purchase decisions. The messages transferred by these groups are more effective than the messages transferred by the



firms (Hughes, 2002), because people think that the social environment based on messages is more reliable and real.

Word of mouth (WOM) is the process of transferring information from person to person and plays a critical role in consumer buying decisions (Richins and Root-Shaffer, 1988). In the marketing context, WOM involves consumers sharing attitudes, opinions, or reactions about products or services with other people. WOM communication is likely to be perceived as more persuasive because information from personal sources is considered more reliable, credible, and trustworthy than information from mass media or marketing sources (Bickart and Schindler, 2001; Brown et al., 2007) since consumers are independent from the brand they talk about. In other words, word of mouth is a network of verbal and informal communication that is formed by people for a product or service. A consumer could refer to their close friends to get reliable product information. In addition, this consumer could be a source of reliable information for other people's consultation after the trial use.

In word of mouth-based communication, negative discourse can be spread faster than positive contents. Word of mouth can be caused collapse of the firms, if the consumers' need and demands could not satisfy (Helm, 2000). Word of mouth between consumer societies can be easily used as a marketing vehicle. However, it is not possible to control the process. Therefore, a firm could have to struggle with the crisis management process.

Internet technologies and viral marketing are making the word of mouth process easier for firms in this age. Word of mouth is being influenced by viral marketing on the Internet and formed by the consumers' reactions to marketing campaigns (Domingos and Richardson, 2001). Approximately 70% of all goods and services in the U.S.A. are influenced by the word of mouth activities (Dobele et al., 2005).

Word of mouth can be effective for eliminating unclarity in a purchase decision. The biggest advantage of this system is interactive communication and avoiding vagueness for the consumers, because it is easy to get feedback about goods or services in social environments (Thevenot et al., 2001)

The word of mouth strategies on the Internet are different due to the attendance level. Some firms prefer lower attendance campaigns with viral marketing. For example, for sending a celebration card to your friends or family, a firm can send you an

outline. You fill in the outline and just transfer the message to the people that you want. These kinds of little bonuses can be effective in the low attendance campaigns. However, a high attendance level can be important for some firms. For example, for an MP3 downloading site, you should first download the necessary software and spend time on the web site (Zien, 2000).

Most firms support word of mouth activities with postcards, celebration activities, and product or service trials. They try to create awareness between the target markets and create slogans about a certain product or a service. Nowadays, people argue about the product types and rival brands on Twitter with hashtags, on blogs according to their user experiences, and in forums for professional debates and advice. People act as if the brands are free advocators on Instagram and Facebook; they share their good and bad experiences with each other. For example, De Beers Company started a viral campaign which is called “Tria Game.” This marketing campaign aimed to create awareness on the Internet with word of mouth and form a database for direct marketing. The consumers who visit the Tria Game have a right to play the game. However, if they refer their friends to the game, they win bonus rights to play. The winners have a right to enter the lottery for a diamond necklace. To be eligible for the lottery, demographic and communication information is required. Therefore, De Beers increased the number of people who visit its web site with this application, got benefit from word of mouth on the Internet, and formed a detailed database about the target market (Vardar, 2004).

#### **3.2.4 Web sites**

Web sites offer different benefits to the consumers regarding marketing communications activities. Especially for public relation activities, web sites are very important (Naude, 2004). Most companies approached web sites as an advertising and public relations tool at the beginning. However, as they discovered the new features of this new technology, the companies’ perception about the uses of web sites also changed and expanded. Web sites have been the environments where companies communicate with the consumers easily and directly. The biggest advantage of web sites is that the consumers do not evaluate them as promotional tools. The potential consumers visit web sites voluntarily seeking necessary information (Kircova, 2002).

However, the research about companies' web site usage aims to show that companies mostly use their web sites for promotional purposes. Web sites can be used by companies for advertising, direct selling, direct marketing, and public relations activities (Cheung and Haung, 2002). For example, web sites give information about the product-services, firm information, prices, and distributions to stakeholders. In the advertisement part of web sites, consumers can reach the firm advertisements, firm history, mission, and vision. In addition, there can be information about the brand image, benefits of the products, and their quality (Bodkin and Perry, 2004). Some web sites can include different sections including information about the product ranges, usage information, price, and distribution options. In addition to this, traditional selling improvement activities can be organized via web sites. The coupons, sales, prizes, bonus, gifts, and competitions can be distributed or organized through web sites (Bodkin and Perry, 2000).

Companies can benefit from direct marketing and direct selling activities via web sites. For example, banks use Internet selling to present an effective service to the consumers. Also, holiday packages and hotel rooms are supplied by companies on web sites. The other important direct selling activity is the after-sale services on the web sites. The order check, billing, product usage, distribution, quality, and back payments can be done on company web sites quickly and easily (Innis and LaLonde, 1994).

### **3.3. Social Media and Social Networking Sites**

Social media is one of the most important media in the earned media category for firms. Social media has revolutionized corporate communications and has been rapidly changing the way public relations campaigns or programs are distributed and measured. Especially for public relations activities, firms evaluate social media as a new tool for reaching consumers directly. Rather than the traditional method of pure output, social media has forced corporate communications to shift to a dialogue in which the stakeholders, not just the companies, have power over the message. Therefore, social media is evaluated as the future of the public relations (Safko and Brake, 2009). Firms use social media as a tool for reaching customers and attracting customer attention. Social media is the ultimate power for companies because in today's world, many people are using Facebook for social interactions, and following

Twitter for national news or worldwide communications (Solis and Breakenridge, 2009). Thus, the specific activities create a more specific target market and enlarge the target market structure. Social media is making the communication with the target market cheaper, easier, and faster. Therefore, as a word of mouth activity in interpersonal communications, people can easily recommend products and services to each other as a brand spokesman (Akar, 2011).

There are three key subjects in the social media management as follows (Altindal 2013)

- **Interaction:** Interacting with people on the social media, giving brand information to the potential customers; in addition, answering the questions of consumers are evaluated as interaction. Use of the social media based on only promoting or selling products is not a successful social media interaction. Potential customers on Facebook or Twitter are engaged in these platforms to interact with people.
- **Value:** These are the activities adding value to the followers with social sharings. Companies inform their followers through creating a blog page containing information about the market and sharing topic titles via the social media. The information given on blog pages are forwarded to the website where the product sales are done.
- **Marketing:** In fact, the social media is not an advertising platform. The traffic and volume in this platform transform social media into a platform in which companies can advertise their products. Companies share their promotions and news about their brands on the social media. Continuity in the use of the social media is very important. If a company does not appear for a week, after it shares something on the social media every day, it can be damaged. Therefore, companies should be vitally careful if they decide to use social media.

There are different definitions of the social media concept according to different approaches in the literature. Social media can be defined as the online vehicles and web sites, which supply common thoughts and serve as an information sharing facility for common users (Saymer, 2008). Social media can be defined as the mobile data sharing without time and place limits, which is based on thought and

content sharing (Akıncı Vural and Bat, 2010). The fundamental features of the social media web sites are listed below (Mayfield, 2008):

- Interaction
- Openness
- Dialogue
- Community
- Connectivity

Social networking sites (SNS) and community are concepts that should be explored together because SNSs are potential platforms for building powerful communities. SNSs constitute a form of online community with sites such as Facebook and MySpace attracting millions of users around the world. Most of them have integrated the uses of social networking sites into their daily lives. Therefore, SNS's popularity has a continuous growth (Boyd and Ellison, 2008). In fact, SNSs allow users to establish and participate in communities in order to fulfill the needs of belonging, being socially communicative and recognized, or simply having fun interactions together with different like-minded people. Hence, a considerable interest in social media and especially in Facebook as a marketing tool has occurred. From the relationship marketing aspect, popular SNSs such as Facebook where post content, engage with followers to access the valuable information related to their customers (Dunne et al., 2010). Moreover, SNSs offer marketers the possibility to engage in two-way communication with their members regarding shared content, pictures, videos, and personalized messages. The elements of the social networking sites are summarized as follows.

- **Profile:** Individuals and companies can create a profile on social networking sites. This information can be about personal or educational, or about employments and interests.
- **Connecting:** Two or more people can be connected
- **Private Messaging:** Users can send private or group messages via social networking sites
- **Public Messaging:** Comments can be made to profiles, photos, videos, events, groups and company pages. It is a kind of open call.

- **Groups:** Most social networks contain the concept of a group which consists of the users who have similar interests and they can share and discuss the contents.
- **Photos and Videos:** Sharing video and photos on the posts are the most effective and popular features of the social networking sites.
- **Events:** Most social networks will allow users to create an event and invite their friends to attend it. These events mostly occur in the real world.
- **Applications:** Social networks have exposed their functionality through application programming interfaces (APIs) to developers, allowing them to create applications that plug into their site.

According to another perspective, the fundamental characteristics of the social media web sites can be listed as below (Lietsala and Sirkkunen, 2008):

- An open space for content sharing
- The production, evaluation, and sharing of the content in this open space by users
- Social interaction
- The connectivity feature of all links to the outside links
- The existence of accounts of the active users reach out the applications

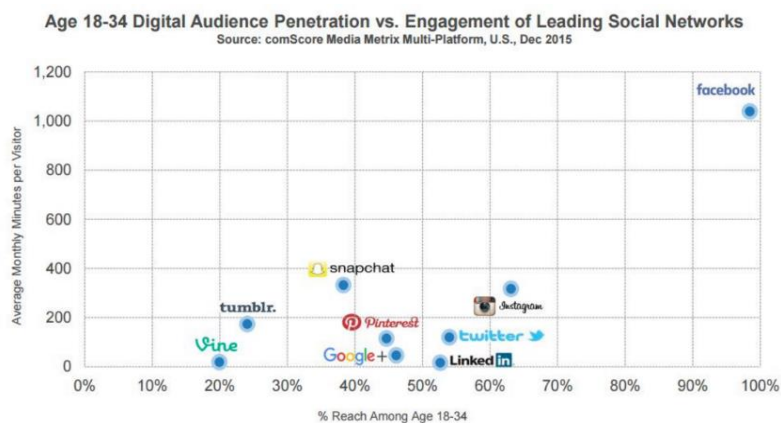
The social media vehicles and the social media sites can be classified into eight groups in terms of their effectiveness, usage style and technological structure (Akar, 2011 and Mayfield, 2008):

- Blogs
- Microblogs
- Wikis
- Forums
- Social Networks
- Media/Content Sharing sites
- Social Marking Sites
- Virtual Worlds

The Internet in general, and social media in particular, are different from traditional media because they affect public relations, sale promotion, advertising, and direct marketing. Social media tactics affect traditional media activities, sponsorship, event

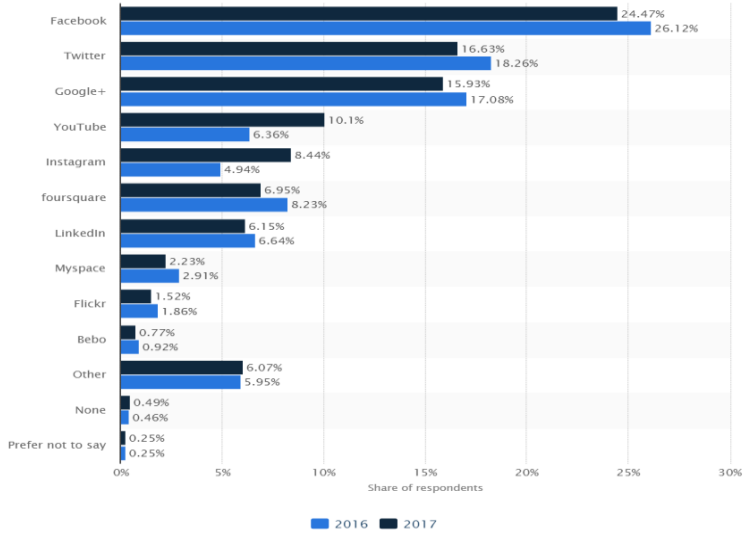
marketing, and identity management. Because of this, all of these activities have to be managed as a part of integrated marketing communication strategies (Tuten, 2008). The brand and communication targets should be satisfied by social networks, microblogs, content sharing sites, and virtual worlds such as YouTube, Facebook, Twitter, Digg, and Second Life. Social media marketing can be used for the social communication culture and has different applications (Tuten, 2008). The integrated marketing communication has different application areas like advertisements, public relations, and promotion. Thus, the power of different communication methods should be used as a part of one strategy and this kind of integrated strategy makes the integrated marketing communication more powerful. The reason is that integrated marketing communication is effective for creating a synergy and a strategy for consumer-based marketing decisions, purchase behaviors, and product managements (Bozkurt, 2005).

Social media sites are developing values all over the world. According to the social media statistics in Europe shown in Table 3.2, Internet users spend approximately 6.7 hours on social media sites monthly. The social media share in total and Internet usage is increasing day by day. Facebook is the most visited and used social media site with 275,882 users in Europe. With the development of Web 3.0 technology, mobile data usage increased. People are connecting to social network sites via mobile devices today. In addition, in European countries, video-watching rates are increasing 162% in media/content sharing sites via mobile devices (Url-1, 2015).



**Figure 3.2:** Engagement over time on social media sites (Source: Url-1, 2015)

When we analyze social media usage in Turkey, which is shown in Table 3.3, Facebook comes first with its 32 million users. Four out of every 10 people uses Facebook for social interactions with their friends. The second most used social media vehicle is Twitter in Turkey with more than 7 million users. 92 tweets are tweeted in a second and approximately 8 million tweets are tweeted in a day. Instagram and YouTube are the other ranked social media sites and social media usage has been based on mobile devices recently (2013).



**Figure 3.3:** Distribution of the social media used in Turkey 2016–2017(Url-3)

Today, social media sites are developing day by day and reaching a high usage area in Turkey and all over the world. The interactive structure of the web sites with Web 2.0 technologies has increased the usage rate of Internet sites. With the development of mobile technologies and the interactive structure of web sites, the result has been the formation of social media web sites and increased speed of these sites. Therefore, the social media sites and the Internet have affected each part of people’s lives from marketing activities to social relations.

With the rapid development of Web 2.0 technology social networking sites and social media terms were born and started to be effective in daily lives of consumers. Today, from firms to government units, from civil society organizations to political parties, a lot of organizations use social media for connecting with their community, directing marketing activities, and building strong relationships with consumers or shareholder groups (Bruns, 2009). The use of mobile phones for connecting social networking sites made people closer than ever before. The impact of social



networking sites, therefore, is critical for the brands to get existing and potential customers together in order to create conditions that strengthen the bond between the customer and the brand, and to find new ways to foster this relationship, all without the constraint of geography (Kang et al., 2007). Social media, as well as social networking sites, connect businesses to the end-consumers directly, in a timely manner and at low cost (Kaplan and Haenlein, 2010).

Furthermore, SNSs influence customer perceptions, purchase decisions, and buyer behaviors (Williams and Cothrell, 2000) via word-of-mouth communication. Social networking sites have a considerably higher level of efficiency compared to the other traditional communication channels that motivated marketers to participate in Facebook, Twitter, and others, in order to succeed in online platforms (Kaplan and Haenlein, 2010). Therefore, more companies try to benefit from social media as they can be used to develop a strategy, accept their roles in managing others' strategy, or follow others' directions (Williams and Williams, 2008). According to the Social Media Marketing Industry Report (2012), Facebook is ranked as the number one choice of companies in their social media marketing activities, followed by Twitter. 92% of marketers are using Facebook and 72% plan to increase their activities on Facebook.

Social media advertising can help companies to reach niche markets and the general targets effectively (Tuten, 2008). Undoubtedly, with social media advertising, it is possible to reach not only small markets but also large mass markets easily. Social media advertisement is valuable because its effects are easily measurable when compared to traditional advertisements (Evans, 2008). Social media are different from the traditional media in terms of the tactics applied by the advertisers (Tuten, 2008). On social media sites, it is possible to reach the target market using information about their demographics, habits, and lifestyles. On Facebook, personal advertisements are shown to users as banners according to the users' personal information.

Social networks can segment users with advanced filtering and offer sophisticated marketing opportunities. These advantages of social media help the advertisers to reach the necessary target market groups with minimum costs and maximum effects (Shih, 2009). The most important thing about social media sites is that they are part of an integrated marketing communication process. The marketing activities and

campaigns on social media could be more effective than those on traditional media, in special circumstances. However, all communication activities, which are organized on the Internet medium, should be linked to brand identity and all other marketing communication activities organized in different mediums.

### **3.3.1 Facebook**

Facebook is a web site that was established in the U.S.A. by Marc Zuckenberg. The first aim of this social media site was to create an interaction among Harvard College students. In 2006, this social media site spread to all schools and then it became international. Facebook is the biggest social media site and it has more than 1.7 billion members. According to the Alexa data, it is the most visited web site all over the world (Key Facts about Facebook, 2016). Several important social media statistics on Facebook are provided below (Zephoria, 2016):

- There are over 1.71 billion monthly active Facebook users all over the world and it increases 15 percent each year.
- The active mobile users' number is 1.57 billion
- They like and Share Buttons are clicked more than 10 million times every day.
- 307 million people from Europe are on Facebook.
- 29.7% of the users are between the ages of 24-34.
- In every second, five new profiles are created.
- The highest traffic happens between 1-3 pm every day.
- 300 million photos are uploaded every day.
- 510 comments are posted, 293,000 statuses are updated, and 136,000 photos are uploaded every one minute.
- 4.75 billion pieces of the content is shared daily as of May 2013
- 42% of marketers think that Facebook is critical or important for their business.
- Facebook users are frequently female when it is compared to men.

Facebook lets consumers make their own profiles with photos, videos, and applications. The users can have friendship interactions, share contents, chat, and spend time in different applications via Facebook. The marketing methods in Facebook include Facebook ads, web sites, groups, and applications. Facebook

provides marketing applications itself, but the web site structure can also help to improve new marketing tactics. Facebook lets the brand and fan sites broadcast advertisements according to the users' profile information. Especially for viral campaigns, Facebook is an alternative medium for consumers. Advergaming samples are usually shown on Facebook (Shih, 2009).

Several firms are using Facebook to understand consumers and collect information on them. The users share their personal information with Facebook; therefore, Facebook helps marketers with their "personal marketing" campaigns (Alabay, 2011). These features make Facebook valuable for companies.

Facebook shares personal information with companies; thus, companies get the possibility to reach the target market effectively and have the possibility of an effective advertisement. The advertisement budget is lower on Facebook compared to the other mediums. That is why it is possible to get to different target markets easily without high budgets. We can claim that Facebook is an effective tool when it is compared to the high budget traditional advertisement campaigns (Chan, 2011).

Facebook provides free services such as free page openings, fun pages, games, campaigns, and lottery applications. These applications provide valuable advantages to companies, because a firm can directly interact with the consumers free of charge. For example, the companies can use surveys, lotteries, and games. Potential consumers can send virtual gifts to each other via Facebook games. For example, Farmville, my farm, and Mafia Wars are popular Facebook games. People send virtual gifts to each other for gaining success and reaching another level in these applications. Therefore, the companies prefer popular Facebook games for marketing activities via lotteries or competitions.

In today's marketing world, consumers have many brand options and there is heavy competition among them. Consumers prefer to select the brand that provides the ultimate advantage for them. Consumer involvement, consumer participation, and self-expressive brands have positive effects on the consumer brand engagement and brand loyalty. The formal Facebook page of the companies is an important factor for brand-consumer interaction. Different applications, regular updates of the page, and on-going communication with the consumers are significant factors for building long-term relationships, which are based on trust with the consumers. The customers

who think that the company cares about their needs and communicates with them frequently will have positive attitudes toward the brand. The most important feature of Facebook is the interactivity of the platform. Therefore, consumers can make their voices heard by the companies and get various information about the brand. Because of this, the consumer involvement degree (i.e., the degree of information processing or importance that a consumer attaches to the product) will increase for the company and the product.

Based on the empirical results, the loyal consumers of the brands prefer social media platforms, especially Facebook, for consumer interaction and engagement. The WOM effect of social media sites has a strong influence on pre- or post-purchase decisions among consumers (Adamopoulos and Todri, 2014). Consumers nowadays have chosen brand Facebook pages for contact with the firm and the other consumers, for ideas, suggestions, and shares.

### **3.3.2 Twitter**

Social media sites especially help small companies to create a competitive advantage, and small or medium sized companies can compete with the large sized companies by effective communication via social media sites. One of the most important microblogs among social media sites is Twitter. (Qualman, 2010).

Twitter was invented by Jack Dorsey in 2006. The users on the net make 140-character text-based 'tweets'. All over the world, there are more than 200 million recorded user accounts, and more than 1,6 million tweets are distributed by the users (Lenhart, Purcell, Smith, Zickuhr, 2010). These conversations are the reason behind Twitter's importance.

Twitter aims to provide more interaction with customers than Facebook. As a microblog, Twitter has been developing nowadays via democratic interactions (Kwak et al., 2010). Twitter is used as a public relations tool or marketing vehicle by public and private organizations. The companies can conduct live experiments with their consumers via Twitter. Especially the direct communication and idea sharing provide many facilities for organizations, such as special event organization. Companies can reach a specific target audience or niche market via Twitter. According to the needs of the users, it can be used as a social tool, business tool, promotion tool, or a research tool. The most preferred Twitter campaign examples

include the retweets of tweets by other users to reach more people. To increase tweet numbers, a company can organize lotteries or gift campaigns by promoting their messages. A lot of companies have special budgets in today's world for effective marketing campaigns or PR campaigns on Twitter.

Twitter is also an important vehicle for brands because it helps companies to transfer messages to consumers both effectively and easily (Kuyucu and Karahisar, 2013). Another important feature of Twitter is the possibility of reacting to the sudden developments all over the world or on the country basis via key words (Bakshy et al., 2011). In the Twitter application, there is a list of the worldwide or country-based "Trending Topics." In the Trending Topic list, users locate a hashtag (#) and links that discuss a topic or subject. The tweets that are related with the topic can find a place on the trending topic list (Kwak et al., 2010). According to Google research, digital marketing and brand positioning campaigns on social media will increase in the next several years (Url-4, 2014). In addition, on Twitter, it is possible to benefit from sponsorship tweets for drawing attention to the brand.



