

T.C.
MARMARA ÜNİVERSİTESİ
SOSYAL BİLİMLER ENSTİTÜSÜ
İŞLETME (İNGİLİZCE) ANABİLİM DALI
ÜRETİM YÖNETİMİ VE PAZARLAMA (İNGİLİZCE) BİLİM DALI

**EARNED OR OWNED MEDIA: WHICH EFFECTS TRUST-LOYALTY
RELATIONSHIP MORE?**

Yüksek Lisans Tezi

EDA KALAYCI

İstanbul, 2018

T.C.
MARMARA ÜNİVERSİTESİ
SOSYAL BİLİMLER ENSTİTÜSÜ
İŞLETME (İNGİLİZCE) ANABİLİM DALI
ÜRETİM YÖNETİMİ VE PAZARLAMA (İNGİLİZCE) BİLİM DALI

**EARNED OR OWNED MEDIA: WHICH EFFECTS TRUST-LOYALTY
RELATIONSHIP MORE?**

Yüksek Lisans Tezi

EDA KALAYCI

Danışman: PROF. DR. İREM EREN ERDOĞMUŞ

İstanbul, 2018



T.C.
MARMARA ÜNİVERSİTESİ
SOSYAL BİLİMLER ENSTİTÜSÜ MÜDÜRLÜĞÜ

TEZ ONAY BELGESİ

İŞLETME (İNGİLİZCE) Anabilim Dalı ÜRETİM YÖNETİMİ VE PAZARLAMA (İNGİLİZCE) Bilim Dalı TEZLİ YÜKSEK LİSANS öğrencisi Eda KALAYCI'nın EARNED OR OWNED MEDIA:WHICH EFFECTS TRUST-LOYALTY RELATIONSHIP MORE? adlı tez çalışması, Enstitümüz Yönetim Kurulunun 6.12.2018 tarih ve 2018-34/21 sayılı kararıyla oluşturulan jüri tarafından oy birliği / ~~oy çokluğu~~ ile Yüksek Lisans Tezi olarak kabul edilmiştir.

Tez Savunma Tarihi 13 / 12 / 2018

Öğretim Üyesi Adı Soyadı

İmzası

1.	Tez Danışmanı	Prof. Dr. Z.İREM ERDOĞMUŞ	
2.	Jüri Üyesi	Doç. Dr. TAŞKIN DİRSEHAN	
3.	Jüri Üyesi	Doç. Dr. M.MURAT YAŞLIOĞLU	

ACKNOWLEDGEMENTS

I would first like to thank to my thesis supervisor Prof. Dr. İrem Eren Erdoğan for her support whenever I need her guidance during this thesis process. It would have been impossible to complete this study without her assistance. Her support includes, but is not limited to her extensive knowledge, she also kept my motivation high during this period. I had the chance to reach her everytime even if I had little things to ask her and she allocated time for me to meet and study with her. I was very lucky to have her as my thesis supervisor, and I can not tell with words how grateful I am to her for her patience, believing in me every time, and always encouraging me to do better.

I would like to thank to my friends for encouraging and supporting me to complete this study. I also would like to thank to the participants of the survey included in this study for their valuable contributions and giving their time to respond the survey.

While I was writing this thesis, my family was always with me in my all ups and downs. Even I felt weak and sad some times, they always encouraged, supported, and motivated me. I especially would like to thank to my father and mother Yavuz and Fatma Kalaycı, and to my sisters. I would not have been where I am today without them.

İstanbul, 2018

Eda KALAYCI

EARNED OR OWNED MEDIA: WHICH EFFECTS TRUST-LOYALTY RELATIONSHIP MORE?