## **4. COMMUNICATION ON SOCIAL MEDIA**

### **4.1 Social Media as a Marketing and Communication Tool**

In 2013, one in four people used social networks globally (1,73 billion people) and this was predicted to rise to 2.55 billion in 2017 (eMarketer, 2014). Social media has been changing the game and it is transforming consumers' behavior, relationships, and the traditional communication channels between consumers and the brand. Consumers now possess almost unlimited opportunities to engage with brands (Christodoulides et al., 2012; Helm and Jones, 2010). The results of increased brand access mandate changes in branding strategies towards engagement platforms (Naylor et al., 2012; Verhoef et al., 2010; Van Doorn et al., 2010).

Consumers are transformed from quiet, unnoticed individuals into rambunctious, noisy, collective ones who want to 'change' the world (Libai et al., 2010; Patterson, 2011). In recent years, social media has intensified instant personal interaction between the brand and its community (Nambisan and Watt, 2011). The ease of participation in online social communities removes both the physical and temporal barriers from the consumers who may not have been able or inclined to do so previously, and it increases the likelihood of participation.

The Internet also radically changed the structures of traditional advertisement and marketing activities. In the 1980s, it was thought that the Internet was not a tool for advertisement or marketing. However, Internet technologies developed day by day and it started to be used as a marketing tool. Today, the Internet is a new vehicle, which consists of advertisement agencies, firms, and digital agencies (Elden, 2009). Especially Web 2.0 technologies developed Internet advertisements for achieving specific aims, and the lower budget advertisement activities have started to present new opportunities for reaching niche markets (Scott, 2015).

Social media and the Internet are different from traditional media because they affect public relations, sale promotion, advertisement, and direct marketing. The social media tactics influence traditional media activities, sponsorship, event marketing, and identity management. As a result, all of these activities have to be managed as a

part of an integrated marketing communication strategy (Tuten, 2008). Brand and communication targets should be satisfied by social networks, microblogs, and content sharing sites, and virtual worlds such as YouTube, Facebook, Twitter, Digg, and Second Life. Social media marketing can be used for a social communication culture and it has different applications (Tuten, 2008). Integrated marketing communication has different application areas such as advertising, public relations, and promotion. Therefore, the power of different communication methods should be used as a part of one strategy, and this kind of integrated strategy makes integrated marketing communication more powerful, since integrated marketing communication is effective for creating a synergy and a strategy for consumer-based marketing decisions, purchase behavior, and product management (Bozkurt, 2005).

Social media and the Internet are new marketing communication tools in this day and age. There are different viewpoints about the role of social media as a marketing mix element in the literature. Some authors view social media as a direct marketing tool while others approach social media as a new promotional tool. (Deutsch, 2009). Some authors evaluate the Internet and social media as a new communication system, which changes the traditional media system completely. The specific features of the new communication technologies such as integrity, user-oriented contents, and concurrency completely changed the traditional communication model's source to the users' direction. According to this point of view, these features changed the traditional marketing structure, and Internet technologies have been new promotional tools for companies (Mangold and Faulds, 2009).

For firms, social media is necessary to reach the consumers by means of two-way interaction, and economic establishments use public relation activities on social media (Solis and Breakenridge, 2009). The reason is that traditional public relations focus on the company image and free press has been effective in traditional media and journals. However, public relations are not currently under the control of traditional media agents and journalists. With the development of the Internet and social media (Stokes, 2009). Therefore, as a part of the development of social media and the Internet, PR professionals communicate with consumers directly, learn their needs and demands, and create interactive communication with the consumers (Stokes, 2009). Therefore, the structure of integrated marketing communication has been changed.



The interactive media platform opened up new marketing and communication possibilities based on social interaction between individuals, from which marketers can create and offer new individual value propositions better suited to their consumers (Mayfield, 2008). There are different sale promotion activities on social media presenting opportunities for the users. There are several viral campaigns and applications, designed for social media, that can reach the target market effectively. For example, Onur Air's Facebook campaign promises to give free tickets for the 10<sup>th</sup>, 100<sup>th</sup>, 250<sup>th</sup>, 500<sup>th</sup>, 1000<sup>th</sup>, 2000<sup>th</sup>, 3000<sup>th</sup>, 4000<sup>th</sup>, the 5000<sup>th</sup>, and 6000<sup>th</sup> person who share the campaign. In addition, the 10 people who share the campaign with the greatest number of people are rewarded with free tickets (Url-5). The Ariston durable goods company created a viral campaign via Instagram with a promotional aim for New Year's celebrations. In the campaign, the potential consumers share special Instagram posts with special hashtags for the firm. The most liked post owners would win special home electronic gifts (Url-6). The most important effects of the promotional activities on social media platforms are interaction and extension. It is possible to reach a specific and large target group and gain the attention of potential consumers via social media promotional activities.

The promotional activities on social media platforms have a unique trigger role for the word of mouth process of the consumers. Some research indicates that both the volume and valence of WOM have increased the potential of social media promotion campaigns (Chevalier and Mayzlin, 2006).

Social media allows firms to engage in timely and direct end-consumer contact at a relatively low cost and higher levels of efficiency than what can be achieved with the more traditional communication tools. A company engaged in social media can be a great way of connecting with stakeholders by listening to them, responding, and providing customer service.

#### **4.2 The Concepts of Brand, Community, and Brand Community**

In order to understand the brand community concept, the concept of the brand and the concept of the community should be discussed separately.

In strategic marketing, the brand plays a major role in the creation of a product or service's value through the image of the brand in the consumer's mind. This image

identifies a company, its products and services, as well as the expected quality. It gives a general definition of what a brand is: “a brand is a name, term, sign, symbol, or design or a combination of them intended to identify the goods and services of one seller or group of sellers and to differentiate from those of the competitor” (Kotler et al., 1999). Kotler et al. (1999) use the following example to highlight the influence of a branding on consumers’ behavior: Many manufacturers can produce Cola drinks. However, only Coca-Cola can deliver the original product everybody knows as “Coca-Cola” (Kotler et al., 1999). As it can see from the example, branding plays a central role in the field of marketing because it supports the value of a product for its customers by representing a brand’s set of values.

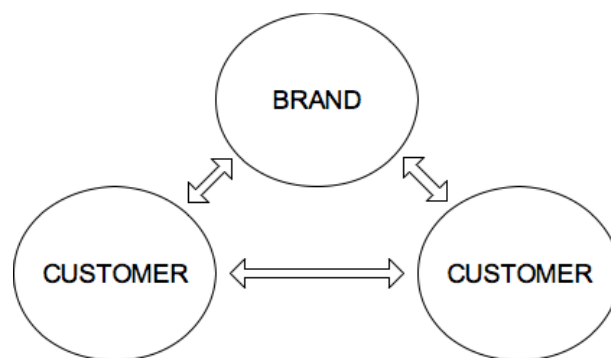
Jang et al. (2008) define the community concept with three main elements: locality, social interaction, and bond. Locality refers to the geographical region where the community is implanted. Locality causes a differentiation from other communities insofar as the effect of social behavior changes locally. The social interaction represents the ability of individuals in the community to interact with each other. Finally, the bond between the consumer and the brand provides a sense of belonging to the consumers and makes them feel they are in a comfort zone. Thus, a community is defined by a location where members can meet and build relationships between themselves based on their interactions, collective identity, or atmosphere of community.

The other definitions from Etzioni and Etzioni (1999) present the community as a group of people who have similar needs and values and work together for the same purpose. In this sense, every community has its own framework where the members understand each other and share, thereby allowing them to perform specific work for the community (as cited in Jang et al., 2008).

Muniz & O’Guinn (2001) define the brand community with three core elements. The first one is the consciousness of kind and is described by the authors as “an intrinsic connection that members feel towards one another and different from others not in the community. Members differentiate themselves from users of other brands or members of other communities” (Muniz & O’Guinn, 2001). The first factor that separates the brand communities from each other is the brand itself. The second core element is the presence of the shared rituals and traditions that support the community’s history, culture, and consciousness (Muniz & O’Guinn, 2001). In the

context of the brand community and modern marketing, this is supported by advertisements and storytelling around the brand and its products. Based on the shared or similar experiences among members, storytelling enhances connections between the community members and increases the feeling of belonging to the brand and the community. Furthermore, the advertisement is essential to the community rituals and traditions, as it materializes the image of the brand among the members (Muniz & O’Guinn, 2001). The third core element is: “a sense of moral responsibility, duty or obligation to the community as a whole and its individual members” (Muniz & O’Guinn, 2001). It is a kind of form that is shared by the members of the community in relation to the problems with the product of the brand, or it takes the form that contains specific information about the product or the brand.

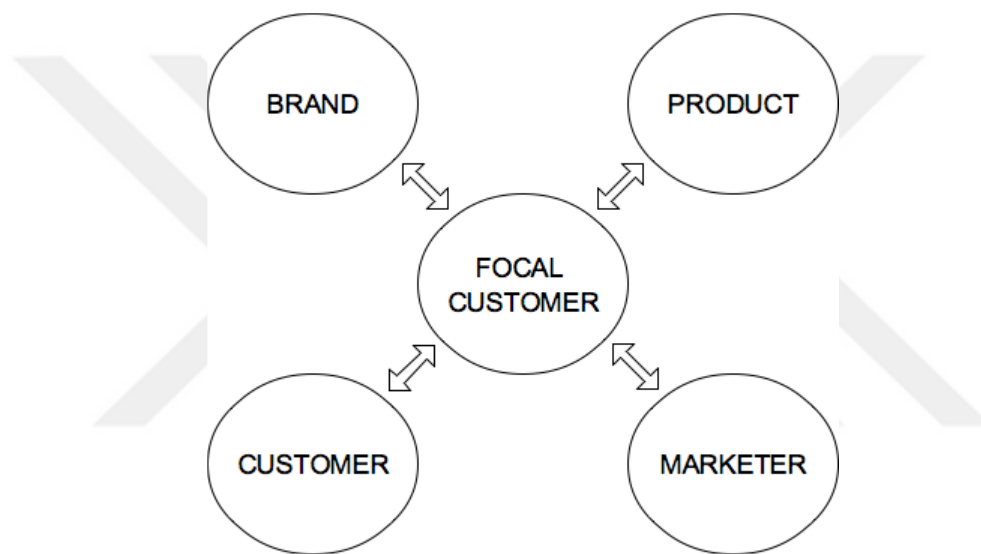
The following two models help to describe the structure of a brand community. Muniz and O’Guinn (2001) provide an extension of the traditional model of the consumer-brand relations. At the basic model of the brand community concept, the brand community is represented in Figure 4.1 as a triad between the customers and the brand. The brand community involves two individual customer relationships with a brand, and the second relationship is established among the community members. The interaction of these customers with one another is vital to the success of the community, even if the relationship with the brand remains an important aspect of the community. In other words, Muniz and O’Guinn (2001) link the consumer and the brand to the co-consumer and they concentrate on the interpersonal relationships in the brand community.



**Figure 4.1:** Brand community triad. Source: Own illustration based on (McAlexander et al., 2002, p. 38)

McAlexander et al.’s model (2002), Figure 4.2, extends the customer-customer-brand triad model in order to create the model called as the ‘Customer Centric Model of

Brand Community.’ By introducing a consumer-centric model for brand community, McAlexander et al. (2002) emphasize social relationships and declare the influence of other entities and relationships. The additions to the previous model are the relationships between the customer and the firm and the relationships between the product and the customer. Therefore, the community relies not only on the customer and the brand but also on the development of a corporate feeling (McAlexander et al., 2002). Conceptualization of brand community as a customer-centric model explores the dynamic characteristics of the brand community. In understanding the relationships of the five elements with one another, the marketers can strengthen their brand communities.



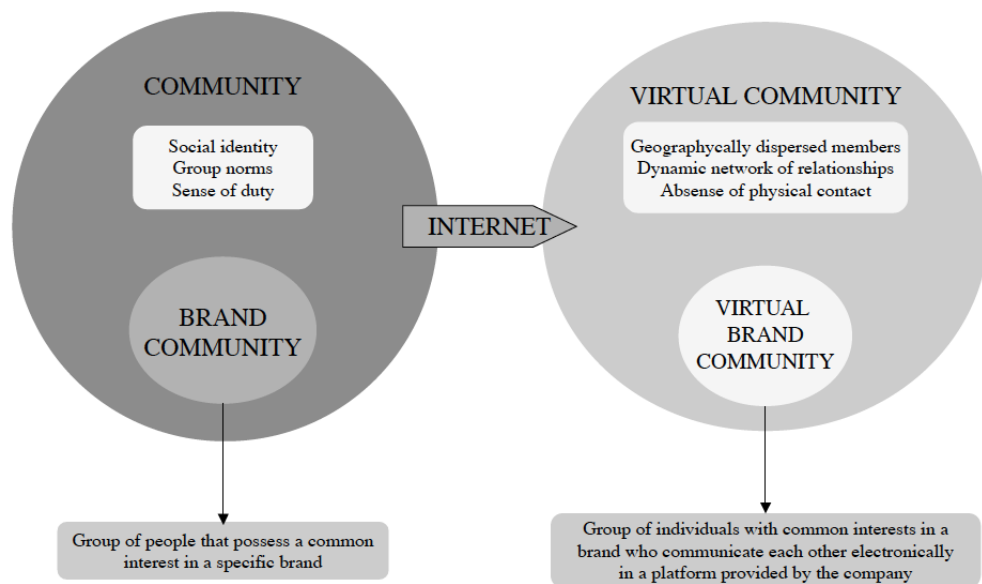
**Figure 4.2:** Customer-centric model of brand community. Source: Own illustration based on McAlexander et al. (2002, p. 39)

### 4.3 Online Brand Communities and Their Typologies

With the rapid development of technology, the Internet, and social media, it has become necessary for the business world to benefit from these innovations. The online brand communities are the brand communities located on the Internet. Even one of the first Internet gurus, Howard Rheingold (1993). These communities are virtual communities created by individuals with similar needs and values. In this thesis, online brand communities refer to fan pages, which are created and managed by the brand or third parties mandated by the brand.

The online brand community allows users to have a global connection through a platform where they share information about the brands (Shang et al, 2006). In other words, the brand communities can be defined as a place where one customer interacts with another customer about a product or a service on the Internet. The result of this mechanism is generically referred to as online communities.

The community concept as suggested by Muniz and O’Guinn (2001) is a network of social relations involving emotional bonds. As a marketing communication tool, online brand communities are becoming more embedded into the daily lives of both professionals and individuals. Essentially, the main features that distinguish online brand associations from offline brand associations are as follows: The online branding communities are bigger and more interactive than the offline branding communities, allowing them to spread across larger areas by removing geographic limitations. The communication system of the online communities allows its members to communicate with each other in an unsynchronized way. At the same time, despite the fact that the members of the community face a much wider range in terms of age, gender, ethics, and socioeconomic status, these differences do not affect the homogeneity of the interaction (Ridings, et al., 2002).



**Figure 4.3:** From the offline-community to the online virtual community. Source: Own illustration based on Sicilia & Palazon (2008, p. 258)

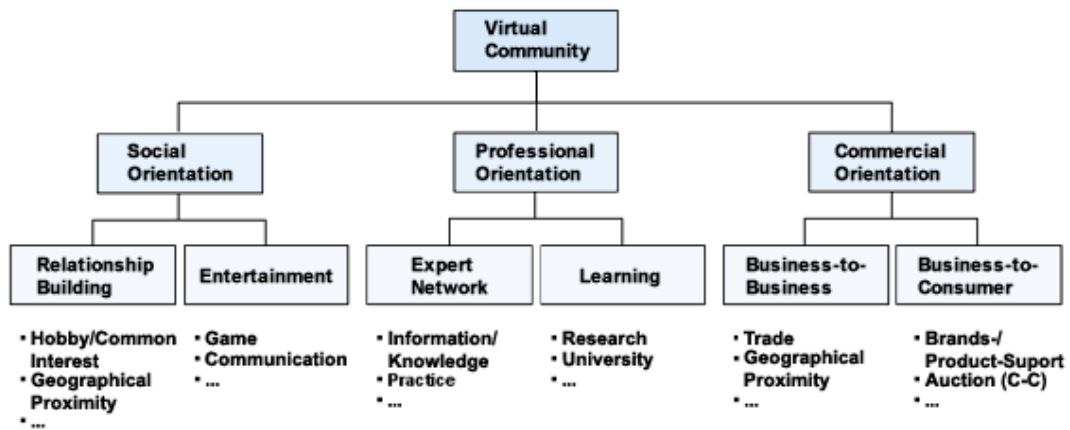
The main differences between the offline and the online brand communities are highlighted in Figure 4.3, referring to the removal of the geographical barriers.

Berry (1995) and Muniz and O'Guinn (2001) propose that the most important factor influencing the behavior of communities is dependent upon who the host is. There are two types of online brand communities: the consumer-initiated brand community and the company-initiated brand community (Jang et al., 2008).

First, consumer-initiated brand communities are unofficial communities that are built voluntarily by the consumers. On these pages, volunteers who want to share content about the products and services have created communities based on information sharing. Users share valuable experiences, weaknesses, and strengths of the products. The amount of interaction on these pages directly affects the quality of the information shared, the amount of sharing, and the type of page management.

Second, company-initiated brand communities are mainly used as marketing communication tools and created by the companies, usually in order to initiate a conversation with its customers, to promote consumers' interaction with their brands, and to establish a link between their consumers (Prykop & Heitmann, 2006). The important thing for companies in company-initiated brand communities is that they have the opportunity to communicate with their customers directly. On this basis, they can receive direct feedback on their products and services and can revise their strategies based on this feedback.

On the other hand, Markus (2002) offers a more detailed view of the online brand communities and categorizes them as shown in Figure 4.4. Markus defines the online brand communities according to their direct orientation and identifies three of them as social, professional, and commercial oriented communities. Each of the main orientations is then divided into sub-orientations, for example, relationship building, entertainment, expert network, learning, business-to business, and business-to-consumer.



**Figure 4.4:** Types of online brand communities. (Source: Illustration adapted from the web site: Url-7)

The commercially oriented communities that are classified as a business-to-consumer community are relevant to this thesis. The goal of those communities, according to Markus (2002), is to support a product or a brand. Therefore, the members' interactions within such a community are organized around a specific brand or its products/services.

#### 4.4 The Online Brand Community on Social Networks

According to Rakic & Rakic (2014), the tremendous increase in the use of the Internet caused the birth of the social media networks. The most popular of these networks are Facebook and Twitter, which enable marketers to develop their marketing strategies and activities. While the purpose of establishing these networks is to provide communication between the users, it has evolved over time and has become a marketing and communication tool for companies. The firms incorporate social media into their marketing strategies to increase the word of mouth impact, especially in electronic environments.

Electronic word of mouth is particularly powerful because the users of social networks are connected to each other in a way that increases trustworthiness among them as interactions increase. This, in turn, enhances users' willingness to share content with the other users of the social networks. This value of online marketing strategies depends on the consumers' ability to rely on their interpretation of the products and services and to influence the other consumers directly (Rakic & Rakic, 2014).

## **4.5 The Factors that Influence Effectiveness of Communication in Brand Communities**

Social media is an important vehicle to build and continue effective relationships with consumers. The brand fan pages on social networking sites provide a brand post opportunity, which includes videos, messages, and visual content. The potential consumers and brand fans respond to these messages by liking, sharing, and commenting quickly. These actions are fundamentally connected with consumer engagement and brand popularity; the content and the presentation type of the content can be effective for the brand popularity and the social media brand activities. For these reasons, this part of the study aims to discover the different variables in social media content that affect the brand post popularity.

### **4.5.1 Definition of post popularity**

Determining the popularity of branding in social media is one of the main elements of this thesis. Since popularity is a subjective phenomenon, there is no accepted precise definition for it in the literature. Drawing from previous scholarly works, this thesis will develop a comprehensive definition of popularity suitable for the purpose of this study.

Previous studies have identified the popularity of the branding by the interaction that the customer has shown, such as liking, commenting, and sharing activities, which are of great importance to successful social media marketing (Muntinga, Moorman, & Smit 2011; Alton Chua, & Snehasish Banerjee 2015). Hassan Zadeh and Sharda (2014) have similar approaches to the popularity of the brand posts, insofar as they take into consideration the number of impressions it has received (e.g., the total number of reposts, replies, and favorites). In another study, the popularity of the brand post was associated with the type of the post. In this study, brand posts were classified under two main categories—the entertaining post or the informational post—and vividness and interactivity are the most frequent factors mentioned by the scholars concerning the characteristics (Vries et al., 2012).

Being inspired by this widely cited conceptual framework, this thesis will attempt to discuss and assess the potential driving factors and suitable indicators of brand post



popularity for four social media accounts including Toyota, Renault, Coca Cola, and PepsiCo on both Facebook and Twitter.

#### **4.5.2 Influential factors and indicator of brand post popularity**

The previous research about the content orientations of brands on social media indicates that there is a strong relationship between brand popularity and brand contents. Vries, Gensler, & Leeflang's (2011) study about brand popularity, brand posts, and brand fan pages indicates that liking and commenting on brand posts are effective indicators of brand post popularity. In their research, they try to discover the possible drivers affecting brand post popularity. In the research, eleven brands from six different product categories are analyzed according to empirical data analysis. The categories which are examined in the study that is connected to the "Likes", the "Number of comments" and the "number of likes" variables are ordered below:

- Vividness
- Interactivity
- Informational Content
- Entertaining content
- Position
- Valence of the comments

According to the research results, vividness directly affects the number of likes on the post. When the vividness level is low (e.g., 'pictorial'), the number of likes on the post decreased; whereas when the vividness increased (e.g., 'video'), the number of likes on the post increased. The level of interactivity does not seem to be related to the number of likes on the post. However, another sample from medium-level interactive brand post characteristics (e.g., 'contest') supplies a positive relation between the "number of likes" and the "category." According to the research findings, the "providing information" variable in the brand posts is not connected strongly with the "number of likes" category. According to the research findings, "entertainment" is strongly significant and negatively related to "the number of likes," which is the dependent variable. When the neutral comments are compared to positive comments, it is indicated that the positive comments have a significant effect and a positive correlation with the number of likes. In this research, it is shown that

there is not a mutual relationship between “the number of likes,” the dependent variable, and the “negative content” sharing variable.