ABSTRACT

Digital marketing offers three different types of media, owned, paid, and earned media to the attention of companies in digital platforms. Companies invest in these different media to attract, grow and retain consumers; hence, gain competitive advantage over their competitors. Within this context, it is crucial to understand which of these media types have an effect on consumer attitudes and behavior, so that companies can plan their digital communication mix and allocate their resources into right type of media accordingly. Thus, this paper was designed to test the effect of owned and earned media on consumer trust and loyalty intention through descriptive research. A sample of 821 consumers were presented a structured online questionnaire and asked to evaluate website quality, social media marketing efforts, and social commerce constructs of companies which are actively present in digital environments. The conceptual model was proposed based on The Theory of Reasoned Action (TRA) to show how trust effects consumers' intentions as the belief effecting factor, and how would it eventually effect their behaviors. The key results of Structural Equation Modeling (SEM) largely supported that the owned media, website quality of companies and social media marketing efforts of companies in respective order effect consumers trust and loyalty more than earned media/ social commerce constructs (ratings, reviews, and recommendations on companies' website or social media accounts etc.). The findings not only contribute to the researchers for their further researches in this less frequently studied area, but they also assist practitioners in their investment decisions about earned and owned digital media activities of their companies.

Keywords: Earned Media, Owned Media, Website Quality, Social Media Marketing, Social Commerce, Trust, Consumer Loyalty

KAZANILMIŞ YA DA EDİNİLMİŞ MEDYA: HANGİSİ GÜVEN- BAĞLILIK İLİŞKİSİNİ DAHA FAZLA ETKİLER?

ÖZET

Dijital pazarlama, dijital platformlarda şirketlerin dikkatine edinilmiş, ödenmiş, ve kazanılmış medya olmak üzere üç farklı medya türü sunmaktadır. Şirketler tüketicilerin ilgisini çekmek, onları büyütmek, ve devamlılığını sağlamak için bu farklı medya türlerine yatırım yaparlar, ve böylece rakiplerine göre rekabet avantajı elde ederler. Bu kapsamda, bu medya türlerinden hangilerinin tüketici tutum ve davranışları üzerinde etkisi olduğunu anlamak çok önemlidir ki, şirketler böylece dijital pazarlama karmasını planlayabilir ve buna göre kaynaklarını doğru medya türlerine dağıtabilirler. Bu nedenle bu çalışma, kazanılmış ve edinilmiş medya kanallarının güven ve sadakat eğilimi üzerindeki etkisini betimsel araştırma yöntemi yoluyla test etmek üzere tasarlanmıştır. Yapılandırılmış çevrimiçi anket 821 tüketiciden oluşan bir örnekleme sunulmuş, ve şirketlerin dijital ortamda aktif bir şekilde bulunan İnternet sitelerinin kalitesini, sosyal medya pazarlama çabalarını, ve sosyal ticaret yapılarını değerlendirmeleri istenmiştir. Kavramsal model, güvenin düşünce etkileyici faktör olarak tüketicilerin eğilimlerini ve sonuç olarak davranışlarını nasıl etkilediğini göstermek için Akla Dayalı Davranış Teorisi (TRA) temel alınarak sunulmuştur. Yapısal Eşitlik Modeli'nin (SEM) sonuçları temel olarak, sırasıyla şirketlerin İnternet sitesi kalitesi ve sosyal medya pazarlama çabaları gibi edinilmiş medya türlerinin, kazanılmış medya türü olan şirketlerin İnternet sitesi ya da sosyal medya hesaplarındaki derecelendirme, eleştiri, ve yorumlar vb. gibi sosyal ticaret yapılarına göre güven ve sadakati daha fazla etkilediğini büyük ölçüde desteklemektedir. Sonuçlar, yalnızca bu az sıklıkta çalışılan alanda araştırmacıların gelecek çalışmalarına katkı sağlamakla kalmayıp, aynı zamanda çalışanlara firmalarının kazanılmış ya da edinilmiş dijital medya aktivitelerine yatırım kararları konusunda yardımcı olacaktır.

Anahtar kelimeler: Kazanılmış Medya, Edinilmiş Medya, İnternet Sitesi Kalitesi, Sosyal Medya Pazarlama, Sosyal Ticaret, Güven, Müşteri Bağlılığı

TABLE OF CONTENTS

LIST OF TABLES	vii
LIST OF FIGURES	viii
LIST OF ABBREVIATIONS	ix
1. INTRODUCTION	1
1.1. THE SCOPE OF THE STUDY	4
1.1.1. General Overlook on E-commerce in the World.....	5
1.1.2. General Overlook on Social Media in the World.....	7
1.1.3. E-commerce and Social Media Usage in Turkey	8
1.2. THE SIGNIFICANCE OF THE STUDY	10
2. DIGITAL MARKETING.....	12
2.1. EVOLUTION OF WEB TECHNOLOGIES	13
2.2. FROM TRADITIONAL MARKETING TO DIGITAL MARKETING.....	16
2.3. MARKETING MIX IN DIGITAL MARKETING.....	17
2.4. TOOLS OF DIGITAL MARKETING.....	19
2.4.1. Online Advertising	20
2.4.2. Search Engine Marketing (SEM)	21
2.4.2.1. Search Engine Optimisation (SEO)	21
2.4.2.2. Pay Per Click (PPC) Advertising.....	23
2.4.3. E-Mail Marketing	24
2.4.4. Affiliate Marketing.....	26
2.4.5. Website Marketing	27
2.4.6. Social Media Marketing (SMM)	46
2.4.6.1. Definition of Social Media	47
2.4.6.2. Types of Social Media	50
2.4.6.3. S-commerce	55
2.4.7. Mobile Marketing.....	66

2.5. PAID, OWNED, AND EARNED MEDIA.....	68
3. RELATIONSHIP QUALITY	73
4. CONSUMER LOYALTY	80
5. MODEL DEVELOPMENT AND HYPOTHESES	84
5.1. THEORETICAL BACKGROUND	84
5.2. WEBSITE QUALITY	86
5.3. SOCIAL MEDIA QUALITY	88
5.4. S-COMMERCE CONSTRUCTS	89
5.5. TRUST	91
6. METHODOLOGY	94
6.1. INSTRUMENT DEVELOPMENT	94
6.2. SAMPLE AND DATA COLLECTION	103
7. RESULTS	104
7.1. SAMPLE PROFILE.....	104
7.2. MEASUREMENT MODEL	106
7.3. STRUCTURAL MODEL AND HYPOTHESES TESTING	111
7.4. FURTHER ANALYSES.....	121
7.4.1. Multiple Regression Test for Website Quality - Trust	122
7.4.2. Multiple Regression Test for Website Quality - Purchase Intention.....	124
7.4.3. Multiple Regression Test for Website Quality - WOM Intention	126
7.4.4. Multiple Regression Test for Social Media Quality - S-commerce Intention	128
8. DISCUSSION AND IMPLICATIONS	130
9. LIMITATIONS AND FURTHER RESEARCH	136
10. REFERENCES.....	137
APPENDICES.....	158
Appendix 1 - Questionnaire in Turkish.....	158
Appendix 2 - Questionnaire in English.....	166

LIST OF TABLES

Table 1: Website Quality Measurement Examples	30
Table 2: Examples of Social Media and S-commerce Studies	59
Table 3: Paid, Owned, and Earned Media Examples	72
Table 4: Variables and Items of the Study	96
Table 5: Demographic Profile of The Respondents	105
Table 6: Construct Reliability and Validity	109
Table 7: Correlations Between Study Constructs	111
Table 8: Structural Model Evaluations	113
Table 9: Summary of Hypotheses' Results	120
Table 10: Model Summary ^d for Website Quality-Trust.....	122
Table 11: ANOVA ^a Results for Website Quality-Trust	123
Table 12: Coefficients ^a for Website Quality-Trust.....	123
Table 13: Model Summary ^d for Website Quality-Purchase Intention	124
Table 14: ANOVA ^a Results for Website Quality-Purchase Intention.....	125
Table 15: Coefficients ^a for Website Quality-Purchase Intention	125
Table 16: Model Summary ^e for Website Quality-WOM Intention.....	126
Table 17: ANOVA ^a Results for Website Quality-WOM Intention	127
Table 18: Coefficients ^a for Website Quality-WOM Intention.....	128
Table 19: Model Summary ^b for Social Media-S-commerce Intention	129
Table 20: ANOVA ^a Results for Social Media-S-commerce Intention.....	129
Table 21: Coefficients ^a for Social Media-S-commerce Intention.....	129

LIST OF FIGURES

Figure 1: Retail Ecommerce Sales Worldwide.....	6
Figure 2: The Reasons of Consumers to Shop Online Instead of in Store	7
Figure 3: Social Network Users and Penetration Worldwide	8
Figure 4: The Use of Social Media Marketing.....	49
Figure 5: The Digital Marketing Mix.....	69
Figure 6: Schematic Presentation of The Reasoned Action Model.....	85
Figure 7: Hypothesized Model	93
Figure 8: Hypothesized Model and Path Coefficients.....	116