According to the results of the study of Vries, Gensler, & Leeflang (2011), the vividness variable does not have a significant effect on the number of comments. As for the interaction variable, less interactive post characteristics (e.g., ‘link to web site’) are directly significant and negatively related to the number of comments. Interactive brand post characteristics on the level of low or medium are not directly related to the number of comments. However, if the brand post has a high interactivity level (e.g., ‘question’), it is positively related to the number of comments. The research finding indicates that the brand posts specialty for being informative or entertaining is not related to “the number of comments” dependent variable.

In this research, the determinants of the brand post popularity are analyzed. The brand popularity, which is related to the brand posts in social media, is not analyzed in this study. This research responds to the call for research into social media, and more specifically, how social media can be used to manage customer relationships, marketing communications, and the branding process.

The previous studies indicate different results about brand popularity and social media contents. The industry market-based studies show that that the brand experience has a significant effect on consumers being a brand fan (Van Belleghem, Eenhuizen, & Veris 2011).

Trusov, Bucklin, and Pauwels (2009), on the other hand, focus on the social spread role in creating the brand fans category. The research shows that the shares of the positive and negative comments, when they are compared to the neutral comments, have a strong effect on the brand popularity. Another study conducted by the same authors indicated that the WOM communication activities of the social networking sites’ users are effective in the creation of new sign ups to the page.

Aral and Walker (2011) focus on the automated notifications on social network sites, which has a positive effect on the adaptation process of an application. They find out that the brand fans’ friends can be easily affected by brand notifications such as the other fans’ likes or comments on the brand posts.

Social media has changed marketing dynamics and has placed a focus on non-transactional customer behaviors. In this new marketing era, the terms of engagement and participation have become the central construct used to describe the nature of the participants' specific interactions and/or interactive experiences (Brodie et al., 2011; Kietzmann et al., 2011). The number of active fan pages' users affects the content produced by the brand and the content generated by the users, which is very important because of the word of mouth effect. The brand communities were found to be a successful tool for increasing sales and communication between the consumers and the companies (Adjei et al., 2010; Bagozzi & Dholakia, 2006). In addition, they have the potential to improve the relationship between the consumers and the brand (Sicilia & Palazon, 2008).

More recent works have focused on empirical studies and particularly on the ways that companies may foster the levels of customer engagement. Jahn and Kunz (2012) explore the factors that could convert consumers into loyal fans. In addition, De Vries et al. (2012) examine the popularity of brand posts, making an analogy between the brand posts on Facebook and online advertising. These few studies only begin to touch on the ways in which Facebook can be used to connect with customers.

Dae-Hee Kim, Lisa Spiller and Matt Hettche (2014) conduct a study whose purpose is the examination of the practical usage of the social media marketing strategies, which contains the brand associations under five product categories. The variables of this research are listed as follows:

- Convenience goods
- Shopping goods
- Industrial goods
- Service goods
- Specialty goods
- Namely goods

The study aims to find out the content orientations, media type, and frequency differences in corporate Facebook pages. The purpose of the study is the isolation of the qualitative factors of a brand's social media messages, which are related the consumer response facilitations. In this research, 1,086 social media posts of

corporate Facebook pages from 92 global brands are analyzed. These messages are analyzed during a one-month period (snapshot) in July 2013. The data are collected from special posts, which contain different media contents such as photos, videos, links, or text. In addition, in this study, the content orientation types such as interaction or self-orientation are analyzed. The number of consumer responses is another variable of this study such as the shares, the comments, and the likes.

The research findings indicate that global brands have an active role in utilizing social media. The study shows that the brands post approximately three messages each week and they benefit from photos to enrich the content. For the interaction variable, the brands use an interaction-based content to create a consumer response.

The previous research on social media activity, specifically about media usage and the one about content orientations, indicate different results about the same topic. Tsai and Men (2012) conduct a study for the comparison of the U.S.A and China's social media usage attitudes, which is based on the posted content variable. This research focuses on the interdependence variable in China and the individuality variable in the U.S.A.

The research of McAlexander, Schouten, and Koenig (2002) indicates that the brand fan pages reflect relationships between firms and their customers. A brand community from a customer-experiential perspective is the fabric of the relationships in which the customer is situated. The crucial relationships include those between the customer and the brand, between the customer and the firm, between the customer and the product in use, and among the fellow customers.

Seabrook (2013) conducts a study that is based on small local firms' social media practices for consumer involvement. This research shows that the small firms have the possibility to be more active on social media than the bigger brands. This research is based on content orientations and the media types of the national and local brands. The research findings focus on finding out the local brands the social media usage motives for the media differentiation.

Luarn, Ling, & Chiu (2015) conduct research into the influence of Facebook brand-page posts on online engagement. In this study, the researchers aim to find out various characteristics of brand posts and how they influence the Facebook brand page in terms of online engagement. The research is based on the collection of data

from ten popular official brand pages. In this study, 1,030 posts are analyzed and processed in September 2014. The product categories assignment is done according to the page administrators categorization; authors performed manual coding and coding development process. The research results show that the media and the content type of the social media posts affect the online engagement of a user. The study shows that the like, comment, and share behavior is a sign of users' online engagement level of a special brand post.

Social networks can be applied in three distinct areas: “(1) recruiting and professional career development, (2) relationship facilitation in distributed work contexts, and (3) business-to-customer interactions” (Richter et al., 2011). This study aims to find out the characteristics of business-to-customer interactions, and the factors that affect popularity will be discussed. In this section, different studies on brand posts are presented in order to assess the various factors and indicators for the posts' popularity. In the next section, the dynamics of the concept of the brand post popularity will be explained in an all-embracing and accurate way.

#### **4.5.2.1 Brand post popularity and vividness**

Vividness is defined as the presentation richness by Steuer (1992). According to Coyle and Thorson (2001), multiple senses of stimulating vividness can result in a variety of different degrees of vividness. Vividness is defined in this sense: a high level of vividness (audio-present and animation-present), medium level (either audio-present or animation-present) and low level (audio-absent and animation-absent). One of the most important ways to increase the effectiveness of the company posts on social media accounts is to be able to address different senses in sharing. Vividness can be achieved by adding dynamic animations, images, videos, infographics, texts, or the combination of these. The vividness level is directly related to the interaction of the post. For example, a video is more vivid than a picture because the former stimulates not only sight but also hearing. Research shows that highly vivid banners are more effective with respect to the intention to click and click-through rates (Lohtia, Donthu, and Hershberger, 2003). Moreover, higher degrees of vividness appear to be the most effective at enhancing attitudes toward a web site (Coyle & Thorson 2001; Fortin & Dholakia 2005). This study proposes that more vivid brand posts lead to a more positive attitude towards the brand post. This

positive attitude should then compel the brand fans to like or comment on a brand post.

Because a positive user attitude facilitates faster and wider spreading of a post, vividness can be a potential and influential factor for a post's popularity on social media. It is essential to include vividness as a factor when examining the popularities of the posts on social networks. In this thesis, we define vividness tools as:

- Video
- Image
- GIF
- Text
- Infographics

### **Text**

Text sharing is the first model of the social media. Nowadays it is not a much effective way to communicate with users but it is still used by the companies' social media accounts.

### **Video**

Videos are incredibly useful for presenting common problems and then showing the solutions that the product or service can offer. While there are much cheaper types of visual content available, a video serves as an extra influence for a specific campaign by demonstrating that sponsored company is prepared to go the extra mile for quality.

According to the American Marketing Association Report (2017), the reason why these major social networks are optimizing their platforms is that the majority of the search traffic will be a result of the video content, and future marketing projects will include a high spending on the digital. Video ad types will boom 184% from \$9.9 billion to \$28 million in ad spend – making them the fastest growing post and advertisement type.

### **Visual Content (Images)**

Posting an image is a very effective way of communication on these days. When the post splits up a body of text with some compelling images, people are more inclined to finish reading what the posts have written (provided that the images are high

quality and contextually relevant). By now, everyone knows that the visual content amplifies the content and its chances of being noticed.

## **GIF**

A great GIF is worth a thousand words. Along with driving massive engagement, GIFs help users explain difficult ideas, add some visual variety to their feed, and have some fun with our audience.

## **Infographics**

Infographics are the most socially shared form of the content. An infographic is the presentation of information or data in a visual way. Its name sums it up — info + graphic. Infographics are excellent tools for drawing upon all of the complex data and statistics and collating them into a compelling, easily intelligible visual display. For good reason: adding pictures to a text makes the message 25% more comprehensible, not to mention it's being far more engaging and persuasive.

## **Livestream**

Facebook's live video streaming service is still in its infancy, but it is already one of the top ways to form real connections with users' audience. Live is informal—and by definition, unscripted—which means viewers feel like they are getting a more intimate experience. Brands can see the effect on engagement: according to Facebook, people spend 3x longer on a real-time video. Facebook has even decided to push up live videos in user News Feeds. That means when brands are broadcasting, they will get an organic traffic boost.

## **Quotes**

Quotes are to repeat words or a reference number used by someone else when there's something about a great quote that sticks in users' mind for days, weeks, months or even years. As marketers, we have the opportunity to share the best ones with our audience, simultaneously inspire them, and boost our brand.

### **4.5.2.2 Brand post popularity and interactivity**

Another feature that increases the importance of the company shares is interaction. Interactivity is characterized by a two-way communication between the companies and customers, as well as among customers themselves; put differently, it

characterizes many communications (Goldfarb & Tucker 2011; Hoffman & Novak 1996).

The interactivity concept is highly relevant to a brand post's popularity (de Vries et al., 2012). Since one of the primary objectives of the brand community is to inspire more reactions from their fans, interactivity may be related to the popularity of the brand post as well. In the previous research and in this thesis, interactivity tools defines as

The brand post characteristics differ in their degree of interactivity. For example, a brand post with only text is not at all interactive, while a link to a website is more interactive (Fortin & Dholakia, 2005), since the brand fans can click on that link. Moreover, a question acts as a highly interactive brand post characteristic because it begs an answer from the brand fans. Therefore, it may result in more participation relating to commenting and sharing. Research shows inconclusive findings (no effect versus positive effect) regarding interactivity on outcome measures, such as attitude toward an ad, which might be explained by the considered degrees of interactivity (Liu & Shrum, 2002).

We defined the interactivity variables as:

- Using link to web site
- Using link or post of other social media
- Gamification
- With Hashtag
- With Tag
- Question
- Competition
- Event

#### **4.5.2.3 Brand post popularity and content**

Many types of content are used in social media brand communities. These types of content affect the popularity of the posts directly. Some posts are designed to entertain users while some are designed to share information about the brands, services, or a product. All of these contents can be used as a marketing and



communication tool targeted at a brand's users and fans. The classification of the content types employed in this thesis can be as follows.

- Entertainment
- Celebrity
- Team or Group or Organization
- Informative
- Commercial Information
- Background Company
- Company Policy
- Specific Product(s)
- Non-Commercial Information
- Celebrative content
- Condolence
- Advertisement Content
- Direct
- Indirect (viral)
- Promotional Content

According to Gupta and Singh (2013), the priority of this content is to inform the user. This information can be about a specific product, company, a company policy, or information we did not know about.

Information-seeking is one of the primary motivations for individuals to use social networks and participate in an online community (Lin & Lu, 2011). Information-seeking is an important reason for people to follow the brand pages and accounts on social media. Hence, if a brand post contains information about the brand or product, then the brand fans' motivations to participate or consume the content are met. Additionally, research shows that people tend to have positive attitudes towards informative ads on social networks where the provided information is directly related to the product or brand. This study also questions whether the content of the post is direct marketing or indirect marketing (Taylor, Lewin, & Strutton 2011).

## **Direct marketing**

Direct marketing content is a form of advertising that allows businesses and non-profit organizations to communicate directly to the customers about one specific product, using information, visuals, and videos of the product.

## **Indirect Marketing (Viral):**

Indirect marketing is a form of marketing communication that allows businesses and non-profit organizations to persuade their followers to forward their publicity material. They may take the form of jokes, games, video clips, or visuals that are indirectly about the products or the brand. As opposed to the direct marketing technique, the indirect marketing strategy focuses on channels where there is no direct communication with customers by the companies. Considered to be the next step for brand recognition and awareness, the indirect marketing strategy is used at the point when customers are already aware and familiar with the product, possibly by previously employing the direct marketing tactic, or because customers have purchased/heard about the product. Thus, indirect marketing is used when customers need to be reminded about the product or the brand (Leskovec et al., 2008).

An indirect marketing strategy helps in maintaining a good reputation for the brand in the market and also having good relations with customers. These tactics build customer trust and loyalty, and also empathy with potential customers by not shoving pushy sales tactics on them when they are interacting with the brand. In addition, positive interactions on social media can lead to the audience base being converted from just potential customers to potential brand fans. Indirect marketing leads to this by providing a personalized point of view from the business.

According to Taylor, Lewin, and Strutton (2011), in addition to informative posts, when we talk about the popularity of a post, it is undeniable that entertaining content is related to the post popularity. Presently, there is no distinct or specific definition of the entertaining brand post to refer to (de Vries et al., 2012), meaning the posts that are perceived to contain elements of fun, excitement, coolness, and flashiness and thus positively affect the consumers' attitudes towards the posts. The entertaining brand post should benefit the brand promotion by providing contents that are fun, exciting, cool, and flashy to the consumers. Additionally, the previous studies also demonstrate that entertaining content can very often lead people to consume, create,

or further contribute to the brand-related content online (Muntinga, Moorman, & Smit, 2011; de Vries et al., 2012). The entertaining posts encourage users to generate and share posts; therefore, it is a very effective tool for increasing post popularity.

The other types of brand posts' content include promotional content, which is quite popular among Facebook and Twitter brand-fan pages. These posts are the promise of the brand-related small gifts or promotions provided to the users that encourage them to engage and generate content. For this reason, the users like these posts and they lead to a high level of interaction. Our research shows that the effects of the promotional posts can last for weeks.

The last type of the brand posts' content is celebrative or condolence content. These are one of the factors which unite the members of a community and represent vital social processes that bring and keep them together. This helps transmit the meaning of the community within and beyond the community (Muniz & O'Guinn, 2001). This content type has an important role in the popularity of the posts as they convey the message of "we share the same values as you" to the users. Muniz and O'Guinn (2001) and McAlexander et al. (2002) found shared rituals and traditions between brand community members and marketers both in computer-mediated environments and in face-to-face contexts. Community members reinforce culture, history, and rituals of the community through processes of celebration. Through their significance and their recurring nature, rituals contribute significantly to the establishment and preservation of a community's collective sense of self, which plays a role in building community identity. Rituals stabilize this identity by clarifying expected roles, delineating boundaries within and outside the community, and defining rules, so that members know that "this is the way our community is" (Wolin & Bennett, 1984). This emotional attachment between the users and the brand affects the user behaviors directly. The celebrative/condolence contents are important for the brands to be able to better understand and promote the interaction of the users. The celebration and condolence posts aim to establish this emotional connection by posting celebrations, as well as sorrows.

#### **4.5.2.4 Brand post popularity and valence of the comments**

The brand fans' positive, negative, or neutral comments are also important variables regarding the brand posts. One study shows that the consumers' online positive

feedback about a product or the brand experiences can help to generate empathy and positive feelings among the audience (Bickart & Schindler, 2001). This exchange of information and experiences between the consumers has a positive effect on the perceptions of the value of a product. Meanwhile, the negative comments on a brand post might damage the brand image, and brand scandals can spread even faster than brand praises online (Bronner & de Hoog, 2010). For this reason, the number and type of the comments affect the popularity directly.



## **5. RESEARCH ON EFFECTIVENESS OF BRAND POSTS IN SOCIAL MEDIA**

### **5.1 Aim of the Research**

This study aims to discover the determinants of brand post popularity in two product categories: fast-moving goods and durable goods. The research focuses on the factors that influence the post popularity and tries to uncover the triggers that ensure more engagement with the brand post. In order to assess the brand post popularity in the study, the number of likes, shares, and comments on brand posts are considered as dependent variables.

In a most general way, the content shared on the social media brand pages could be categorized as (1) the type of content enclosed within the post and (2) the post's media type. Furthermore, to address the post media type, we refer to the concepts of vividness and interactivity by examining the user responses to different forms of online content.

The sectors examined in the study are fast-moving consumer goods (FMCG) and durable goods. The underlying reason for the choice of these sectors for this study is that both sectors are known to have very different market characteristics, consumer buying behavior, and consumer preferences. Fast-moving consumer goods (FMCG) or consumer packaged goods (CPG) are products that are sold quickly, at relatively low cost, and with a quick turnover. Although the absolute profit made in FMCG is relatively small, they are generally sold in large numbers and thus the cumulative profit in this sector can be very large. For FMCG, the purchase decision process tends to be quicker. The habitual purchase behavior or repeat purchases have also a short decision process.

In economics, a durable good or a hard good is a good that does not quickly wear out, or more specifically, yields utility over time rather than being completely consumed in one use. Highly durable goods such as refrigerators or cars usually continue to be useful for three or more years of use, so durable goods are typically

characterized by long periods between successive purchases. If the dynamics of these two sectors are considered to be quite different from each other, the behavior of their users can also be considered to be different.

In this way, this study aims to measure how effectively the social media accounts are being used and how they are related to the specified variables that are defined in the framework.

## **5.2 Methodology of the Research**

The content analysis method is used to discover the brand popularity variables that are connected to the brand page frequency variables. The data is collected from the official Facebook and Twitter pages from the two brands in the fast-moving product category, and from the two brands in the durable goods product category.

Content analysis is a research method that is used to determine the existence of certain words or concepts in a text or a text group. The researchers search for the presence of themes or words in specific texts in order to analyze the meaning or relationships in texts. In the content analysis method, essays, books, news, newspapers, and headlines can be analyzed (Umsl, 2016). With the development of social media and user-oriented content, the posts of new media environments have begun to be analyzed with the content analysis method.

Content analysis has been primarily used as a quantitative research method until recent decades. Berelson (1952) suggests that content analysis is “objective, systematic, and quantitative.” The qualitative content analysis method can be defined as “a research method for the subjective interpretation of the content of text data through the systematic classification process of coding and identifying themes or patterns” (Hsieh & Shannon, 2005).

The conceptual framework of the study is conducted according to the brand popularity determinants. The brand popularity determinants are formed as dependent variables. These categories are formed according to Vries, Gensler, and Leeflang’s (2011) research about brand popularity. The brand popularity related to determinants of the research are listed below:

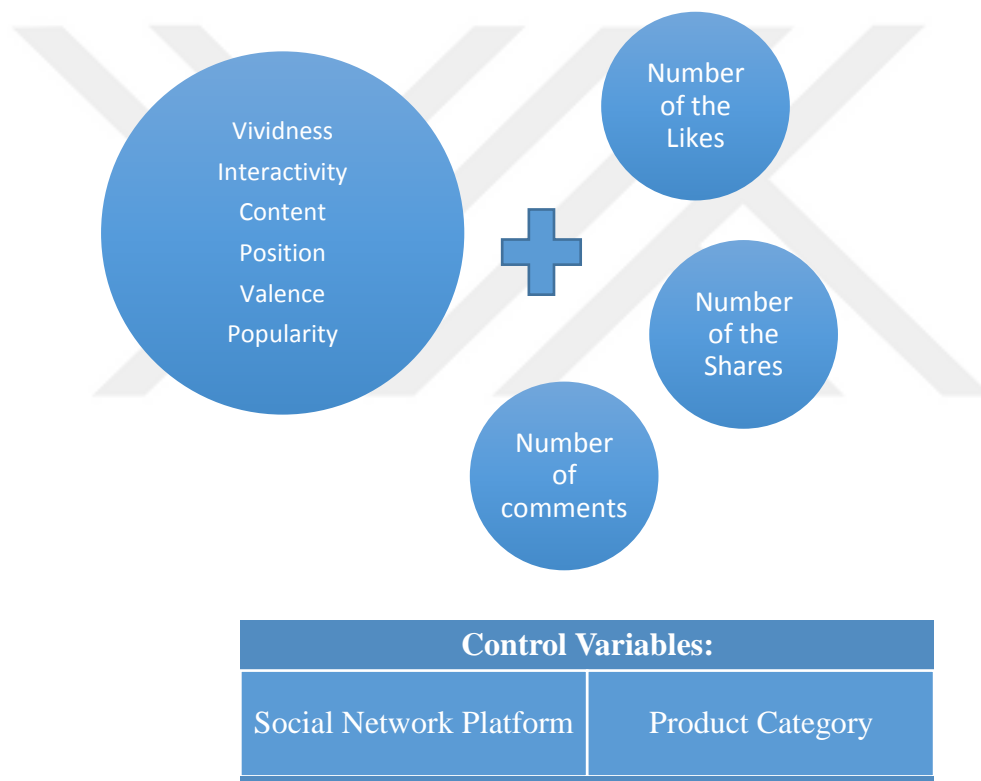
- Vividness
- Interactivity

- Content
- Position
- Valence of the comments

The dependent values of the research are defined as the numbers of likes, comments, and shares of the brand posts in this study to analyze the brand popularity level.

In our research, we evaluate the posts in three major categories. These are:

- Vividness
- Interactivity
- Content type



**Figure 5.1:** Conceptual Framework for relations between post characteristics and online engagement

### 5.2.1 Sampling and the context of the study

According to research, which is conducted by the British BrandWatch research firm and Economist magazine, Turkey's 100 strongest social media accounts have been identified. The study was conducted according to Twitter and Facebook follower numbers of the brands (Url-8, 2016).

1	64	Coca-Cola	87,28	1.511.993	60.809
2	6	Vodafone	80,11	1.557.590	310.041
3	7	Turkcell	78,75	3.042.383	48.459
4	25	Akbank	77,64	1.480.662	43.353
5	19	THY	77,61	4.044.514	446.535
6	21	TEB	77,50	988.243	17.325
7	5	Garanti Bankası	77,33	1.505.417	103.948
8	13	Nike	76,11	163.022	14.994
9	9	Denizbank	75,81	915.892	37.421
10	52	Yemeksepeti	75,72	238.371	238.371
11	16	Ülker	75,67	1.816.869	127.691
12	62	Fenerbahçe	75,42	8.757.520	3.105.170
13	3	Volkswagen	74,19	3.077.062	254
14	4	Avea	73,61	2.798.845	258.814
15	18	İş Bankası	73,50	318.166	57.222
16	22	Galatasaray	73,06	11.330.290	3.780.610
17	46	Burger King	72,92	401.328	623.029
18	45	Efes Pilsen	72,34	663.302	37.931
19	47	Pegasus	72,00	1.025.021	116.703
20	17	Teknosa	71,61	1.900.807	179.654
21	53	P&G	71,25	178.328	1.490
22	1	Markafoni	71,03	1.689.015	76.172
23	8	TTNet	70,97	1.139.073	49.527
24	31	LC Waikiki	69,97	1.195.219	32.872
25	72	Migros	69,86	413.175	28.473
26	54	Pepsi	69,42	34.927	3.319
27	29	Unilever	69,25	2.656.574	7.896
28	23	Eczacıbaşı	69,03	185.919	74.516
29	65	McDonalds	68,81	672.031	270
30	10	Mavi Giyim	68,64	1.305.391	77.151
31	32	Mercedes	68,00	1.208.508	56.200
32	38	Sütaş	67,78	260.443	3.095
33	59	Yapı Kredi Bankası	67,72	867.088	44.728
34	27	Gittigidiyor	67,64	1.449.367	58.448
35	3	Türk Telekom	67,50	177.892	42.501
36	35	Hepsiburada	66,56	1.151.154	89.051
37	76	Kanyon	66,36	161.693	6.078
38	37	Star TV	66,31	88.394	557.142
39	14	Nokia	66,03	2.119.409	50.325
40	74	Arçelik	65,94	193.217	89
41	28	Nestle	65,92	683.037	87
42	34	Medical Park	65,61	145.735	6.214
43	28	Finansbank	65,56	277.018	30.405
44	11	Hürriyet	65,28	829.809	1.497.958
45	36	Istinye Park	65,06	8.427	10.498
46	20	Yeni Rakı	64,83	40.857	81
47	24	Simit Sarayı	64,75	64.172	22.963
48	73	Superonline	64,72	224.057	44.209
49	48	Mudo	64,67	160.594	12.521
50	69	Doğan Müzik Kitap	64,47	229.908	29.203

Figure 5.2: The most powerful 100 social media brands of Turkey



51	59	Renault	64,36	1.677.948	33.201
52	24	Toyota Otomotiv	63,86	252.879	17.136
53	20	Ford	63,19	421.937	52.345
54		Koton	63,03	797.564	41.543
55	30	Sony	62,97	818.738	43.699
56		Doğa Koleji	62,92	1.079.074	26.257
57	81	Vestel	62,86	226.909	20.862
58		Rixos	62,81	82.833	3.941
59	71	Eti Gıda	62,81	888.471	51.795
60	42	Boyner	62,78	34.596	12.238
61		Novartis	62,75	56.344	14.023
62		Lipton	62,44	392.697	22.013
63	12	Kanal D	62,22	1.838.829	509.095
64	51	Adidas	61,67	748.386	290
65		Bayer Pfizer	61,25	101.876	4.467
66	93	Atlasjet	61,11	125.905	6.374
67	7	Trendyol	61,08	1.746.755	93.265
68		Beymen	61,00	120.536	20.048
69		Penti	60,72	403.467	12.215
70	62	CarrefourSA	60,64	134.307	1.565
71		Daikin	60,53	122.724	3.542
72	33	Vakıfbank	60,00	223.145	13.692
73		Memorial	59,22	112.168	5.325
74	40	Opet	57,72	1.100.552	16.121
75	58	Ziraat Bankası	57,33	290.354	2.598
76		Liberty	57,13	33.678	1.117
77	83	Banvit	57,06	63.884	8.246
78	44	Lenovo	57,03	105.053	7.156
79	43	Vakko	56,47	148.103	4.879
80		Aras Kargo	56,36	85.386	3.774
81	69	Good Year	56,25	-	2.314
82	27	ING Bank	55,97	18.606	18.615
83	49	Pınar	55,19	128.937	1.168
84	100	Shell	55,03	5.070.703	-
85		Bridgestone	54,83	121.625	30.858
86	84	Casper	54,36	34.894	1.969
87	88	Soyak	54,03	11.585	2.154
88		Istikbal	53,53	71.507	3.319
89		Kia	53,39	485.353	23.694
90		Yurtiçi Kargo	53,34	10.904	5.022
91	54	Betek Boya	53,14	358.062	13.835
92	72	Sabah	52,86	347.273	388.688
93	77	HTC	52,33	179.741	2.112
94	61	Bank Asya	52,06	245.619	66.681
95		Biletix	52,03	283.106	164.909
96	56	Sinpaş	51,25	11.927	7.591
97	91	Petrol Ofisi	50,63	3.192	104
98	15	Habertürk	50,47	1.321.170	1.324.748
99	96	AXA Sigorta	50,16	448	4.234
100	87	Kütahya Porselen	49,94	15.176	1.590

**Figure 5.2 (continued):** The most powerful 100 social media brands of Turkey

However, because of the time and cost limitations, the sample is limited to four brands. According to the judgmental sampling, two categories and two brands from each category are chosen. Two of the brands are chosen from convenience goods, two of the brands are chosen from the durable goods category. The brands are given below:

- Pepsi co (Convenience product category)
- Coca Cola (Convenience product category)
- Renault (Durable product category)
- Toyota (Durable product category)

**Pepsi Co:** Pepsi is an American originated carbonated soft drink, which is produced by PepsiCo. The origin of the product dates back to the 1893 and the first name of the product was "Brad's Drink". The Pepsi Cola name was given in 1898, and then the name was changed as “Pepsi” in 1961. The brand PepsiCo, Inc., which is formed with the merger of Frito-Lay and was created in the late 1890s by Caleb Bradham, a New Bern, N.C. pharmacist. Frito Lay brand includes Frito Company, and the product was created by Elmer Doolin in 1932. The Frito Lay brand was founded by Herman Lay, who was the first and former chairman of Frito Lay and one of the chairman of the board directors in Pepsi, Co, Int. The new company reports sales of \$510 million, has 19,000 employees, and have side firms. The main product categories of the new company partnership are given below (PepsiCo, 2016):

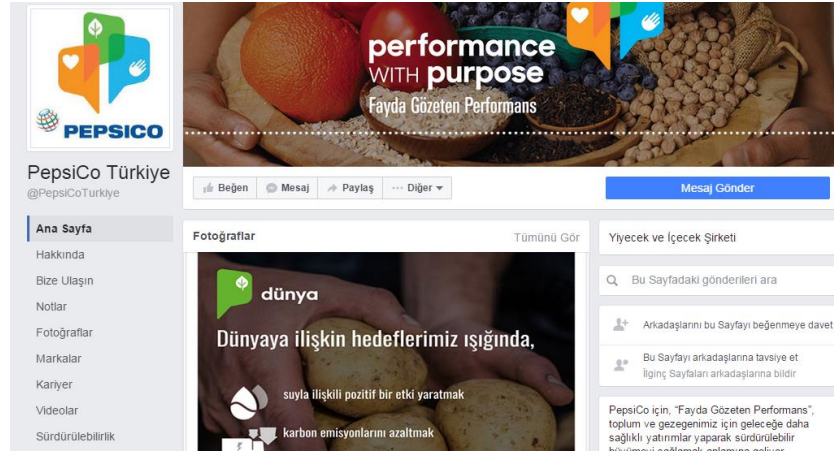
**Pepsi-Cola Company:** Pepsi-Cola, Diet Pepsi, and Mountain Dew

**Frito-Lay, Inc.:** Fritos, Lays, Cheetos Ruffles.

PepsiCo Beverage products have been meeting consumers in Turkey since 1962. In March 2002, Pepsi Bottling Group (PBG) bought Pepsi bottling operation in Turkey, emerging Fruko company operating in Tamek Holding and Pepsi Cola International office in Turkey under one roof. At the beginning of 2010, PepsiCo announced the completion of the strategic acquisitions between the two largest global bottlers, the Pepsi Bottling Group and PepsiAmericas. Thus, the name of the new formation was changed to PepsiCo Drink. The PepsiCo Beverage serves three factories and 9 warehouses located in Adana, İzmir, and Çorlu. Pepsi, Pepsi Light, Pepsi Max, Pepsi Twist, Fruko, Yedigün, 7Up, Tropicana and Lipton Ice Tea are produced in Çorlu, Adana and İzmir factories. (Pepsi Co Turkey, 2016).

As it can be seen in Figure 5.3, the official page brand page of Pepsi Co Company has 41.979 likes. The company is the sharing multimedia-based content in the official page. The page is open to the like, share, comment on the brand-related posts. Additionally, it is mentioned that the page is the official Facebook page of the

company. The potential consumers can reach adequate information about the brand as a food and beverage company.



**Figure 5.3:** Pepsi Co Turkey-Facebook Official Page (Source: Url-9, 2016)

As it can be seen in Figure 5.4, the Pepsi-Co Turkey twitter page has 7.550 followers. The company shared 975 tweets the content type of which is is mostly multi-media based. It is also mentioned that the account belongs to the official Pepsi-Co Turkey company.



**Figure 5.4:** Pepsi Co Turkey-Twitter Official Page (Source: Url-10, 2016)

**Coca-Cola:** It is an American carbonated (soft) drink produced by The Coca-Cola Company in Atlanta, Georgia, United States. Originally designed as a patent medicine was invented by John Pemberton in the late 19th century. The name of the drink originated from the original ingredients, colostrum ( a caffeine source) and coca leaves. While Coca-Cola's current formula remains as a commercial secret, various reported recipes and experimental recreations are published. The Coca-Cola Company occasionally offered other Coke drinks under the name of Coke. The most

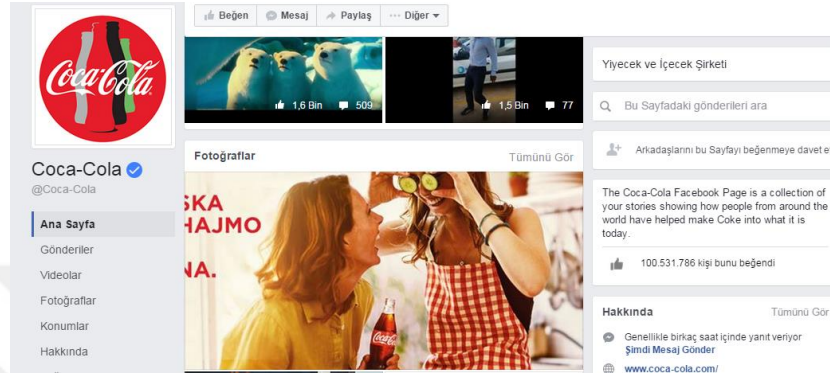
common ones are the Diet Coke and the other decaffeinated ones; e.g. the Diet Coke decaffeinated, Cherry, Zero, Vanilla and lemon, lime and coffee. Based on the Interbrand's best global brand study in 2015, Coca-Cola is the third most valuable brand in the world. The first decade of the new millennium brought with it an increase in Coca-Cola's efforts to create a sustainable framework for the future. In 2009, the company launched Live Positively – a public commitment to making a positive difference in the world by redesigning the way we work and live, thus sustainability is part of everything we do. Live Positively includes goals for providing and tailoring drinks for every lifestyle, supporting active, healthy-living programs, building sustainable communities, reducing and recycling our packaging, cutting our carbon emissions, establishing a sustainable water operation and creating a safe, inclusive work environment for all (Coca-Cola, 2016).

In 1964, the arrival of Coca-Cola to Turkey was announced with the slogan of "World famous Coca-Cola now in our country". The company's first investments were made in Istanbul and Marmara Region. Istanbul Meşrubat Sanayi Anonim Şirketi (IMSA) was established with a capital of 3.5 million Turkish liras. Coca-Cola's first factory in Turkey started production on 16 September 1964. Today, the factory was built in the area known as İncirlik junction in Istanbul and it was the 1916th factory of Coca-Cola Company. The arrival of Coca-Cola to Turkey was announced to the Turkish people on September 18, 1964, with the "Coca-Cola Caravan" for 19 vehicles. The Coca-Cola Caravan, which departed from Beyazit, traveled all over İstanbul in the presence of the band and applause. Coca-Cola, whose predecessor was produced only in the Marmara Region, was negotiated in 1968 with İzmir's bottling Özgörkey Family and İMBAT was established. Thus, Coca-Cola met Egeliler with a sale price of 60 cents. The Coca-Cola Company has 15 brands in Turkey, has more than 500 brands and more than 3,600 products in the world, from carbonated to fruit juice, from water to water, from energy to drink sportsmen. The company has been operating in Turkey for 52 years. Coca-Cola Turkey is among the top 10 countries in sales volume among 200 countries. Approximately 3 billion of our company's activities in 90 countries are managed from our central office in Istanbul (Coca-Cola Türkiye, 2016).

As it can be seen in Figure 5.5, The Coca-Cola company does not have a local page for managing the social media activities in Turkey. The potential brand fans can



reach this international page and get information about the company. In the page, there are brand-related content shares, which are provided in several languages including Turkish. The Turkish consumers can reach information on the company from this page, where Turkish information about the company is also provided. The total like numbers of the page is 100.531.786. The web site address and the official account information is given on the Facebook page.



**Figure 5.5:** Coca-Cola Turkey-Facebook Official Page (Source: Url-11, 2016)

As it can be seen in Figure 5.6, this is the official account of the Coca-Cola Turkey Company. Unlike Facebook, the company has a private account, which is specialized in Turkey, in Twitter. The total number of tweets are 8.898 and the total number of followers is 93.700. It can be seen that the type of the content which is shared by the company is multi-media based.



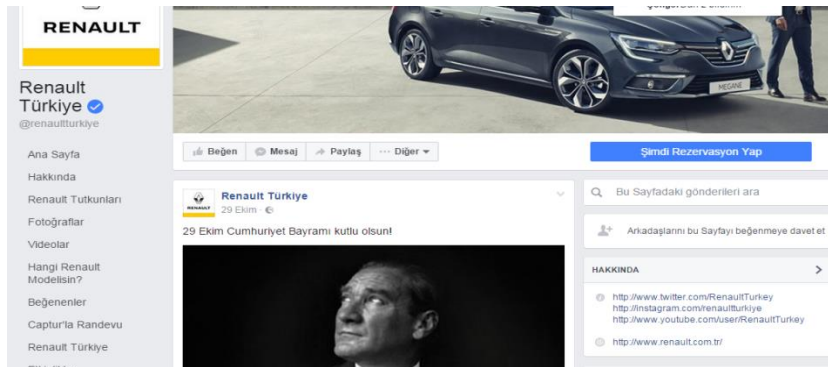
**Figure 5.6:** Coca-Cola Turkey-Twitter Official (Page Source: Url-12, 2016)

**Renault:** The Renault Group is a French multinational automobile manufacturer, founded in 1899. In today's world, the company produces a different range of automobiles as cars and vans, and in the past, the firm produced trucks, tractors, tanks, bus/coaches and auto-rail vehicles. Renault was the 11th largest automobile

manufacturer in the world today with its manufacture volume. The 50% percent of Renault sales are generated in Europe and Renault & Nissan Alliance ranks 4th in all large automotive production styles (Renault Nissan Int, 2016).

Renault Turkey was established on January 10, 1968, by Mais as an Oyak Group company to present Renault brand automobiles to Turkish consumers. Oyak Renault Automobile Factories, founded in Bursa the following year, has one of Renault's highest production capacities outside Western Europe with an annual production capacity of 360,000 cars and 450,000 engines. Oyak-Renault; Clio IV, Clio Sports Tourer, Fluence, Mégane III HB models and engine and mechanical parts used in these models. MAİS Motor Vehicles Manufacturing and Sales Inc. was established on January 10, 1968, as OYAK Group company and presented the first Renault brand automobile to Turkish consumers in 1971. MAİS is Turkey General Distributor of Renault and Dacia automotive brands. 51% of the capital belongs to OYAK Group and 49% belongs to Renault S.A. (Renault Nissan Turkey, 2016).

As it can be seen in Figure 5.7, the official page brand page of Renault Turkey cannot be seen. The company is sharing the multimedia-based content in the official page. The page is open to the like, share, and comment of the brand-related post. In addition, it is mentioned that the page is the official Facebook page of the company. The potential consumers can reach adequate information about the brand as a food and beverage company.



**Figure 5.7:** Renault Turkey-Facebook Official (Page Source: Url-13, 2016)

As it can be seen in Figure 5.8, this is the official account of the Renault Turkey Company. The total number of tweets are 3.174 and the total number of followers is 11.900. It can be seen that the type of the content which is shared by the company is

multi-media based. Also, it is mentioned that the account is the official account of the company and there are links of the other social networking sites.



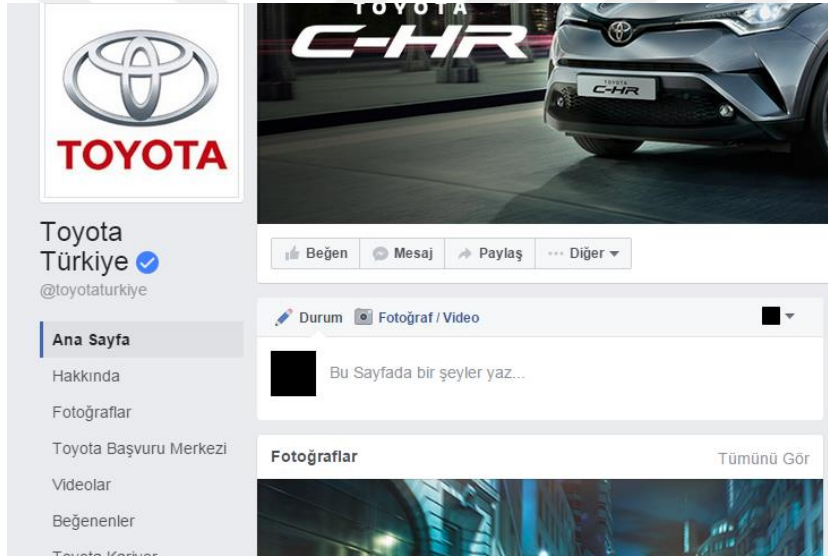
**Figure 5.8:** Renault Turkey-Twitter Official Page (Source: Url-14, 2016)

**Toyota:** Toyota Motor Corporation is the world's largest automotive company, according to the 2016 data, which manufactures in varying areas and has a large model range. Toyota, which is the second largest automobile company in the world, passed Ford in the near future. However, it is thought to overthrow General Motors in a major economic crisis. According to the world sales figures for the first quarter of 2007, General Motors has become the oldest and most sold automobile brand. As of 2008, he is the world's largest automobile manufacturer. For 77 years, General Motors, who owns this title, has managed to capture this title. The center of the company is located in Aichi, Japan. Global Toyota sales are improving over the years. Since its foundation in 1937, Toyota's product range has expanded to include the world's first series-produced hybrid vehicle, the Prius, and the first hydrogen-powered vehicle Toyota FCHV. Toyota's "Toyota Land Cruiser" model, which has been produced continuously since 1951, has not only reached high sales figures but has become a legend in its class thanks to its terrain capability and quality. In addition, the Corolla model is the world's best-selling model, with a daily sales figure of nearly 42 million in 1966. As of 2014, with 10 million 230 thousand sales, it is the largest automobile company in the world (Toyota, 2016).

The Turkish branch is an international distributor company that is responsible for the marketing, sales and after-sales services of Toyota branded vehicles in the Turkish automotive sector and serves three different locations. The General Directorate in

Kartal, Training and Spare Parts Warehouse in Orhanlı and Sales Distribution Center in Adapazarı. In October 1, 2000, 65% of the shares of Sabancı Holding, 25% of Toyota Motor A.Ş, in addition to the 10% Mitsui partnership. In 2009, the 65% share of Sabancı Holding was transferred to ALJ A.Ş. As of October 1, 2009, it continues its activities as a foreign-funded company affiliated to 100% ALJ Holding (Toyota Türkiye, 2016).

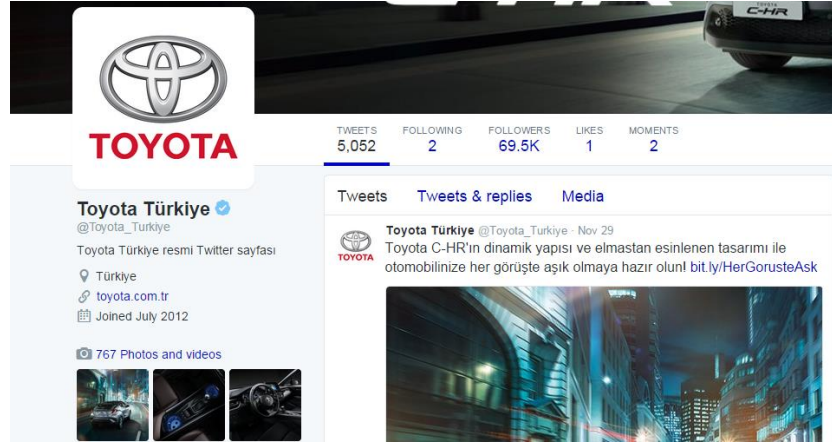
As it can be seen in Figure 5.9, this is the official Facebook account of the Toyota Turkey Company. The company is sharing the multimedia-based content in the official page. The page is open to the likes, shares, and comments of the brand-related posts. In addition, it is mentioned that the page is the official Facebook page of the company. The potential consumers can reach adequate information about the automotive sector.



**Figure 5.9:** Toyota Turkey-Facebook Official Page (Source: Url-15, 2016).

As it can be seen in figure 5.10, this is the official account of the Toyota Turkey Company. The total number of the tweets are 3.174 and the total number of the followers is 69.500. It can be seen that the type of the content which is shared by the company is multi-media based. In addition, it is mentioned that the account is the official account of the company and there are links of the other social networking sites.