LIST OF ABBREVIATIONS

<i>AGFI</i>	The Adjusted Goodness of Fit Index
<i>AVE</i>	The Average Variance Extracted
<i>B2C</i>	Business to Customer
<i>CFA</i>	Confirmatory Factor Analysis
<i>CFI</i>	The Comparative Fit Index
<i>CR</i>	Composite Reliability
<i>df</i>	The Degrees of Freedom
<i>E-RecS-QUAL</i>	E-Recovery Service Quality
<i>E-S-QUAL</i>	A Multiple-Item Scale for Assessing Electronic Service Quality
<i>eWOM</i>	Electronic Word of Mouth
<i>GFI</i>	The Goodness of Fit Index
<i>IS</i>	Information Systems
<i>NFI</i>	The Normed Fit Index
<i>PPC</i>	Pay Per Click
<i>RMSEA</i>	Root Mean Square Error of Approximation
<i>SEM</i>	Structural Equation Modeling
<i>SEM</i>	Search Engine Marketing
<i>SERP</i>	Search Engine Results Page

<i>SEO</i>	Search Engine Optimization
<i>SME</i>	Small Medium Enterprise
<i>SMM</i>	Social Media Marketing
<i>SNSs</i>	Social Networking Sites
<i>TAM</i>	Technology Acceptance Model
<i>TRA</i>	Theory of Reasoned Action
<i>VSEO</i>	Video Search Engine Optimization
<i>WOM</i>	Word of Mouth
χ^2	Chi-square

1. INTRODUCTION

Digital transformation extended the scope of companies' marketing mix and helped them to create new basis for interaction with consumers through digital tools. The digital marketing tools of companies include owned media and paid media, through which companies can create direct, targeted, individualized and measurable communication with their customers and potential customers (Hennig-Thurau, Hofacker and Bloching, 2013). Owned media comprises of marketing channels which companies own and control such as their own website or social media accounts. Paid media, on the other hand, involves any marketing activities that companies pay to be in front of an audience such as Pay Per Click (PPC), paid social, display ads, remarketing, retargeting, paid influencers etc. However, digitalization also creates a new form of media, called earned media, upon which companies have limited influence on. Earned media is formed when consumers say something online about the company for "free" such as sharing positive purchase experiences with friends and recommending the firm to them on social media (Katz, 2018). Earned media can not be directly generated by the company or its agents, but is generated by other parties such as customers through online and/or offline Word of Mouth (WOM) (Stephen and Galak, 2012). As a result, consumers can also effect company's strategies as well as each other's attitudes, behavior, and purchase intentions through recommendations, reviews, responses and feedbacks on digital platforms (Hennig-Thurau, Hofacker and Bloching, 2013).

Companies can evolve their owned, paid, and earned media activities in many ways. Companies not only try to have quality content in their websites and social media channels, but they also try to continuously improve and update the content in their owned media channels. Moreover, they attract customers by many other ways such as writing blog posts for their blogs, editing videos to share on their social media accounts, having more social media channels etc. Paid media, on the other hand, is another excellent way for companies to promote content to generate more earned media activities by paid influencers or online advertising, and may also be used to get more traffic to their websites by improving their Search Engine Optimization (SEO) or PPC techniques. Companies make many efforts also to have better earned media activities such as enhancing their consumers to spread positive WOM (e.g., building and

engaging social community, identifying and engaging with influencers), giving responses to negative WOM, attracting consumers and engaging with them by spreading their accurate content through social media, announcing the news about the company, promotions and campaigns in social media accounts, and in turn influencing sharing content and buying decisions of a variety of people in this way. As it can be seen, all media activities require budget, and companies should give the right decisions while investing them. Since it requires to appeal consumers to companies not promoting them to purchase products or services from them, paid media activities has not been involved to this study, Hence, it is important to understand which digital marketing tool (owned or earned) needs more company resources to drive better consumer loyalty and business performance. Therefore, this research aims to see whether owned or earned media marketing activities have more effect on consumer trust and loyalty.