**Figure 5.10:** Toyota Turkey-Twitter Official (Page Source: Url-16, 2016).

The use of the Internet by the global companies as a communication channel is becoming more and more important every day. With the spread of the integrated marketing approach, companies are in direct contact with their customers. In this process, the beginning of the year and the end of the year are very intense for the introduction of new products and campaigns for both FMCG and Durable product sector. The companies, which we have selected, announce new product launches and campaigns during this period. For this reason, the role of communication with the followers in the social media accounts is highly appreciated. December 2016 – January 2017 is the specified time interval for this study for this very reason. This study has an exploratory research design and its covers 2 months-period for each social media account.

### 5.2.2 Data collection method

The data collection was done manually, with the researcher using a content analysis form to collect information on the variables discussed in the research methodology and the model section. First, the shares on the Facebook and Twitter pages of the identified brands—namely Toyota, Renault, Coca-Cola, and PepsiCo—were analyzed, and the common and distinctive features were detected. Then, the researcher analyzed the posts in the social media accounts for the specified time period, which is two months for the durable goods sector and four months for the FMCG sector

### 5.2.2.1 Reliability analysis

This study examines posts of the four brands' social media accounts. In this study, two judges examine the 298 total posts, especially where humans observe, read, analyze, describe, or code the phenomena of interest. The researchers need to assure themselves that the data that emerge from that process are trustworthy.

Testing the reliability of coding instructions before using them to generate the data for a research project is essential. 34 observations from two coders were examined through a degree of agreement method. The results are given below in Table 5.1.

**Table 5.1:** Reliability analysis of the coders.

<b>Variables/degree of agreement</b>	<b>Measurement</b>
Video(%100)	Is there a video in the post or not? 0 - There is not 1- There is
Image (%100)	Is there an image in the post or not? 0 - There is not 1- There is
GIF (%91)	Is there GIF in the post or not? 0 - There is not 1- There is
Infographic (%98)	Is there an infographic image in the post or not? 0 - There is not 1- There is
Text (%100)	Is there a text in the post or not? 0 - There is not 1- There is
Interactivity Score (%93)	How many interactivity tools exist in the post 0- There is no interactivity tool 1- There is 1 interactivity tool 2- There are two interactivity tools...
Using link (%100)	Is there a link to the brand's website in the post or not? 0 - There is not 1- There is
Using link of other social media accounts or other websites (%100)	Is there a link of other social media accounts or other websites in the post or not? 0 - There is not 1- There is
Gamification (%100)	Is there any gamification tools in the post or not? 0 - There is not 1- There is
Hashtag (%100)	Is a hashtag used in the post? 0 - There is not 1- There is
Tag (%100)	Is a tag used in the post? 0 - There is not 1- There is
Question (%100)	Are there any questions to fans? 0 - There is not 1- There is
Competition (%83)	Is there any competition? 0 - There is not 1- There is
Event (%100)	Is there an event? 0 - There is not 1- There is
Entertainment (%100)	Are there any entertainment tools in the post? 0 - There is not 1- There is

**Table 5. 1 (continued):** Reliability analysis of the coders.

Celebrity (% 100)	Is this entertainment tool using a celebrity in the post? 0- No 1- Yes
Team Group (%100)	Is this entertainment tool using a group, an organization or a sports team? 0- No 1- Yes
Commercial Information (%96)	Is there commercial information in the post? 0 - There is not 1- There is
Background (%100)	Is this commercial information about the background of the company? 0- No 1- Yes
Company policy (%100)	Is this commercial information about company's policy? 0- No 1- Yes
Specific Product (%92)	Is this commercial information about a specific product? 0- No 1- Yes
Commercial Information (%98)	Is there non-commercial information in the post? 0 - There is not 1- There is
Celebrative (%75)	Is there a celebrative content in the post? 0 - There is not 1- There is
Condolence (%100)	Is there a condolence content in the post? 0 - There is not 1- There is
Advertisement content (%95)	Is there an advertisement content in the post? 0 - There is not 1- There is
Direct Advertisement content (%97)	Is this advertisement direct? 0- No 1- Yes
Indirect Advertisement content (%97)	Is this advertisement indirect(viral)? 0- No 1- Yes
Promotion (%100)	Is there a promotion for the fans? 0 - There is not 1- There is
Positive comments (%96)	What is the number of the positive comments to the post? Range: 0-5:1(Cumulatively 35.3% of all Posts')/ Range: 6-15:2(Cumulatively%35.3of all Posts')/ Range: 15-145:3(Cumulatively%29.4of all Posts')
Negative comments (%90)	What is the number of the negative comments to the post? 0:1(Cumulatively 32.4% of all Posts')/ Range: 1-3:2(Cumulatively%38.2of all Posts')/ Range: 4 -19:3(Cumulatively%29.4of all Posts')
Neutral comments (%88)	What is the number of neutral comments to the post? 0-1:1(Cumulatively 32.4% of all Posts')/ Range: 2 -5:2(Cumulatively%38.2of all Posts')/ Range: 6 -20:3(Cumulatively%29.4of all Posts')

As is seen in Table 5.1, the consistency the coders is quite high.

### 5.2.2.2 General characteristics of the sample

In the research, we analyzed 298 posts from two different product types for four brands. For the durable goods sector, we collected data for two months, while the FMCG sector data collection lasted four months. In the research, significant

similarities and differences were detected between the FMCG and the Durable Goods sector and between the brands. In this section, general characteristics of the brand posts are summarized based on the findings.

The vividness of the posts is evaluated according to various variables; combinations of these variables are used in the social media accounts for increasing the power of communication between the consumers and the brand. We described these variables as:

- Video
- Image
- GIF
- Text
- Infographic

In the durable sector, the rate of videos in posts is approximately 20%, while for the FMCG sector, it is approximately 41%. As we see from these rates, the communication channels are being used more effectively in the FMCG sector, assuming that videos are the most effective communication tools. This assumption is because videos are addressed to multiple senses, including hearing and sight. On the other hand, in pictures, infographics, and GIFs, only one sense can be addressed. The same disparities can be shown in the infographic posts for these sectors. In the durable goods sector, the rate of using video in the posts is approximately 20%, while for the FMCG sector, it is approximately 36%. As we described in the previous sections, an infographic is the presentation of information or data in a visual way. In addition, huge differences can be shown between the brands of Coca-Cola and PepsiCo, although both of the brands are in the same sector. For PepsiCo, the rate is approximately 57% while Coca-Cola's rate is 15%. The findings indicate that different communication tools can be preferred by the companies operating in the same sector. In the next sections, we will investigate which tools used in the posts are more effective and influence the customer's interaction.

On the other hand, the image usage rates are higher at the durable goods sector than the FMCG. The rates are quite different from each other. For the durable goods sector, the sum of the usage rate is approximately 57% while for the FMCG sector, the rate is approximately 16%. The findings of the research show that the brands in

the durable goods sector want to draw attention to the product itself in their posts. On the other hand, in the FMCG sector, it is observed that the posts attempt to convey more detailed to the consumer about the product by using different tools more frequently. Frequent sharing can be an effective way of continuously keeping in touch with the customers who buy and consume over a short duration. However, in the durable goods sector, the purchasing tendency requires a more long-lasting process of acquiring information, thus it seems that the brands of the durable goods sector prefer to focus the communication directly on the product.

In addition, the study shows that text has the highest usage rate across four different brands from both sectors. The usage rate of text in the posts of the FMCG sector is 88% and for the durable goods sector, it is 94%. As we can see from the high ratios, text is still the most preferred tool. Because text is the original form of communication in social media, it is clear that text is the most preferred tool, but how effective it is in communication remains a question mark.

A novel way of communication is obviously using GIFs. Along with driving massive engagement, GIFs help users explain difficult ideas, add some visual variety to users' feed, and let brands have some fun with their audience. We see that the usage of GIFs in both sectors is very low. The percentage of relevant posts for the Coca-Cola is 10% while the rate for PepsiCo is 0%. The same is true for Toyota and Renault. The average percentage of posts that use GIFs for Renault is around 3%, while the use of GIFs is about 15% on the Toyota account. As can be understood from these ratios, the social media personalities of companies cannot adapt quickly to innovations and instead position the brand images more seriously.

At the same time, it appears that the use of interactivity variables has a direct impact on the positive and negative responses from the posting and is, therefore, used to measure the posting effect in the research. These variables are listed below:

- Using link to website
- Using link or post of other social media
- Gamification
- With hashtag
- With tag
- Question

- Competition
- Event

The related variables of the research are combined with each other since the number of observations is limited within the scope of the thesis. The finalized and grouped observation variables are as follows:

### **Vividness Tools**

- **Video or GIF:** Brand posts with a dynamic structure like video or GIF.
- **Image or Infographic:** Less dynamic posts such as images or infographics.
- **Infographics and GIF:** Posts' use of infographic and GIF.

### **Interactivity Tools**

- **Link Usage:** Using a link to a website or using a link or post of other social media.
- **Hashtag or Tag Usage:** At least one of the hashtag or tag tools has been used in posts.
- **Gamification:** Usage of gamification tools in posts.
- **Question:** Ask fans questions.
- **Competition or Event:** Usage of competition or event as a tool of interaction in posts.

### **Content of Brand Post**

- **Entertainment:** Usage of a celebrity or team, group, organization as a content tool.
- **Informative:** Informative content of commercial information, background of the company, company policies, or non-commercial information
- **Advertisement:** Advertisement content of a specific product or direct or indirect advertisement
- **Celebrative or condolence:** Usage of celebration or condolence as a content tool

## **6. FINDINGS OF THE STUDY**

### **6.1 Frequency Analysis of the Posts**

This chapter will present the results of this study, discuss how they are grounded in the theoretical framework, and consider how they relate to the overall aim of this thesis. Firstly, the results will be analyzed statistically under the main headings. Next, the discussion will focus on how the variables influence the effectiveness of the posts in different sectors for four brands.

#### **6.1.1 Characteristics of the posts according to vividness**

Vividness characteristics of the brand posts are shown in Table 6.1 Among the total posts of the different sectors, 48,70% of the posts in the FMCG Brand communities' posts include video as a vividness tool while only 20,40% of the posts include video in the durable goods sector. Here we can deduce that in the FMCG sector, high-level vividness in the posts is more important because it is crucial to be able to attract customer attention for this product category, where the decision-making period is quite short.

Both sectors use text in their posts (87% for FMCG sector – 95% for the durable goods sector) and almost all of the sectors' posts use text. However, the number of posts that use text alone is not enough usage (just two posts). For this reason, text is positioned as an auxiliary item.

In the FMCG sector, the rate of the use of images in the posts is approximately 23%, while the rate is 53% in the durable goods sector. This suggests that the durable goods sector prefers to use images, which are classified in the moderate vividness level.

There are also some similarities in these different sectors. For example, the usage rate of GIFs in the posts is approximately 7% for the FMCG sector, which is very similar to the durable goods sector rate of 11%. In addition to this, infographic rates

are also very similar between FMCG, which is approximately 28%, and durable goods, which is approximately 21%.

**Table 6.1:** Characteristics of posts according to vividness

Type of tool	Social Media	Vividness			
		FMCG	Summary	Durable	Summary
Video	Facebook	47,5% (38 Posts)	48,70%	22,9% (16 Posts)	20,40%
	Twitter	50% (37 Posts)		18,1% (13 Posts)	
Text	Facebook	85% (68 Posts)	87%	95,7% (67 Posts)	95%
	Twitter	89,2% (66 Posts)		94,4% (68 Posts)	
Image	Facebook	23,8% (35 Posts)	22,70%	51,4% (36 Posts)	53,00%
	Twitter	21,6% (16 Posts)		55,6% (40 Posts)	
GIF	Facebook	6,3% (5 Posts)	7,10%	10% (7 Posts)	10,60%
	Twitter	8,1% (6 Posts)		11,1% (8 Posts)	
Infographic	Facebook	28,8% (23 Posts)	27,90%	24,3% (17 Posts)	21,10%
	Twitter	27%(20 Posts)		18,1%(13 Posts)	

**Table 6.2:** Frequency of the usage of video in the FMCG sector

Video				Video			
		Frequency	Percent			Frequency	Percent
PepsiCo	Long	16	100,0	Coca-Cola	Long	50	84,7
	Short	0	0,0		Short	9	15,3
	Total	16	100,0		Total	59	100,0

However, there are differences in the posts of the brands within the same sector. For example, while Pepsi does not use short video posts, 15% of Coca-Cola's video posts are short videos. The information about the video posts is displayed in Table 6.2

**Table 6.3:** Frequency of the usage of infographics in the FMCG sector

Infographic				Infographic			
		Frequency	Percent			Frequency	Percent
Coca-Cola	absent	91	85,0	PepsiCo	absent	20	42,6
	existent	16	15,0		existent	27	57,4
	Total	107	100,0		Total	47	100,0



In addition, there are huge differences in the use of infographics between Coca-Cola and Pepsi. While Pepsi mostly prefers to use infographics (57,4%), Coca-Cola prefers posts as images. Table 6.3 illustrates the differences between the two brands.

**Table 6.4:** Frequency of the usage of GIFs in the FMCG sector

GIF				GIF			
		Frequency	Percent		Frequency	Percent	
Coca Cola	absent	96	89,7	PepsiCo	absent	47	100,0
	existent	11	10,3				
	Total	107	100,0				

The differences between the GIF usage in the FMCG sector's posts are shown in Table 6.4; there is some use of GIFs by Coca-Cola in the posts, while Pepsi does not prefer GIF usage. We see from the post profile that PepsiCo shares more informative content about the company and its policies than the Coca-Cola page. However, Coca-Cola aims to increase the interaction rate by choosing more colorful and enjoyable content.

**Table 6.5:** Frequency of the usage of image types by Toyota

**Image**

		Frequency	Percent
Toyota	Historical picture	13	29,0
	Present picture	29	64,0
	Futuristic picture	3	7,0
	Total	45	100,0

In the durable goods category, there are also some differences in the characteristics of the posts. But these are minor differences. There is only one major difference: Toyota uses different image types such as futuristic images (e.g., concept cars) or historical images (e.g., old models, historical cars) while Renault only uses present images, which is shown in Table 6.5. From the reaction of the users to the different types of the images, it can be said that this different style of the pictures provides a significantly higher number of comments.

**Table 6.6:** Frequency of the usage of vividness tools in the durable goods sector

<b>Durable Goods Sector</b>			
<b>Combination of tools</b>	<b>Frequency</b>	<b>Percent</b>	<b>Total Post</b>
Text + Video	31	21,8	
Text + GIF	15	10,6	
Text + Image	76	53,5	
Text + Infographic	22	15,5	
Infographic + GIF	7	4,9	
Infographic + GIF + Text	9 (counts 3 times)	6,3	
<b>Total</b>	160 (2 times minus of triple combination clears the calculation)	100	<b>142</b>

**Table 6.7:** Frequency of the usage of vividness tools in the FMCG sector

<b>FMCG Sector</b>			
<b>Combination of tools</b>	<b>Frequency</b>	<b>Percent</b>	<b>Total Post</b>
Text + Image	30	19,4	
Text + GIF	1	0,6	
Text + Infographic	34	22,1	
Infographic + GIF	8	5,194805	
<b>Total</b>	73	47,4026	<b>154</b>

Tables 6.6 and 6.7 indicate the use of a combination of vividness tools in both sectors. As can be seen from the tables, at least two vividness tools have been used in all posts belonging to the durable goods sector. In nine posts, three of these tools are used, which are text, infographics, and GIFs. The reason for the total of 160 posts is that the table is based on the counting the posts three times (9 posts) as Text +

Infographic, Text + GIF, Infographic + GIF. However, in the FMCG sector, about half of the posts used two tools from the Vividness category and none of them contained three tools. While the FMCG sector uses a high level of tools as videos, the durable goods sector prefer to use combinations of the tools. The effectiveness of the preferences will be discussed in the next sections. However, these combinations do not change according to the social media type.

### **6.1.2 Characteristics of the posts according to interactivity**

The interactivity characteristics of the brand posts are shown in Table 6.8. Among the total posts of the FMCG sector based on the use of interaction tools, we can say that the predominant (approximately 92% of the posts) usage of interactivity is Level 0 (i.e., there are no interactivity tools in the post), Level 1 (i.e., there is just one interactivity tool in the post), or Level 2 (i.e., there are two interactivity tools in the post). Moreover, we see that there are no significant differences between Twitter and Facebook posts' interactivity levels and usage of the tools in the FMCG sector.

Coca-Cola mostly prefers to use one or two tools of interactivity, while PepsiCo generally does not use interactivity tools in their posts on social media, as seen in Table 6.8. This can be interpreted as follows: Coca-Cola is trying to establish two-way communication via the usage of interactivity tools in social media posts and by creating an environment for users to return to post their experiences, feedback, and any user generated content. PepsiCo, however, mainly communicates unilaterally and does not go beyond sharing information.

The PepsiCo and Coca-Cola posts have almost no similarity in the usage of interactivity tools. When the interaction tools used by PepsiCo are examined, they do not go beyond using hashtags and links to other social media accounts (see Table 6.8). One of the most important tools to increase interactivity is the use of questions and gamifications, but the use of these tools was not found in PepsiCo's posts.

**Table 6.8:** Frequency of the usage of interactivity tools in the FMCG sector

<b>Interactivity in the FMCG Sector</b>				
<b>Level of Interactivity</b>	<b>Number of Posts</b>	<b>Summary Rate</b>	<b>Coca-Cola</b>	<b>Pepsi Co</b>
Absence	31	20,1%	2,8%	59,6%
Level 1	65	42,2%	46,7%	31,9%
Level 2	46	29,9%	39,3%	8,8%
Level 3	8	5,2%	7,5%	-
Level 4	4	2,6%	3,7%	-
Total	154	100%	100%	100%
<b>Tools of Interactivity</b>	<b>Usage Number</b>	<b>Summary Rate</b>		
Using links to websites	21	13,6%		
Using links or posts from other social media	13	8,4%		
Gamifications	22	14,3%		
With hashtags	111	72,1%		
With tags	5	3,2%		
Questions	20	13%		
Competitions	4	2,6%		
Events	1	0,6%		

**Table 6.9:** Frequency of the usage of links in company's website tools in the FMCG sector

**Using links in the company's website**

		Frequency	Percent			Frequency	Percent
Coca-Cola	absent	89	83,2	PepsiCo	absent	44	93,6
	existent	18	16,8		existent	3	6,4
	Total	107	100,0		Total	47	100,0

The first major difference between Coca-Cola and PepsiCo concerning the usage of interactivity tools in the posts on social media is using links to the company's website. As seen in Table 6.9, while Coca-Cola's usage rate is 16,8%, PepsiCo (6,4%) uses this tool rarely.

**Table 6.10:** Frequency of the usage of links to other social media accounts in the FMCG sector

**Using links to other social media accounts**

	Frequency	Percent		Frequency	Percent
PepsiCo absent	38	80,9	Coca-Cola absent	103	96,3
existent	9	19,1	existent	4	3,7
Total	47	100,0	Total	107	100,0

There is only one tool that PepsiCo uses more than Coca-Cola, which is using links to other social media accounts. As seen from Table 6.9, the usage rate of links in such social media accounts for PepsiCo (19,1%) is approximately 5 times more than Coca-Cola (3,7%).

**Table 6.11:** Frequency of the usage of hashtags in the FMCG sector

**Hashtag Usage**

	Frequency	Percent		Frequency	Percent
Coca-Cola absent	5	4,7	PepsiCo absent	38	80,9
existent	102	95,3	existent	9	19,1
Total	107	100,0	Total	47	100,0

There is also another major difference in the usage of hashtags between PepsiCo and Coca-Cola, which is seen in Table 6.11.

The number of uses of the interactivity tools are also similar to the durable goods sector: 90,9% of all usage is done at Level 0 (16,9%), Level 1 (46,50%), and Level 2 (27,5%) as seen in Table 6.12. The most preferred interaction tools appear to be a hashtag and using links to the company's website. The usage rate of the tools is 50,7%.

**Table 6.12:** Interactivity levels and frequency of interactivity tools in the durable goods sector

<b>Interactivity in the Durable goods Sector</b>				
<b>Level of Interactivity</b>	<b>Number of Posts</b>	<b>Summary Rate</b>	<b>Toyota</b>	<b>Renault</b>
Absence	24	16,9%	9,5%	27,6%
Level 1	66	46,5%	40,5%	55,2%
Level 2	39	27,5%	35,7%	15,5%
Level 3	11	7,7%	11,9%	1,7
Level 4	2	1,4%	2,4%	-
Total	142	100%	100%	100%
<b>Tools of Interactivity</b>	<b>Usage Number</b>	<b>Summary Rate</b>		
using links to the website	72	50,7%		
using links or posts from other social media	5	3,5%		
Gamifications	6	4,2%		
With Hashtags	72	50,7%		
With Tags	2	1,4%		
Questions	17	12%		
Competitions	6	4,2%		
Events	3	2,1%		

When we compare the posts of Toyota and Renault, we see that Toyota uses more tools of interactivity in their posts than Renault. When we examine the frequency of the posts' characteristics and usage rate of multiple interaction tools, Toyota's numbers are significantly higher than Renault. Toyota's Level 2 interaction post rate is 35,7% while Renault's Level 2 interaction post rate is 15,5%. Renault prefers to use only one interaction tool in its posts, as seen in Table 6.12. When we look at the posts that do not use interaction tools, Renault has substantially higher rates. When

we compare the results, we can say that Toyota's posts are more interactive than Renault's; in other words, Toyota aims to interact with its users more.

**Table 6.13:** Major differences between the interactivity tools in the durable sector

Using link to the company's website			Using link to the company's website			
	Frequency	Percent		Frequency	Percent	
Toyota	absent	38	45,2	absent	31	53,5
	existent	46	54,8	existent	27	46,5
	Total	84	100	Total	58	100

Gamification			Gamification			
	Frequency	Percent		Frequency	Percent	
Toyota	absent	78	92,9	absent	58	100
	existent	6	7,1	existent	0	0
	Total	84	100	Total	58	100

Hashtag			Hashtag			
	Frequency	Percent		Frequency	Percent	
Toyota	absent	28	32,3	absent	42	72,4
	existent	56	66,7	existent	16	27,6
	Total	84	100	Total	58	100

Competition			Competition			
	Frequency	Percent		Frequency	Percent	
Toyota	absent	78	92,9	absent	58	100,0
	existent	6	7,1	existent	0	0,0
	Total	84	100,0	Total	58	100,0

In Table 6.13, the most significant difference between the preferred tools of interaction for both companies can be seen. The results show that gamification, hashtags, and links to the company's website are quite varied in their frequency. There is also another major difference between Toyota and Renault in the usage rate

of gamification, hashtags, and using links to the company's website. As the results demonstrate, Renault uses fewer interactive elements in its posts and it does not use gamification, tags, or competitions as interaction tools in its posts.

When we compare the two sectors with each other, it is evident that the use of hashtags and questions is more frequent in the FMCG sector, while link usage to the company's website and the gamification are used more frequently in the durable goods sector. Information seeking is more important in the durable goods sector, which is why Renault and Toyota use links to their websites. In the FMCG sector, interactivity tools are used because of how they influence communication and interaction.

### **6.1.3 Characteristics of the posts according to the content typology**

One of the other important characteristics of the post type is the "Content type." The research findings indicate that the FMCG sector uses generally advertorial (92,9%) and commercial information (91,9%) content types. 20% of the entertaining content posts employ these types of contents, as shown in Table 6.14.



**Table 6.14:** Frequency of content types in the durable FMCG sector

<b>FMCG</b>				
<b>Content type</b>	Number of total posts: 154			
	<b>Type</b>	<b>Percentage of its own content</b>	<b>Percentage of general</b>	<b>Number of uses</b>
<b>Entertainment</b>	Using celebrity	6,6	1,3	2
	Using team, group, or an organization	93,3	18,2	28
	<b>Total</b>	100	19,5	30
<b>Commercial Information</b>	Background of the company	10,6	9,7	15
	Company Policy	12,7	11,7	18
	Specific Product	76,7	70,1	108
	<b>Total</b>	100	91,6	141
<b>Noncommercial Information</b>			7,8	12
<b>Celebrative Content</b>			6,5	10
<b>Condolence</b>			0,6	1
<b>Advertorial Content</b>	Direct	51,8	48,1	74
	Indirect (Viral)	48,2	44,8	69
	<b>Total</b>	100	92,9	143
<b>Promotional Content</b>			3,9	6

Table 6.15 shows the content types used by Coca-Cola and PepsiCo. As seen from the table, both brands prefer the advertorial and commercial information content

types. One of the differences between the companies' post characteristics as regards the content type of the posts seems to be the usage of noncommercial information content types. Pepsi uses this type of content in 21,3% of all posts, whereas Coca-Cola use it only twice in four months. Another difference is in the celebrative posts. These differences can be interpreted to mean that PepsiCo uses social media accounts as a communication channel, and shows its users that PepsiCo has the same values as its users. Coca-Cola, on the other hand, uses social media just as an advertisement channel.

**Table 6.15:** The content types of Coca-Cola and PepsiCo

	Coca-Cola (107 Posts)		PepsiCo (47 Posts)	
	Number of Posts	Percentage	Number of Posts	Percentage
<b>Entertainment</b>	20	18,7%	6	12,8%
<b>Commercial Information</b>	104	97,2%	37	78,7%
<b>Noncommercial Information</b>	2	1,9%	10	21,3%
<b>Celebrative Content</b>	2	1,9%	8	17%
<b>Condolence</b>	1	0,9%	0	0%
<b>Advertorial Content</b>	106	99,1%	37	78%
<b>Promotional Content</b>	1	0,9%	2	4,3%

When analyzing the posts, which include commercial information, it seems that PepsiCo mostly gives information about the brand and policies of the company, while the situation for Coca-Cola is just the opposite; i.e. 100% of the posts include information about the specific product. The rates are shown in Table 6.16.

There are no significant differences between the brands of the FMCG sector as far as the content typology of the brand post type in different social media accounts. The brands mostly prefer to use the same posts in both social media accounts. However,

the use of Twitter and Facebook differs with regard to their characteristics and usage type. Instead of generating specific content for each social media platform, the brands prefer to use the same content in both social media accounts.

**Table 6.16:** Content of commercial information and usage rates in the FMCG sector

**Background of the company**

		Frequency	Percent			Frequency	Percent
PepsiCo	absent	32	68,1	Coca-Cola	absent	107	100,0
	existent	15	31,9		existent	0	0,0
	Total	47	100,0		Total	107	100,0

**Company Policies**

		Frequency	Percent			Frequency	Percent
PepsiCo	absent	29	61,7	Coca-Cola	absent	107	100,0
	existent	18	38,3		existent	0	0,0
	Total	47	100,0		Total	107	100,0

**Specific Product**

		Frequency	Percent			Frequency	Percent
PepsiCo	absent	43	91,5	Coca-Cola	absent	3	2,8
	existent	4	8,5		existent	104	97,2
	Total	47	100,0		Total	107	100,0

There are three types of content that are mostly preferred by Toyota and Renault. The first of these content types is advertorial content. The usage rates are quite high (93,6%), meaning that almost all of the posts include advertorial content. The second most preferred content type is commercial information, which has a usage rate of 75,4% across all posts. These are followed by noncommercial information contents (16,9%). The rest of the content types are preferred very rarely. All of the details are shown in Table 6.17.

**Table 6.17:** Content types usage rates in the durable goods sector

<b>Durable goods</b>				
<b>Content type</b>	<b>Number of total posts: 142</b>			
	<b>Type</b>	<b>Percentage of its own content</b>	<b>Percentage of general</b>	<b>Number of usage</b>
<b>Entertainment</b>	Using celebrity	50	0,7	1
	Using team, group, or an organization	50	0,7	1
	Total	100	1,4	2
<b>Commercial Information</b>	Background of the company	5,6	7,4	8
	Company Policies	0,7	0,9	1
	Specific Product	69,7	92,5	99
	Total	100	75,4	108
<b>Noncommercial Information</b>			16,9	24
<b>Celebrative Content</b>			4,2	6
<b>Condolence</b>			2,8	4
<b>Advertorial Content</b>	Direct	77,4	72,5	103
	Indirect (Viral)	22,5	21,1	30
	Total	100	93,6	133
<b>Promotional Content</b>			1,4	2

Contrary to the FMCG sector, information searches are much more important in the durable goods sector, and the information-oriented posts in this sector occur in line

with the needs of the users. Perhaps this is why entertaining posts are not frequently preferred. At the same time, less usage of promotional posts is understandable because the product prices are high and this sector will require serious budgets for these kinds of promotions.

When Toyota's and Renault's posts are examined, two big differences emerge, which are given in Table 6.18. Although Toyota frequently uses noncommercial information content in their posts (27,4%), Renault does not use these kinds of posts (1,4%), and prefers commercial content instead (86,2%). The second difference is about using condolence posts. Renault posts after some unfortunate situations, while Toyota avoids such posts.

**Table 6.18:** Major differences in the usage of content types in the durable goods sector

	Toyota (84 Posts)		Renault (58 Posts)	
	Number of Posts	Percentage	Number of Posts	Percentage
<b>Entertainment</b>	2	2,4%	0	0%
<b>Commercial Information</b>	57	67,9%	50	86,2%
<b>Noncommercial Information</b>	23	27,4%	1	1,7%
<b>Celebrative Content</b>	4	4,8%	2	3%
<b>Condolence</b>	0	0,0%	4	7%
<b>Advertorial Content</b>	79	94%	54	93,10%
<b>Promotional Content</b>	0	0%	2	3,4%

In addition, Renault uses direct advertorial content whereas Toyota uses both direct and indirect advertorial content. The usage percentages and the types of advertorial contents are shown in Table 6.19. It can be said that Toyota's posts of the concept

car designs, as well as TBT (Throw Back Thursday) posts of old product photos and contents, which have greatly increased interaction between the users and the brand. There are no significant differences between the brands in the durable goods sector as far as the content typology of the brand posts in different social media accounts.

A comparison of the two sectors reveals certain similarities and differences between the two sectors. In the FMCG sector, the usage rate of entertainment content is higher than in the durable goods sector, whereas non-commercial informative content usage rates are higher in the durable goods sector than in the FMCG sector. The usage rates of commercial information and advertorial contents are similarly high.

**Table 6.19:** The usage percentages and types of advertorial contents in the FMCG sector

<b>Advertorial Content</b>							
		Frequency	Percent			Frequency	Percent
Toyota	absent	5	8,3	Renault	absent	4	10,3
	existent	79	94,0		existent	54	93,1
	Total	84	100,0		Total	58	100,0

<b>Direct</b>							
		Frequency	Percent			Frequency	Percent
Toyota	absent	28	33,3	Renault	absent	11	19,0
	existent	56	66,7		existent	47	81,0
	Total	84	100,0		Total	58	100,0

<b>Indirect</b>							
		Frequency	Percent			Frequency	Percent
Toyota	absent	61	72,6	Renault	absent	51	87,9
	existent	23	27,4		existent	7	12,1
	Total	84	100,0		Total	58	100,0

## **6.2 Analysis of Effects of Characteristics on Brand Post Popularity**

This chapter will present the results of this study and discuss them based on the theoretical framework and the overall aim of this thesis. The online brand communities' posts are examined in terms of the impact of the vividness, interactivity, and the content type tools they use in their posts to test post popularity and effectiveness. An independent samples t-test and the Mann Whitney U test will be used in this statistical analysis. The Mann Whitney U test is used for variables with a total number of observations below 15, whereas the t-test is used for variables with a total number of observations greater than 15. The independent samples t-test is an inferential statistical test that compares the means of two independent groups in order to determine whether there is statistical evidence that the associated population means are significantly different. The Mann-Whitney U test is a non-parametric test that can be used in place of an unpaired t-test. It is used to test the null hypothesis that two samples come from the same population (i.e., have the same median) or, alternatively, whether observations in one sample tend to be larger than observations in the other. Although it is a non-parametric test, it does assume that the two distributions are similar in shape.

The confidence interval percentage (p) value is set to be less than 0.05. Compared to the statistics of the brand posts, which are evaluated in the previous section, the post preferences of the brands will be evaluated here.

### **Vividness Tools for the FMCG Sector**

In Table 6.20, FMCG sector's Twitter and Facebook posts are analyzed with an independent samples t-test. The t-test was preferred because the number of observations in each sample was sufficient. In the table, it can be observed that different vividness tools affect the post popularity in terms of increasing or decreasing the number of positive, negative, and neutral comments, the number of likes, and the number of shares.

Table 6.20 reveals the influence of different vividness tools on the post effectiveness on Twitter and Facebook for the FMCG sector. Vividness tools have quite similar results on both Facebook and Twitter. Users of both social media networks respond similarly to the posts. Table 6.20 indicates that the usage of videos or GIFs increases the number of likes, shares, and neutral and positive comments on Twitter, and on

Facebook, the usage of videos or GIFs increases the number of comments, shares, and number of neutral and positive comments. In the previous section, we analyzed the use of videos in posts by both brands in the FMCG sector, and the results verify that video functions as a vividness tool for the FMCG sector.

On the other hand, Table 6.20 shows that the usage of images or infographics decreases effectiveness by decreasing the number of likes and positive comments on both Facebook and Twitter for the FMCG sector. Once again, users of both social media networks respond similarly to the posts. Brands cannot gain the attention of their fans with this type of post in either social media network. As a result, the number of likes and comments for these posts is less.

**Table 6.20:** Effect of vividness tools for interaction on FMCG sector – t-test

<b>FMCG Facebook</b>							
<b>Vividness Tools - Independent Samples T Test</b>							
	<b>Video + GIF</b>	N	Mean	t	df	Sig.	Sig. (2-tailed)
<b>Number of shares</b>	Absent	38	13,1579	-2,040	78	0,084	0,045
	Existent	42	26,8333	-2,117	54,369		0,039
<b>Number of comments</b>	Absent	38	7,1842	-1,982	78	0,002	0,051
	Existent	42	30,5238	-2,080	43,618		0,043
<b>Neutral comments</b>	Absent	38	2,7895	-2,563	78	0,000	0,012
	Existent	42	8,3571	-2,662	53,490		0,010
<b>Positive comments</b>	Absent	38	3,3158	-1,580	78	0,004	0,118
	Existent	42	20,2381	-1,660	41,969		0,044
	<b>Image + Infographic</b>	N	Mean	t	df	Sig.	Sig. (2-tailed)
<b>Positive comments</b>	Absent	38	20,7619	-1,686	78	0,002	0,096
	Existent	42	2,7368	-1,773	41,548		0,044



**Table 6. 20 (continued):** Effect of vividness tools for interaction on FMCG sector – t-test

<b>FMCG Twitter</b>							
<b>Vividness Tools - Independent Samples T Test</b>							
	<b>Video + GIF</b>	N	Mean	t	df	Sig.	Sig. (2-tailed)
<b>Number of likes</b>	Absent	32	65,3438	-2,903	72	0,000	0,005
	Existent	42	290,9762	-3,284	46,676		0,002
<b>Number of shares</b>	Absent	32	4,0313	-2,575	72	0,001	0,012
	Existent	42	14,1190	-2,921	45,587		0,005
<b>Neutral comments</b>	Absent	32	,3750	-2,921	72	0,000	0,014
	Existent	42	1,1190	-2,521	60,504		0,008
<b>Positive comments</b>	Absent	32	,5313	-1,609	72	0,010	0,112
	Existent	42	3,0000	-1,839	42,677		0,043
	<b>Image + Infographic</b>	N	Mean	t	df	Sig.	Sig. (2-tailed)
<b>Number of likes</b>	Absent	38	288,5789	2,505	72	0,000	0,015
	Existent	36	92,9444	2,564	42,985		0,014

The brands' main aim is to create interactions in their posts and it can be seen from the results that the interaction rate of users increases depending on the structure of the post. Interaction rate can be defined as an increase in the number of likes, comments, or shares of the posts by users. Social media posts that have a higher level of vividness—which appeal to two senses: sight and sound, such as videos or dynamic contents like GIFs—have a greater impact on post effectiveness than ordinary images or infographics.

In the previous section, it is mentioned that only Coca-Cola uses GIFs in the FMCG sector with the aim of increasing the interaction rate. It is seen that Coca-Cola's approach is effective. In posts, the usage rate of videos or GIFs is about 63% for Coca-Cola, while it is 33% for Pepsi. Results show that Coca-Cola's posts are more successful in increasing the number of interactions of followers. In addition to this,

frequencies analysis indicates that infographics are used more frequently by PepsiCo than Coca-Cola. PepsiCo's usage of infographics is approximately 57%; however, Coca-Cola's usage of infographics is 15%. Once again, Coca-Cola's approach is successful.

### **Vividness Tools for Durable Sector**

In Table 6.21, the durable sector's Twitter and Facebook posts are analyzed with an independent samples t-test. The table reveals that different vividness tools affect the post popularity in terms of increasing or decreasing the number of positive, negative, and neutral comments, number of likes, and number of shares.

Table 6.21 displays the post effectiveness on Twitter and Facebook for the durable sector. There are some differences between the behaviors of the users on Twitter and Facebook. Table 6.21 indicates that the usage of videos and GIFs increases the number of comments, likes, shares, positive comments, negative comments, and neutral comments on the post on Facebook, whereas on Twitter, the usage of videos or GIFs is not related to the post's effectiveness.

In addition, the usage of images or infographics causes an increase in the number of likes and comments (neutral and negative). Variables of vividness affect the effectiveness in the durable sector differently than the FMCG sector. In the previous section, we determined that the usage of images or infographics decreases effectiveness, whereas in the durable sector, the usage of images or infographics increases the effectiveness on both Facebook and Twitter. The levels of consumer involvement differ across products. In contrast to non-durables, consumers perceive durables as more complex products. For this reason, contents such as infographics, which give more information about the product, also increase posts' interaction.

The results show that the vividness tools usage has a positive effect on posts' effectiveness. The usage of videos or GIFs has greater impact than usage of images or infographics on Facebook, while the usage of images or infographics has same impact on both Twitter and Facebook.

In the previous section, frequencies analysis indicates that the usage rate of videos or GIFs is about 35% for both brands, so there is no difference between the brands for these variables. In addition, the usage rate for images and infographics is also equal (approximately 63%). It can be seen that the post characteristics of both brands are successful in increasing the interaction rate of followers.

**Table 6.21:** Effect of vividness tools for interaction on durable sector – t-test

<b>Durable Facebook</b>							
<b>Vividness Tools - Independent Samples T Test</b>							
	<b>Video + GIF</b>	<b>N</b>	<b>Mean</b>	<b>t</b>	<b>df</b>	<b>Sig.</b>	<b>Sig. (2-tailed)</b>
<b>Number of likes</b>	Absent	43	6139,5814	-2,332	68	0,000	0,023
	Existent	27	19023,7407	-2,038	34,910		0,049
<b>Number of shares</b>	Absent	43	73,8372	-3,022	68	0,000	0,004
	Existent	27	251,8889	-2,497	29,430		0,018
<b>Number of comments</b>	Absent	43	49,8140	-2,788	68	0,000	0,007
	Existent	27	137,1111	-2,387	32,744		0,023
<b>Positive comments</b>	Absent	43	23,0698	-2,809	68	0,000	0,006
	Existent	27	60,2222	-2,408	32,846		0,022
<b>Negative comments</b>	Absent	43	6,0000	-2,425	68	0,000	0,018
	Existent	27	21,7407	-1,993	28,999		0,046
<b>Neutral comments</b>	Absent	43	20,6279	-2,213	68	0,001	0,030
	Existent	27	55,1111	-1,967	36,895		0,047

**Table 6.21 (continued):** Effect of vividness tools for interaction on durable sector – t-test

<b>Durable Facebook</b>							
	<b>Image + Infographic</b>	N	Mean	t	df	Sig.	Sig. (2- tailed)
<b>Number of likes</b>	Absent	21	1516,6667	-2,335	68	0,000	0,022
	Existent	49	15220,2653	-3,537	50,937		0,001
<b>Number of comments</b>	Absent	21	35,2857	-2,019	68	0,003	0,047
	Existent	49	104,1429	-2,671	67,893		0,009
<b>Negative comments</b>	Absent	21	2,9048	-1,868	68	0,003	0,066
	Existent	49	16,0000	-2,842	49,967		0,006
<b>Neutral comments</b>	Absent	21	8,5714	-2,187	68	0,000	0,032
	Existent	49	44,7959	-3,301	51,681		0,002
<b>Durable Twitter</b>							
<b>Vividness Tools - Independent Samples T Test</b>							
	<b>Image + Infographic</b>	N	Mean	t	df	Sig.	Sig. (2- tailed)
<b>Number of likes</b>	Absent	21	1516,6667	-2,335	68	,000	0,022
	Existent	49	15220,2653	-3,537	50,937		0,001
<b>Number of comments</b>	Absent	21	35,2857	-2,019	68	,003	0,047
	Existent	49	104,1429	-2,671	67,893		0,009
<b>Negative comments</b>	Absent	21	2,9048	-1,868	68	,000	0,032
	Existent	49	16,0000	-2,842	49,967		0,002
<b>Neutral comments</b>	Absent	21	8,5714	-2,187	68	,003	0,066
	Existent	49	44,7959	-3,301	51,681		0,006

## **Interactivity Tools for the FMCG Sector**

In Tables 6.22 and 6.23, the FMCG sector's Twitter and Facebook posts are analyzed with an independent samples t-test and the Mann Whitney U test. The Mann Whitney U test was used for variables with a total number of observations below 15, whereas the t-test was used for variables with a total number of observations greater than 15. The tables show that different interactivity tools affect the post popularity in terms of increasing or decreasing the number of comments, likes, shares, positive comments, negative comments, and neutral comments.

Using links to other social media accounts or the company website is one of these tools for Facebook and Twitter. Using this tool has a positive impact on the effectiveness of the post by increasing the number of comments, especially the number of positive comments. Moreover, link usage reduces the number of negative comments. Both brands use links in approximately 20% of their posts. We observe that the post characteristics of both brands are effective in increasing the interaction rate of followers.

One of the most effective tools to increase interactivity on Facebook and Twitter for the FMCG sector is using hashtags or tags. It appears that the use of hashtags or tags positively affects the post interaction rate for each variable and helps both variables to reach the user and increase the user's interaction. Frequency analysis shows that the usage rate of hashtags or tags is 97% for the posts by Coca-Cola, but only 20% for PepsiCo. Results prove that Coca-Cola's posts are more successful in increasing the amount of interaction of followers.

The Mann Whitney U test's results in Table 6.23 indicate the post effectiveness on Twitter and Facebook for the FMCG sector. Results indicate that Facebook posts with the gamification tool have better post effectiveness, as shown by the increase in the number of comments, likes, positive comments, and neutral comments. On the other hand, the usage of gamification tools in Twitter posts has a positive effect on the number of shares.