There have been numerous number of researches which investigated the effects of owned or earned media on consumer loyalty. As such the effects of website quality on consumer loyalty constructs has been studied frequently in extant literature (e.g., Collier and Bienstock, 2006; Chang and Chen, 2008; Liang et al., 2011; Tsao, Hsieh and Lin, 2016; Lal, 2017). Content quality, process quality, privacy & security were found as important dimensions as having a positive impact on website quality of companies. The effects of Social Media Marketing (SMM) on consumer loyalty had also been the subject of research (e.g., Kim and Ko, 2012; Eren-Erdogmus and Cicek, 2012; Prasad, Gupta and Totala, 2017). The all referred studies found positive relations between SMM and loyalty. There were also some studies in the extant literature about social commerce (s-commerce) activities of online consumers such as Erkan and Evan's recent research (2016), which empirically tested and compared the influence of friends' recommendations on social media and anonymous reviews on shopping websites in the context of online purchase intention. Hajli (2015) also investigated the effects of s-commerce constructs which are recommendation & referrals, ratings & reviews, and forums & communities effects on consumer loyalty. Even though there are studies in the literature which investigate the earned or owned media activities effects on consumer loyalty, there is none to my knowledge that combines, tests, and takes a holistic view on both owned and earned media concepts in one model, hence none of

these previous studies have implications for marketers to provide better understanding of their investment decisions about earned or owned media activities.

The proposed model of the study combines two distinct types of media activities (owned and earned media) and analyze their effects on consumer loyalty constructs with the mediation of trust. While owned media activities were evaluated considering companies' own websites and social media accounts, earned media activities were evaluated according to recommendations and reviews left about the company on its own website and on social media (social networking sites (Facebook, Instagram, Twitter etc.), forums, blogs etc.). Online purchase intention was used as one of the consumer loyalty dimensions in this study since it is used to foresee consumers' actual behavior (Ajzen and Fishbein, 1980; Bai, Law and Wen, 2008). WOM intention which shows the consumer's willingness to recommend the product or service to the others in near future (Dabholkar, Thorpe and Rentz, 1996; Jiewanto, Laurens and Nelloh, 2012) was used as second loyalty construct. As the last loyalty construct, s-commerce intention which could also be referred as Electronic Word of Mouth (eWOM), any positive or negative statement made by companies' consumers about product or company on companies' own websites or social media accounts (Hennig-Thurau et al., 2004), was incorporated into the study. Finally, trust was used as a mediator in the model based on its proven importance in online purchasing research (e.g., McKnight, Choudhury and Kacmar, 2002; Gefen and Straub, 2004; Pavlou and Gefen, 2004; Teo and Liu, 2007; Kim and Park, 2013). The Theory of Reasoned Action (TRA) is applied as an essential theory to explain the importance of website quality, social media quality, and s-commerce constructs on consumers' trust (the belief effecting factor in TRA), and eventually on consumers' behavioral intentions which can also be referred as consumer loyalty constructs: online purchase intention, WOM intention, and s-commerce intention. In line with the proposed model mentioned above, this study intends to answer two research questions below:

- 1) Which of this earned or owned media activities have more effects on consumer loyalty constructs?

2) Does trust play a mediator role between the earned and owned media activities and consumer loyalty constructs?

The rest of this study is organized as follows. The introduction part involves the scope and the significance of the study. The following part is the literature survey. First, it explains digital marketing and its tools. Then it focuses on paid, owned, and earned media activities, trust as one of the relationship quality constructs, and consumer loyalty constructs as online purchase intention, WOM intention, and s-commerce intention (eWOM). The next section covers the model and hypothesis development. In the following sections methodology and the results of measurement and structural models are presented. The results are discussed, implications both for practitioners and researchers are indicated later on. As last section, limitations and further research directions are involved to the study.

1.1. THE SCOPE OF THE STUDY

Electronic commerce (E-commerce) can be referred as a business model in which transactions among people around the world take place on electronic networks, mostly on the Internet. These transactions comprise the process of buying and selling goods, services, and information on an online world. E-commerce is not only formed by buying and selling activities on the Internet, but also formed by many other activities such as electronically innovating, communicating, cooperating, and discovering continuously renewed information. E-commerce is mostly about e-learning, problem solving, e-customer service, social networking etc. (Turban et al., 2018). Online communities and Social Networking Sites (SNSs) are effective web technology tools for social interactions and content generations among online users as part of social media within the advancements on Web 2.0 technologies. SNSs are in the centre of interest in e-commerce and takes crucial part there, since consumers reach other consumers' information and recommendations and make online connections with each other on the Internet within these SNSs (Hajli, 2014a). These innovations in e-commerce led to the emergence of new platform which is called as s-commerce. Basically because of the increased popularity and improvements of SNSs such as Facebook, Instagram and Twitter, and interactions between consumers, s-commerce has emerged as a significant

platform in e-commerce. The major feature of s-commerce is to conduct many types of commercial activities and to take advantage of masses of online Internet users on websites and social media channels. Consumers are encouraged to share their comments, recommendations, and reviews about company or its products whether on company's website or social media accounts. The social media accounts of companies connect consumers to the companies' websites via their links which consumers can leave their comments, and the companies also sell products or services via social media. The social community might also be consulted by consumers to get opinion about their purchasing decisions. The most important element that differentiates s-commerce from other forms of online commercial activities is this so-called social relationship among online consumers (Liang et al., 2011). Because of all these improvements, e-commerce have an effect on a significant part of the world affecting and dominating business world and trade, professions, and undoubtedly people (Turban et al., 2018).

1.1.1. General Overlook on E-commerce in the World

E-commerce was first introduced as a specific term when the Internet started to be commercial, and users invade to be a part of World Wide Web (the "Web") in the 1990s. E-commerce applications rapidly developed, and today almost all companies in developing countries are present on the Web (Turban et al., 2018). E-commerce retail sales worldwide shows increasing trend year by year according to the estimates of eMarketer (2018) as shown in Figure-1 below. Figure-1 includes products or services ordered using the Internet via any device, regardless of the method of payment or fulfillment; excludes travel and event tickets. While retail e-commerce sales was \$1.845 trillions in 2016, and \$2.304 trillions in 2017, it is expected to be \$2.842 trillions at the end of 2018. In the coming years it is expected to be \$3.453 trillions in 2019, \$4.135 trillions in 2020, and \$4.878 trillions in 2021. Even if the % changes of sales shows a decreasing trend from 2016 to 2021, the % of total sales shows an increasing trend from 8.6% in 2016 to 17.5% in 2021. The increasing sales indicate that e-commerce has an enormous market potential. In the coming years people will be more prone to buy products or services online.

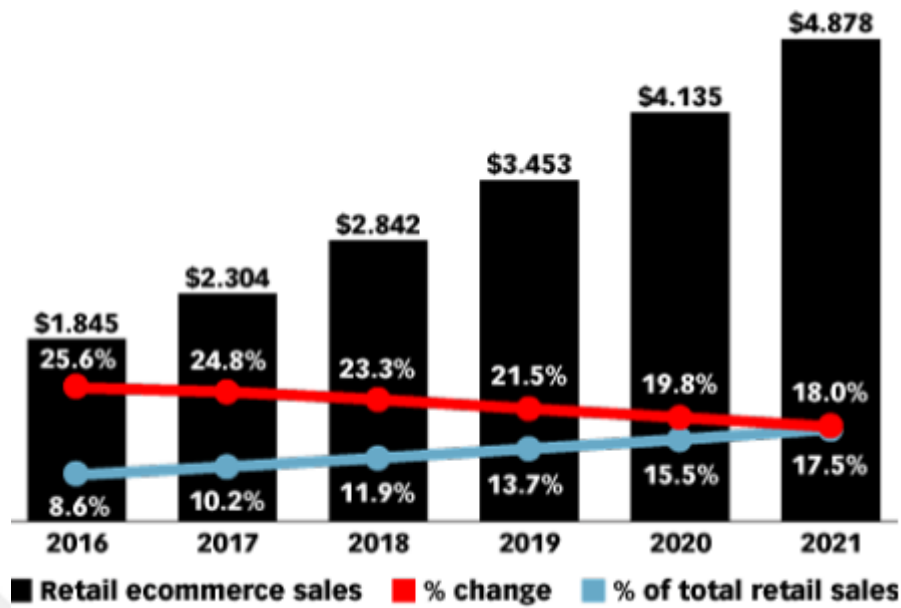


Figure 1: Retail Ecommerce Sales Worldwide, 2016-2021 (trillions, % change and % of total retail sales)