**Table 6.22:** Effect of interactivity tools for interaction on FMCG sector – t-test

<b>FMCG Facebook</b>							
<b>Interactivity Tools - Independent Samples T-Test</b>							
	<b>Link Usage</b>	N	Mean	t	df	Sig.	Sig. (2-tailed)
<b>Number of comments</b>	Absent	63	10,778	-2,9134	78,000	0,000	0,005
	Existent	17	51,529	-1,5521	16,217		0,040
<b>Positive comments</b>	Absent	63	3,381	-3,3403	78,000	0,000	0,001
	Existent	17	44,882	-1,7175	16,036		0,035
	<b>Hashtag + Tag Usage</b>	N	Mean	t	df	Sig.	Sig. (2-tailed)
<b>Number of likes</b>	Absent	23	151,565	-3,5317	78,000	0,000	0,001
	Existent	57	2109,123	-5,4941	60,122		0,000
<b>Number of shares</b>	Absent	23	7,217	-2,5230	78,000	0,123	0,014
	Existent	57	25,632	-3,4898	77,994		0,001
<b>Number of comments</b>	Absent	23	1,130	-1,9778	78,000	0,009	0,051
	Existent	57	26,825	-3,1177	56,661		0,003
<b>Negative comments</b>	Absent	23	0,348	-2,2087	78,000	0,002	0,030
	Existent	57	2,000	-3,1077	77,510		0,003
<b>Neutral comments</b>	Absent	23	0,522	-3,0932	78,000	0,000	0,003
	Existent	57	7,807	-4,7926	61,164		0,000
<b>Positive comments</b>	Absent	23	0,261	-1,4134	78,000	0,025	0,162
	Existent	57	17,018	-2,2331	56,065		0,030

**Table 6.22 (continued):** Effect of interactivity tools for interaction on FMCG sector  
- T-test

<b>FMCG Twitter</b>							
<b>Interactivity Tools - Independent Samples T-Test</b>							
	<b>Link Usage</b>	<b>N</b>	<b>Mean</b>	<b>t</b>	<b>df</b>	<b>Sig.</b>	<b>Sig. (2-tailed)</b>
<b>Negative comments</b>	Absent	57	4,2456	72,0000	68	0,037	0,211
	Existent	17	,8235	61,6895	50,937		0,027
<b>Positive comments</b>	Absent	57	,8246	72,0000	68	0,000	0,007
	Existent	17	5,6471	16,1106	67,893		0,051
	<b>Hashtag + Tag Usage</b>	<b>N</b>	<b>Mean</b>	<b>t</b>	<b>df</b>	<b>Sig.</b>	<b>Sig. (2-tailed)</b>
<b>Number of likes</b>	Absent	17	3,647	-2,6692	72	0,000	0,009
	Existent	57	250,000	-4,9110	56,019		0,000
<b>Number of shares</b>	Absent	17	2,294	-2,0678	72	0,007	0,042
	Existent	57	11,982	-3,7664	58,440		0,000
<b>Number of comments</b>	Absent	17	0,000	-2,3209	72	0,001	0,023
	Existent	57	8,035	-4,2706	56,000		0,000
<b>Negative comments</b>	Absent	17	0,000	-1,6684	72	0,013	0,100
	Existent	57	4,491	-3,0698	56,000		0,003
<b>Neutral comments</b>	Absent	17	0,000	-3,0313	72	0,000	0,003
	Existent	57	1,035	-5,5776	56,000		0,000
<b>Positive comments</b>	Absent	17	0,000	-1,3822	72	0,042	0,171
	Existent	57	2,509	-2,5432	56,000		0,014

Results indicate that gamification is also a very powerful tool to gain users' attention. Yet the brands do not utilize this tool frequently, even though the results are highly encouraging. It is possible that the reason behind it is the more laborious preparation process for the gamification tools compared to interaction tools. When frequency analysis is examined, it is apparent that only Coca-Cola uses gamification tools on their posts. Coca-Cola's posts seem to be more successful in increasing the amount of interaction of followers when compared with PepsiCo's posts.

On the other hand, the Mann Whitney U test's results indicate that the use of questions as a tool of interaction positively affects the post interaction rate for each variable, helps to reach the customer, and increases the interaction of the users on Twitter and Facebook. It seems that asking users questions creates a desire to respond, as well as increases the number of likes and shares. When frequency analysis is examined, it is apparent that only Coca-Cola uses question tools in their posts. Once again, Coca-Cola's posts seem to be more effective in increasing the amount of interactions of followers when compared to PepsiCo's posts.

Results indicate that interactivity tools are used more successfully by Coca-Cola than PepsiCo and most of the interactivity tools positively affect the posts' effectiveness for the FMCG sector on Facebook and Twitter. But we see that competition and events tools are not preferred by brands as an interactivity tool. While all of the interactivity tools increase post effectiveness, I believe that usage of competition and events tools would also create a positive impact on the post effectiveness. In addition to this, ANOVA analysis shows that combined usage of different interactivity tools creates an even more positive effect on the posts' popularity, which will be examined in the next sections.



**Table 6.23:** Effect of interactivity tools for interaction on FMCG sector - Mann Whitney U Test

<b>Mann Whitney U Test FMCG Facebook</b>					
<b>Interactivity Tools - Mann Whitney U Test</b>					
	Gamification	N	Mean Rank	Asymp. Sig. (2-tailed)	Mann-Whitney U
<b>Number of likes</b>	Absent	69	37,93	0,013	202,000
	Existent	11	56,64		
<b>Number of comments</b>	Absent	69	37,69	0,005	185,500
	Existent	11	58,14		
<b>Neutral comments</b>	Absent	69	38,07	0,014	212,000
	Existent	11	55,73		
<b>Positive comments</b>	Absent	69	37,57	0,003	177,500
	Existent	11	58,86		
	Question	N	Mean Rank	Asymp. Sig. (2-tailed)	Mann-Whitney U
<b>Number of likes</b>	Absent	70	37,44	0,002	135,500
	Existent	10	61,95		
<b>Number of shares</b>	Absent	70	37,29	0,001	125,500
	Existent	10	62,95		
<b>Number of comments</b>	Absent	70	37,29	0,001	125,000
	Existent	10	63,00		
<b>Negative comments</b>	Absent	70	37,31	0,000	127,000
	Existent	10	62,80		
<b>Neutral comments</b>	Absent	70	37,87	0,005	166,000
	Existent	10	58,90		
<b>Positive comments</b>	Absent	70	37,15	0,000	115,500
	Existent	10	63,95		

**Table 6.23 (continued):** Effect of interactivity tools for interaction on FMCG sector  
 - Mann Whitney U Test

<b>Mann Whitney U Test FMCG Twitter</b>					
<b>Interactivity Tools - Mann Whitney U Test</b>					
	Gamification	N	Mean Rank	Asymp. Sig. (2-tailed)	Mann-Whitney U
<b>Number of likes</b>	Absent	63	32,84	0,000	53,000
	Existent	11	64,18		
<b>Number of shares</b>	Absent	63	33,22	0,000	77,000
	Existent	11	62,00		
<b>Number of comments</b>	Absent	63	35,02	,012	190,500
	Existent	11	51,68		
<b>Neutral comments</b>	Absent	63	34,51	0,001	158,000
	Existent	11	54,64		
<b>Positive comments</b>	Absent	63	34,41	0,001	152,000
	Existent	11	55,18		
	Question	N	Mean Rank	Asymp. Sig. (2-tailed)	Mann-Whitney U
<b>Number of likes</b>	Absent	64	35,85	0,045	214,500
	Existent	10	48,05		
<b>Number of comments</b>	Absent	64	33,58	0,000	69,000
	Existent	10	62,60		
<b>Negative comments</b>	Absent	64	34,95	0,003	181,000
	Existent	10	53,80		
<b>Neutral comments</b>	Absent	64	35,33	0,011	157,000
	Existent	10	51,40		
<b>Positive comments</b>	Absent	64	34,70	0,001	141,000
	Existent	10	55,40		

## **Interactivity Tools for the Durable Sector**

In Tables 6.24 and 6.25, the durable sector's Twitter and Facebook posts are analyzed with an independent samples t-test and Mann Whitney U test. The Mann Whitney U test was used for variables with a total number of observations below 15, whereas The t-test was used for variables with a total number of observations greater than 15. The results show that for the durable sector, the usage of interactivity tools does not affect the effectiveness of the post as much as it does in the FMCG sector.

Using links to other social media accounts or the company website is one of these tools for Facebook and Twitter. Using this tool has a positive impact on the effectiveness of the post by increasing the number of likes on both Facebook and Twitter. In addition, link usage increases the number of shares on Twitter. Both brands use links in approximately 50% of their posts. Usage rates are also similar for Facebook and Twitter.

Surprisingly, it has been observed that the use of hashtags or tags in Facebook posts for the durable sector has reduced the efficiency of posts. Unlike the previous research and the FMCG sector's results, these variables have negatively affected the effectiveness. The usage of hashtags decreases the number of comments (both positive and neutral) and the number of shares. Toyota's hashtag or tag usage rate is approximately 70%, whereas this rate is 30% for Renault. Results show that Renault's posting strategy is more successful.

The Mann Whitney U tests results in Table 6.25 exhibit the post effectiveness on Twitter and Facebook for the durable sector. Results indicate that Facebook posts with the question tool have increased post effectiveness by increasing the number of positive comments. On the other hand, the usage of question tools on Twitter posts positively affects the number of comments, including both neutral and positive comments.

Results indicate that posing questions is also a very powerful tool to gain customers' attention in the durable sector. When frequency analyses are examined, it is apparent that usage of questions is preferred by both brands with the same frequency. It is obvious that FMCG sector's users respond more to the interactivity tools used in posts. However, the effect of the instruments of interactivity cannot be denied for both sectors.

**Table 6.24:** Effect of interactivity tools for interaction on durable goods sector – t-test

<b>Durable Facebook</b>							
<b>Interactivity Tools - Independent Samples T Test</b>							
	<b>Link Usage</b>	N	Mean	t	df	Sig.	Sig. (2-tailed)
<b>Number of likes</b>	Absent	30	6046,6333	-1,5980	68,0000	0,005	0,115
	Existent	40	14906,1000	-1,6897	67,1864		0,046
	<b>Hashtag + Tag Usage</b>	N	Mean	t	df	Sig.	Sig. (2-tailed)
<b>Number of shares</b>	Absent	33	220,273	2,5135	68,0000	0,000	0,014
	Existent	37	73,162	2,4032	39,2802		0,021
<b>Number of comments</b>	Absent	33	125,606	2,5914	68,0000	0,001	0,012
	Existent	37	45,919	2,5005	45,2221		0,016
<b>Neutral comments</b>	Absent	33	54,636	2,6121	68,0000	0,000	0,011
	Existent	37	15,459	2,5190	44,8387		0,015
<b>Positive comments</b>	Absent	33	52,242	2,1287	68,0000	0,001	0,037
	Existent	37	24,162	2,0943	58,9361		0,041
<b>Durable Twitter</b>							
<b>Interactivity Tools - Independent Samples T-Test</b>							
	<b>Link Usage</b>	N	Mean	t	df	Sig.	Sig. (2-tailed)
<b>Number of likes</b>	Absent	35	22,108	1,9703	34,7117	0,032	0,053
	Existent	37	67,743	1,9167	70,0000		0,044
<b>Number of shares</b>	Absent	35	4,027	2,2517	44,0024	,056	0,027
	Existent	37	8,114	2,2060	70,0000		0,033

**Table 6.25:** Effect of interactivity tools for interaction on durable goods sector -  
Mann Whitney U Test

<b>Durable Facebook</b>					
<b>Interactivity Tools - Mann Whitney U Test</b>					
	Question	N	Mean Rank	Asymp. Sig. (2-tailed)	Mann-Whitney U
<b>Positive comments</b>	Absent	62	33,70	0,039	136,500
	Existent	8	49,44		
<b>Durable Twitter</b>					
<b>Interactivity Tools - Mann Whitney U Test</b>					
	Question	N	Mean Rank	Asymp. Sig. (2-tailed)	Mann-Whitney U
<b>Number of comments</b>	Absent	63	34,36	0,011	148,500
	Existent	9	51,50		
<b>Neutral comments</b>	Absent	63	34,97	0,046	215,000
	Existent	9	43,11		
<b>Positive comments</b>	Absent	63	33,97	0,001	124,000
	Existent	9	54,22		

### **Content Type for the FMCG Sector**

Tables 6.26 and 6.27 show how different content types influence the post effectiveness. The FMCG sector's Twitter and Facebook posts are analyzed with an independent samples t-test and Mann Whitney U test in the tables.

Using information about company policies, background of the company, and noncommercial or commercial information affects the post negatively. For the most part, if this information is used in the company's posts, the customers do not respond to the post. That is why the number of comments and likes decrease for such posts in

both social networks. However, Twitter users' behavior is more sensitive to the changes in the typology of posts. As seen from the results of the t-test, the usage of information in Facebook posts has a negative impact on the number of likes, number of comments, and especially on the number of positive comments. Whereas on Twitter, the usage of informative content has a negative impact on all dependent variables. The results show that the users in the FMCG sector do not use these fan pages to obtain information about the company, its policies, or noncommercial or commercial information. In addition, frequencies analysis indicate that informative content is used more frequently by PepsiCo than Coca-Cola. PepsiCo's usage of informative contents is approximately 87%, while Coca-Cola's usage of informative content is approximately 5%. Once again, Coca-Cola's approach is more successful in gaining the attention of its fans.

**Table 6.26:** Effect of content types for interaction on FMCG sector – t-test

<b>FMCG Facebook</b>							
<b>Content Type - Independent Samples T-Test</b>							
	<b>Informative</b>	N	Mean	t	df	Sig.	Sig. (2-tailed)
<b>Number of likes</b>	Absent	56	2028,071	-2,3446	78	0,173	0,001
	Existent	24	422,250	-2,2063	16,137		0,000
<b>Number of comments</b>	Absent	56	27,107	-3,8553	78	0,000	0,051
	Existent	24	1,542	-1,7361	12,092		0,003
<b>Positive comments</b>	Absent	56	17,125	-4,2180	78	0,000	0,162
	Existent	24	0,708	-1,8230	12,015		0,030

**Table 6.26 (continued):** Effect of content types for interaction on FMCG sector–t-test

<b>FMCG Twitter</b>							
<b>Content Type - Independent Samples T Test</b>							
	<b>Informative</b>	N	Mean	t	df	Sig.	Sig. (2-tailed)
<b>Number of likes</b>	Absent	55	259,073	2,9011	72	0,000	0,005
	Existent	19	3,316	4,9579	54,021		0,000
<b>Number of shares</b>	Absent	55	12,364	2,2628	72	0,004	0,027
	Existent	19	2,211	3,8450	55,410		0,000
<b>Number of comments</b>	Absent	55	8,327	2,5128	72	0,001	0,014
	Existent	19	0,000	4,2947	54,000		0,000
<b>Negative comments</b>	Absent	55	4,655	1,8011	72	0,008	0,076
	Existent	19	0,000	3,0783	54,000		0,003
<b>Neutral comments</b>	Absent	55	1,073	3,2959	72	0,000	0,002
	Existent	19	0,000	5,6330	54,000		0,000
<b>Positive comments</b>	Absent	55	2,600	1,4907	72	0,030	0,140
	Existent	19	0,000	2,5477	54,000		0,014

On the other hand, entertainment contents have a positive impact on the effectiveness of the post popularity on Facebook and Twitter. Using entertainment contents such as teams, groups, or organizations impacts the effectiveness of the posts in terms of increasing the number of likes and shares that the posts have in both social media networks. The results can be interpreted to mean that users' links between the brand and other links of fans have a positive effect on post popularity. Frequencies analysis indicates that both brands use entertainment tools in their posts with the same frequency.

Table 6.27 indicates that advertising content has a positive impact on the number of likes, shares, comments overall, and neutral comments on the posts on both Twitter

and Facebook. Commercial information about the products affects the post effectiveness positively, whereas other informative content reduces the effectiveness. The results indicate that users seek product advertisements on the brand fan pages.

**Table 6.27:** Effect of content types for interaction on FMCG sector–Mann Whitney U Test

<b>FMCG Facebook</b>					
<b>Content Types - Mann Whitney U Test</b>					
	Entertainment	N	Mean Rank	Asymp. Sig. (2-tailed)	Mann-Whitney U
<b>Number of likes</b>	Absent	67	37,90	0,023	261,500
	Existent	13	53,88		
<b>Positive comments</b>	Absent	67	38,19	0,031	280,500
	Existent	13	52,42		
	Advertisement	N	Mean Rank	Asymp. Sig. (2-tailed)	Mann-Whitney U
<b>Number of likes</b>	Absent	8	22,75	0,023	146,000
	Existent	72	42,47		
<b>Number of shares</b>	Absent	8	24,88	0,044	163,000
	Existent	72	42,24		
<b>Number of comments</b>	Absent	8	24,31	0,033	158,500
	Existent	72	42,30		
<b>Neutral comments</b>	Absent	8	22,50	0,016	144,000
	Existent	72	42,50		



**Table 6.27 (continued):** Effect of content types for interaction on FMCG sector–Mann Whitney U Test

<b>FMCG Twitter</b>					
<b>Content Types - Mann Whitney U Test</b>					
	Entertainment	N	Mean Rank	Asymp. Sig. (2-tailed)	Mann-Whitney U
<b>Number of likes</b>	Absent	61	34,36	0,028	242,000
	Existent	13	52,23		
<b>Number of shares</b>	Absent	61	34,97	0,006	205,000
	Existent	13	49,38		
	Advertisement	N	Mean Rank	Asymp. Sig. (2-tailed)	Mann-Whitney U
<b>Number of likes</b>	Absent	8	22,75	0,023	146,000
	Existent	72	42,47		
<b>Number of shares</b>	Absent	8	24,88	0,044	163,000
	Existent	72	42,24		
<b>Number of comments</b>	Absent	8	24,31	0,033	158,500
	Existent	72	42,30		
<b>Neutral comments</b>	Absent	8	22,50	0,016	144,000
	Existent	72	42,50		

When we analyze Coca-Cola's and PepsiCo's overall usage of Facebook and Twitter, it is evident that PepsiCo's strategy is mostly based on giving information about the company and its policies, whereas Coca-Cola's strategy is based on giving information about the products and using direct advertisement. The results show that Coca-Cola's strategies are more appropriate to gaining the customers' attention.

There are other variables of content, which are celebrative and condolence posts, but an analysis of the research shows that these content types have no significant effect on post popularity.

### Content Type for the Durable Sector

Table 6.28 shows how different content types influence the post effectiveness. The durable sector's Twitter and Facebook posts are analyzed with an independent samples t-test and Mann Whitney U test in the tables below.

**Table 6.28:** Effect of content types for interaction on durable sector–Mann Whitney U Test

<b>Durable Facebook</b>					
<b>Content Types - Mann Whitney U Test</b>					
	Advertisement	N	Mean Rank	Asymp. Sig. (2-tailed)	Mann-Whitney U
<b>Number of likes</b>	Absent	10	25,30	0,047	177,000
	Existent	70	37,20		
<b>Number of comments</b>	Absent	10	23,20	0,039	198,000
	Existent	70	37,55		
<b>Neutral comments</b>	Absent	10	18,85	0,005	133,500
	Existent	70	38,28		
<b>Durable Twitter</b>					
<b>Content Types - Mann Whitney U Test</b>					
	Advertisement	N	Mean Rank	Asymp. Sig. (2-tailed)	Mann-Whitney U
<b>Number of likes</b>	Absent	9	20,06	0,012	135,500
	Existent	63	38,85		
<b>Number of shares</b>	Absent	9	17,67	0,004	114,000
	Existent	63	39,19		
<b>Number of comments</b>	Absent	9	23,28	0,026	164,500
	Existent	63	38,39		

Table 6.28 shows that the usage of commercial content increases the number of likes and comments (neutral) on Facebook, whereas on Twitter, the usage of commercial

content increases the number of comments, shares, and likes. Unlike the FMCG sector, the typology of content in the durable sector is less influential on post effectiveness. Independent t-test and Mann Whitney U test results indicate that entertainment and celebrative or condolence contents do not affect the popularity of the posts. Both brands in the durable sector use commercial content with similar frequencies; therefore, there is no difference in the results between the brands for this variable. Research shows that there are huge differences between the FMCG and durable goods sectors' post characteristics, and that there also is a big difference in variables and their effects.

On the other hand, the one-way ANOVA test was applied in order to be able to investigate the relation between interactivity level and effectiveness of the posts. Dependent variables were observed according to the number of interactivity tools used.

Table 6.29 examines the Facebook posts in the FMCG sector. The results show that the effectiveness of posts that use three or four interactivity tools is significantly higher. Post hoc analysis is in the appendices.

**Table 6.29:** Investigation into the relation between interactivity level and effectiveness of the posts on Facebook for the FMCG sector

One Way ANOVA FMCG - Facebook									
Variables		Mean	F	Sig.	Variables		Mean	F	Sig.
Positive comment	absent	,33	279,39	,00	Number of shares	absent	8,39	,94	,44
	level1	3,09				level1	23,06		
	level2	4,74				level2	23,43		
	level3	41,00				level3	29,50		
	level4	297,50				level4	29,00		
	Total	12,20				Total	20,34		
Negative comment	absent	,44	1,40	,24	Number of likes	absent	186,61	4,70	,00
	level1	1,24				level1	1726,85		
	level2	2,52				level2	1560,30		
	level3	2,25				level3	4197,75		
	level4	3,00				level4	5341,50		
	Total	1,53				Total	1546,33		
Neutral comment	absent	,67	2,96	,03	Number of comments	absent	1,44	125,61	,00
	level1	6,73				level1	11,06		
	level2	6,13				level2	13,39		
	level3	9,50				level3	52,75		
	level4	22,00				level4	322,50		
	Total	5,71				Total	19,44		
Test of Homogeneity of Variances		Positive comment	Negative comment	Neutral comment	Number of shares	Number of likes	Number of comments		
	Sig.	,000	,009	,008	,537	,002	,000		

Table 6.30 examines the Twitter posts in the FMCG sector. The results show a high level of interactivity, mostly for Level 4 interactivity, and Twitter gives almost the same results as Facebook. Level 4 brand posts in particular give more effective results than the other levels. If the number of interactivity tools used increases, then the number of shares, overall comments, and positive, negative, and neutral comments also increases.

**Table 6.30:** Investigation into the relation between interactivity level and effectiveness of posts on Twitter for the FMCG sector

One Way ANOVA FMCG - Twitter									
Variables		Mean	F	Sig.	Variables		Mean	F	Sig.
Positive comment	absent	0,0000	29,344	,000	Number of shares	absent	2,1538	1,740	,151
	level1	,6875				level1	8,3438		
	level2	1,3043				level2	12,6522		
	level3	6,7500				level3	23,0000		
	level4	32,0000				level4	22,0000		
	Total	1,9324				Total	9,7568		
Negative comment	absent	0,0000	1,682	,164	Number of likes	absent	4,0000	4,272	,004
	level1	2,1250				level1	101,7500		
	level2	7,6522				level2	389,2174		
	level3	2,2500				level3	355,7500		
	level4	1,5000				level4	314,5000		
	Total	3,4595				Total	193,4054		
Neutral comment	absent	0,0000	4,332	,003	Number of comments	absent	0,0000	5,683	,001
	level1	,7500				level1	3,5625		
	level2	1,0870				level2	10,0435		
	level3	,7500				level3	9,7500		
	level4	3,5000				level4	37,0000		
	Total	,7973				Total	6,1892		
<b>Test of Homogeneity of Variances</b>		Positive comment	Negative comment	Neutral comment	Number of shares	Number of likes	Number of comments		
	Sig.	,000	,004	,001	,292	,000	,001		

We mentioned earlier that Twitter is less responsive to interactivity tools when interpreting the results in the previous section. Here we see the same results. However, it can be said that this is caused by the fact that Twitter users are less responsive to posts than Facebook users. Post hoc analysis is in the appendices.

## **7. CONCLUSION AND IMPLICATIONS**

### **7.1 Theoretical Implications**

In recent years, there has been an increasing interest in studying related brand communities. With qualitative and quantitative analyses, our research contributes to existing brand community knowledge in several ways and has theoretical implications. This study is based on measuring the effectiveness of the brand communities' posts by adding new variables to the study of de Vries et al. (2012). In the vividness category, our research extended several variables, namely, image types (historical, present, and futuristic images), video Types (long videos, short videos) and added some new instruments, such as GIFs and infographics, which seem to directly affect the effectiveness of the brand posts in both sectors. In the content type section, sub-variables were added by improving the content category. These sub-variables are added to advertisement content and entertainment content. In addition, some new variables are added, such as celebration and condolence contents. All of these sub-variables and variables affect the posts' popularity directly.

In order to reveal the positive and negative effects of these newly added variables, the new variables were examined in two different social media networks to measure the behaviors of users across different social media platforms. As a result of the research, it has become clear that there are serious differences between the responses of Twitter and Facebook users to the same posts.

This research also reveals demographic differences on social media when compared to the de Vries et al. (2012), because the work done directly examines the fan pages in Turkey.

The research conducted by de Vries et al. (2012) only partially supports the idea that a higher level of interactivity can enhance brand post popularity. In the research of de Vries, a high level of interactivity like asking a question is shown to negatively influence popularity. Vividness only has a positive effect on the number of likes recorded on the posts, but this positive effect does not show up in the number of

comments. In other words, vividness may only enhance user's good feelings about the post without bringing in more engagement. However, in this study, vividness is an important factor for the brand to increase the number of both comments and reposts.

According to the results of the research, all of these new variables, controlling variables, and new environments are significant in post effectiveness. Therefore, the findings are likely to serve the purpose of further research fairly well.

## **7.2 Managerial Implications**

While offering valuable theoretical insight to the marketing literature, the findings reveal some managerial implications for marketing managers who desire to use an online brand community as a channel of communication. There are important implications for increasing brand loyalty and understanding the needs of customers, and for determining the brand strategy that fits these needs.

For FMCG sector, new and more effective methods such as GIF and video should be preferred. Using pictures and infographics, which are the most prominent examples of traditional use, is no longer enough to attract the users and capture their interaction.

The importance of the interactivity level in social media posts is undeniable. The research shows that an increasing amount of interactivity tools usage increases the user interaction in the same way. Each interactivity tool used strengthens communication between the user and the brand. The most effective interactivity tools are hashtags, gamification, and questions. However, research has shown that only one interactivity tool reduces the effectiveness of posts. This tool is using a social media link in the post. Social media managers should think twice before using this tool.

Another issue affecting efficacy is the content of posts. Users prefer content that gives more and direct information about the product, that is, direct advertising. Fan pages were pages created on the basis of volunteerism, which is why they expected direct information about the product.

For the durable goods sector, defining customer behavior is quite difficult compared to the FMCG sector. A clear finding is that users want to get information about

products directly, or to see the products. There are many comments on these pages where the users mainly seek information from those who are experienced about the brand.

Since users in this sector follow the product pages, their interest in sharing experiences related to the brand is important also, and makes reactions to the posts unpredictable. It is evident that the use of three or more interactivity tools in the same social media post affects the popularity of the post in this sector.

### **7.3 Limitations and Future Research**

The primary limitation of the research is the limited time period. The four-month study period for the FMCG and two-month period for the durable goods sector could be organized to cover a longer period of time. Correcting this limitation is important in terms of more effective observation and consistency of results.

Another limitation is that the research does not evaluate the answers to questions in online brand communities, which are given by the brand to customers. I believe that the two-way communication directly affects the effectiveness of the posts. Nonetheless, communication channels improved through the implementation of technology that is still one-way communication channels for the brands and users. It is obvious that consumers are more loyal to brand-related issues if the brand is concerned about their problems and questions.

In addition to this, posts in the online brand communities can be advertised in social media sites by the companies in order to increase the post effectiveness. Although these are targeted advertisements, they cannot reach the exact audience. This directly affects post effectiveness. The list of the posts that are boosted by the company would be appreciated for evaluating these posts separately and it will also influence the advertising effectiveness.





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## APPENDICES

**Table A.1 :** Post-Hoc analysis of interactivity levels for FMCG sector's Facebook posts – One Way ANOVA Test

Dependent Variable	(I) Interactivity	(J) Interactivity	Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval	
						Lower Bound	Upper Bound
Positive comment	absent	level1	-2,76	3,64	0,97	-14,26	8,75
		level2	-4,41	3,91	0,87	-16,76	7,95
		level3	-40,667*	6,87	0,00	-62,37	-18,97
		level4	-297,166*	9,26	0,00	-326,43	-267,91
	level1	absent	2,76	3,64	0,97	-8,75	14,26
		level2	-1,65	3,38	0,99	-12,31	9,02
		level3	-37,909*	6,58	0,00	-58,69	-17,12
		level4	-294,49*	9,05	0,00	-323,00	-265,82
	level2	absent	4,41	3,91	0,87	-7,95	16,76
		level1	1,65	3,38	0,99	-9,02	12,31
		level3	-36,087*	6,73	0,00	-57,53	-14,99
		level4	-292,787*	9,16	0,00	-321,70	-263,82
	level3	absent	40,66667*	6,87	0,00	18,97	62,37
		level1	37,90909*	6,58	0,00	17,12	58,69
		level2	36,26087*	6,73	0,00	14,99	57,53
		level4	-256,500*	10,76	0,00	-290,50	-222,50
	level4	absent	297,167*	9,26	0,00	267,91	326,43
		level1	294,409*	9,05	0,00	265,82	323,00
		level2	292,767*	9,16	0,00	263,82	321,70
		level3	256,500*	10,76	0,00	222,50	290,50
Negative comment	absent	level1	-0,80	0,90	0,94	-3,64	2,04
		level2	-2,08	0,97	0,34	-5,13	0,97
		level3	-1,81	1,70	0,89	-7,17	3,55
		level4	-2,56	2,29	0,87	-9,78	4,67
	level1	absent	0,80	0,90	0,94	-2,04	3,64
		level2	-1,28	0,83	0,67	-3,91	1,35
		level3	-1,01	1,63	0,98	-6,14	4,13
		level4	-1,76	2,24	0,96	-8,82	5,30
	level2	absent	2,08	0,97	0,34	-0,97	5,13
		level1	1,28	0,83	0,67	-1,35	3,91
		level3	0,27	1,66	1,00	-4,98	5,52
		level4	-0,48	2,26	1,00	-7,63	6,67
	level3	absent	1,81	1,70	0,89	-3,55	7,17
		level1	1,01	1,63	0,98	-4,13	6,14
		level2	-0,27	1,66	1,00	-5,52	4,98
		level4	-0,75	2,66	1,00	-9,15	7,65
	level4	absent	2,56	2,29	0,87	-4,67	9,78
		level1	1,76	2,24	0,96	-5,30	8,82
		level2	0,48	2,26	1,00	-6,67	7,63
		level3	0,75	2,66	1,00	-7,65	9,15

**Table A.1 (continued) :** Post-Hoc analysis of interactivity levels for FMCG sector’s Facebook posts – One Way ANOVA Test

Neutral comment	absent	level1	-6,06	2,81	0,33	-14,92	2,80
		level2	-5,46	3,01	0,52	-14,98	4,05
		level3	-8,83	5,29	0,60	-25,55	7,88
		level4	-21,33	7,14	0,07	-43,87	1,21
	level1	absent	6,06	2,81	0,33	-2,80	14,92
		level2	0,60	2,60	1,00	-7,62	8,81
		level3	-2,77	5,07	0,99	-18,78	13,24
		level4	-15,27	6,97	0,32	-37,29	6,75
	level2	absent	5,46	3,01	0,52	-4,05	14,98
		level1	-0,60	2,60	1,00	-8,81	7,62
		level3	-3,37	5,19	0,98	-19,75	13,01
		level4	-15,87	7,06	0,29	-38,16	6,42
	level3	absent	8,83	5,29	0,60	-7,88	25,55
		level1	2,77	5,07	0,99	-13,24	18,78
		level2	3,37	5,19	0,98	-13,01	19,75
		level4	-12,50	8,29	0,69	-38,69	13,69
level4	absent	21,33	7,14	0,07	-1,21	43,87	
	level1	15,27	6,97	0,32	-6,75	37,29	
	level2	15,87	7,06	0,29	-6,42	38,16	
	level3	12,50	8,29	0,69	-13,69	38,69	
Number of shares	absent	level1	-14,67	8,96	0,62	-42,97	13,63
		level2	-15,05	9,62	0,66	-45,44	15,34
		level3	-21,11	16,90	0,82	-74,49	32,27
		level4	-20,61	22,79	0,94	-92,59	51,37
	level1	absent	14,67	8,96	0,62	-13,63	42,97
		level2	-0,37	8,31	1,00	-26,61	25,86
		level3	-6,44	16,19	1,00	-57,57	44,69
		level4	-5,94	22,27	1,00	-76,26	64,39
	level2	absent	15,05	9,62	0,66	-15,34	45,44
		level1	0,37	8,31	1,00	-25,86	26,61
		level3	-6,07	16,56	1,00	-58,38	46,25
		level4	-5,57	22,54	1,00	-76,76	65,63
	level3	absent	21,11	16,90	0,82	-32,27	74,49
		level1	6,44	16,19	1,00	-44,69	57,57
		level2	6,07	16,56	1,00	-46,25	58,38
		level4	0,50	26,48	1,00	-83,13	84,13
level4	absent	20,61	22,79	0,94	-51,37	92,59	
	level1	5,94	22,27	1,00	-64,39	76,26	
	level2	5,57	22,54	1,00	-65,63	76,76	
	level3	-0,50	26,48	1,00	-84,13	83,13	

**Table A.1 (continued) : Post-Hoc analysis of interactivity levels for FMCG sector's Facebook posts – One Way ANOVA Test**

Number of likes	absent	level1	-1540,24	645,73	0,24	-3579,63	499,15
		level2	-1373,69	693,50	0,42	-3563,98	816,59
		level3	4011,13889*	1218,15	0,04	-7858,42	-163,86
		level4	-5154,89	1642,56	0,05	10342,56	32,78
	level1	absent	1540,24	645,73	0,24	-499,15	3579,63
		level2	166,54	598,59	1,00	-1723,98	2057,07
		level3	-2470,90	1166,73	0,35	-6155,77	1213,97
		level4	-3614,65	1604,79	0,29	-8683,05	1453,75
	level2	absent	1373,69	693,50	0,42	-816,59	3563,98
		level1	-166,54	598,59	1,00	-2057,07	1723,98
		level3	-2637,45	1193,84	0,31	-6407,93	1133,03
		level4	-3781,20	1624,61	0,26	-8912,17	1349,78
	level3	absent	4011,13889*	1218,15	0,04	163,86	7858,42
		level1	2470,90	1166,73	0,35	-1213,97	6155,77
		level2	2637,45	1193,84	0,31	-1133,03	6407,93
		level4	-1143,75	1908,48	0,99	-7171,28	4883,78
	level4	absent	5154,89	1642,56	0,05	-32,78	10342,56
		level1	3614,65	1604,79	0,29	-1453,75	8683,05
		level2	3781,20	1624,61	0,26	-1349,78	8912,17
		level3	1143,75	1908,48	0,99	-4883,78	7171,28
Number of comments	absent	level1	-9,62	5,80	0,60	-27,95	8,71
		level2	-11,95	6,23	0,46	-31,63	7,74
		level3	-51,30556*	10,95	0,00	-85,89	-16,73
		level4	-321,05556*	14,76	0,00	-367,68	-274,43
	level1	absent	9,62	5,80	0,60	-8,71	27,95
		level2	-2,33	5,38	1,00	-19,32	14,66
		level3	-41,68939*	10,49	0,01	-74,81	-8,57
		level4	-311,43939*	14,42	0,00	-357,00	-265,88
	level2	absent	11,95	6,23	0,46	-7,74	31,63
		level1	2,33	5,38	1,00	-14,66	19,32
		level3	-39,35870*	10,73	0,01	-73,25	-5,47
		level4	-309,10870*	14,60	0,00	-355,23	-262,99
	level3	absent	51,30556*	10,95	0,00	16,73	85,89
		level1	41,68939*	10,49	0,01	8,57	74,81
		level2	39,35870*	10,73	0,01	5,47	73,25
		level4	-269,75000*	17,15	0,00	-323,93	-215,57
	level4	absent	321,05556*	14,76	0,00	274,43	367,68
		level1	311,43939*	14,42	0,00	265,88	357,00
		level2	309,10870*	14,60	0,00	262,99	355,23
		level3	269,75000*	17,15	0,00	215,57	323,93

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

**Table A.2 :** Post-Hoc analysis of interactivity levels for FMCG sector’s Twitter posts – One Way ANOVA Test

Dependent Variable	(I) Interactivity	(J) Interactivity	Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval	
						Lower Bound	Upper Bound
Positive comment	absent	level1	-0,69	1,36	0,99	-4,99	3,62
		level2	-1,30	1,44	0,93	-5,85	3,24
		level3	-6,75	2,37	0,10	-14,24	0,74
		level4	-32,00000*	3,14	0,00	-41,94	-22,06
	level1	absent	0,69	1,36	0,99	-3,62	4,99
		level2	-0,62	1,13	0,99	-4,20	2,96
		level3	-6,06	2,19	0,12	-13,01	0,88
		level4	-31,31250*	3,01	0,00	-40,85	-21,77
	level2	absent	1,30	1,44	0,93	-3,24	5,85
		level1	0,62	1,13	0,99	-2,96	4,20
		level3	-5,45	2,24	0,22	-12,54	1,65
		level4	-30,69565*	3,05	0,00	-40,35	-21,04
	level3	absent	6,75	2,37	0,10	-0,74	14,24
		level1	6,06	2,19	0,12	-0,88	13,01
		level2	5,45	2,24	0,22	-1,65	12,54
		level4	-25,25000*	3,58	0,00	-36,59	-13,91
	level4	absent	32,00000*	3,14	0,00	22,06	41,94
		level1	31,31250*	3,01	0,00	21,77	40,85
		level2	30,69565*	3,05	0,00	21,04	40,35
		level3	25,25000*	3,58	0,00	13,91	36,59



**Table A.2 (continued) :** Post-Hoc analysis of interactivity levels for FMCG sector's  
Twitter posts – One Way ANOVA Test

Negative comment	absent	level1	-2,13	3,18	0,98	-12,20	7,95
		level2	-7,65	3,36	0,28	-18,28	2,98
		level3	-2,25	5,53	1,00	-19,77	15,27
		level4	-1,50	7,35	1,00	-24,77	21,77
	level1	absent	2,13	3,18	0,98	-7,95	12,20
		level2	-5,53	2,65	0,37	-13,90	2,85
		level3	-0,13	5,13	1,00	-16,37	16,12
		level4	0,63	7,06	1,00	-21,71	22,96
	level2	absent	7,65	3,36	0,28	-2,98	18,28
		level1	5,53	2,65	0,37	-2,85	13,90
		level3	5,40	5,24	0,90	-11,20	22,00
		level4	6,15	7,14	0,95	-16,44	28,74
	level3	absent	2,25	5,53	1,00	-15,27	19,77
		level1	0,13	5,13	1,00	-16,12	16,37
		level2	-5,40	5,24	0,90	-22,00	11,20
		level4	0,75	8,38	1,00	-25,79	27,29
level4	absent	1,50	7,35	1,00	-21,77	24,77	
	level1	-0,63	7,06	1,00	-22,96	21,71	
	level2	-6,15	7,14	0,95	-28,74	16,44	
	level3	-0,75	8,38	1,00	-27,29	25,79	
Neutral comment	absent	level1	-0,75	0,39	0,47	-2,00	0,50
		level2	-1,09	0,42	0,16	-2,40	0,23
		level3	-0,75	0,69	0,88	-2,92	1,42
		level4	-3,50000*	0,91	0,01	-6,38	-0,62
	level1	absent	0,75	0,39	0,47	-0,50	2,00
		level2	-0,34	0,33	0,90	-1,37	0,70
		level3	0,00	0,64	1,00	-2,01	2,01
		level4	-2,75	0,87	0,05	-5,51	0,01
	level2	absent	1,09	0,42	0,16	-0,23	2,40
		level1	0,34	0,33	0,90	-0,70	1,37
		level3	0,34	0,65	0,99	-1,72	2,39
		level4	-2,41	0,88	0,13	-5,21	0,38
	level3	absent	0,75	0,69	0,88	-1,42	2,92
		level1	0,00	0,64	1,00	-2,01	2,01
		level2	-0,34	0,65	0,99	-2,39	1,72
		level4	-2,75	1,04	0,15	-6,03	0,53
level4	absent	3,50000*	0,91	0,01	0,62	6,38	
	level1	2,75	0,87	0,05	-0,01	5,51	
	level2	2,41	0,88	0,13	-0,38	5,21	
	level3	2,75	1,04	0,15	-0,53	6,03	

**Table A.2 (continued) : Post-Hoc analysis of interactivity levels for FMCG sector’s  
Twitter posts – One Way ANOVA Test**

Number of shares	absent	level1	-6,19	5,59	0,87	-23,88	11,50
		level2	-10,50	5,90	0,53	-29,16	8,16
		level3	-20,85	9,71	0,34	-51,59	9,90
		level4	-19,85	12,90	0,67	-60,69	21,00
	level1	absent	6,19	5,59	0,87	-11,50	23,88
		level2	-4,31	4,64	0,93	-19,01	10,39
		level3	-14,66	9,01	0,62	-43,17	13,86
		level4	-13,66	12,38	0,87	-52,85	25,54
	level2	absent	10,50	5,90	0,53	-8,16	29,16
		level1	4,31	4,64	0,93	-10,39	19,01
		level3	-10,35	9,20	0,87	-39,48	18,78
		level4	-9,35	12,52	0,97	-48,99	30,30
	level3	absent	20,85	9,71	0,34	-9,90	51,59
		level1	14,66	9,01	0,62	-13,86	43,17
		level2	10,35	9,20	0,87	-18,78	39,48
		level4	1,00	14,71	1,00	-45,57	47,57
level4	absent	19,85	12,90	0,67	-21,00	60,69	
	level1	13,66	12,38	0,87	-25,54	52,85	
	level2	9,35	12,52	0,97	-30,30	48,99	
	level3	-1,00	14,71	1,00	-47,57	45,57	
Number of likes	absent	level1	-97,75	105,31	0,93	-431,08	235,58
		level2	385,21739*	111,10	0,02	-736,88	-33,56
		level3	-351,75	183,08	0,46	-931,22	227,72
		level4	-310,50	243,20	0,80	1080,28	459,28
	level1	absent	97,75	105,31	0,93	-235,58	431,08
		level2	287,46739*	87,53	0,04	-564,51	-10,42
		level3	-254,00	169,81	0,69	-791,47	283,47
		level4	-212,75	233,38	0,93	-951,43	525,93
	level2	absent	385,21739*	111,10	0,02	33,56	736,88
		level1	287,46739*	87,53	0,04	10,42	564,51
		level3	33,47	173,46	1,00	-515,56	582,50
		level4	74,72	236,05	1,00	-672,42	821,85
	level3	absent	351,75	183,08	0,46	-227,72	931,22
		level1	254,00	169,81	0,69	-283,47	791,47
		level2	-33,47	173,46	1,00	-582,50	515,56
		level4	41,25	277,29	1,00	-836,44	918,94
level4	absent	310,50	243,20	0,80	-459,28	1080,28	
	level1	212,75	233,38	0,93	-525,93	951,43	
	level2	-74,72	236,05	1,00	-821,85	672,42	
	level3	-41,25	277,29	1,00	-918,94	836,44	

**Table A.2 (continued) :** Post-Hoc analysis of interactivity levels for FMCG sector's  
Twitter posts – One Way ANOVA Test

Number of comments	absent	level1	-3,56	3,78	0,93	-15,54	8,42
		level2	-10,04	3,99	0,19	-22,68	2,59
		level3	-9,75	6,58	0,70	-30,57	11,07
		level4	-37,00000*	8,74	0,00	-64,66	-9,34
	level1	absent	3,56	3,78	0,93	-8,42	15,54
		level2	-6,48	3,15	0,38	-16,44	3,48
		level3	-6,19	6,10	0,90	-25,50	13,13
		level4	-33,43750*	8,39	0,01	-59,98	-6,89
	level2	absent	10,04	3,99	0,19	-2,59	22,68
		level1	6,48	3,15	0,38	-3,48	16,44
		level3	0,29	6,23	1,00	-19,44	20,02
		level4	-26,95652*	8,48	0,05	-53,81	-0,11
	level3	absent	9,75	6,58	0,70	-11,07	30,57
		level1	6,19	6,10	0,90	-13,13	25,50
		level2	-0,29	6,23	1,00	-20,02	19,44
		level4	-27,25	9,96	0,13	-58,79	4,29
	level4	absent	37,00000*	8,74	0,00	9,34	64,66
		level1	33,43750*	8,39	0,01	6,89	59,98
		level2	26,95652*	8,48	0,05	0,11	53,81
		level3	27,25	9,96	0,13	-4,29	58,79

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



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