Source: eMarketer. (10th January, 2018). *Retail Ecommerce Sales Worldwide, 2016-2021 (trillions, % change and % of total retail sales)* Retrieved in 18th November, 2018, from <https://www.emarketer.com/>:

<https://www.emarketer.com/Chart/Retail-Ecommerce-Sales-Worldwide-2016-2021-trillions-change-of-total-retail-sales/215138>

According to the report of KPMG (2017), the reasons of consumers to shop online are mostly because ability to shop online 24/7, ability to compare product prices, and better product prices with online sales as shown in Figure-2 below. Some of the other reasons can be seen as to save time, the variety of products on the Internet, convenience of finding everything in one place, and to avoid crowds. The reasons of online shopping can be classified under the reasons which are convenience of online shopping, price related issues, pushing from offline, and ease of selection respectively. Consumers also do not only buy one item when they shop online, but buy more than one item in each shopping.

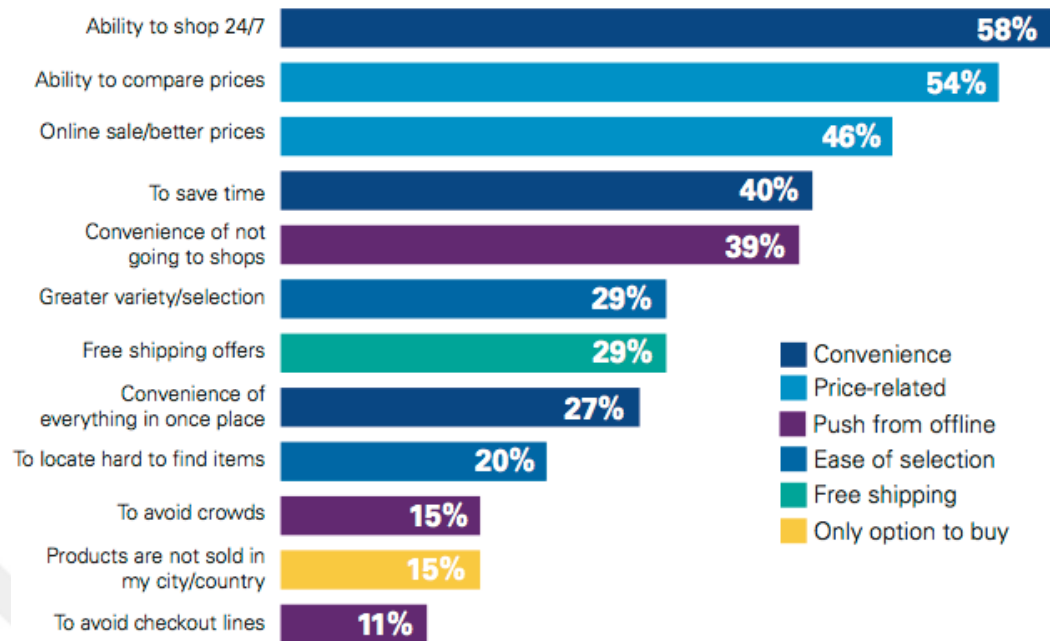


Figure 2: The reasons of consumers to shop online instead of in store

Source: KPMG. (2017). *Global Online Consumer Report*. U.K.

1.1.2. General Overlook on Social Media in the World

The emergence of social media has made it possible for Internet users to communicate with many other users about products or services, and also the companies which provide these products or services (Mangold and Faulds, 2009). Social media has been becoming as a preferred media all around the world year by year and is effecting consumer behavior (Prasad, Gupta, and Totala, 2017). Social media provides genuine information across the world at any time consumers want, and enables consumers to make comparisons and effective two way communications. As shown in Figure-3 below, in 2017, 2.46 billion individuals, or one-third of the global population and 71.0% of Internet users accessed social networks at least once in a month. The number of social network users shows an increasing trend year by year. It is expected to be 2.62 billion individuals at the end of 2018 as the 71.8% of Internet users. At the end of 2021 within the 73.1% of Internet users who accessed social media at least once in a month, the number of individuals are expecting to be 3.02 billion (eMarketer, 2017). This

increasing trend shows us that social media usage across the world has a growth potential year by year.

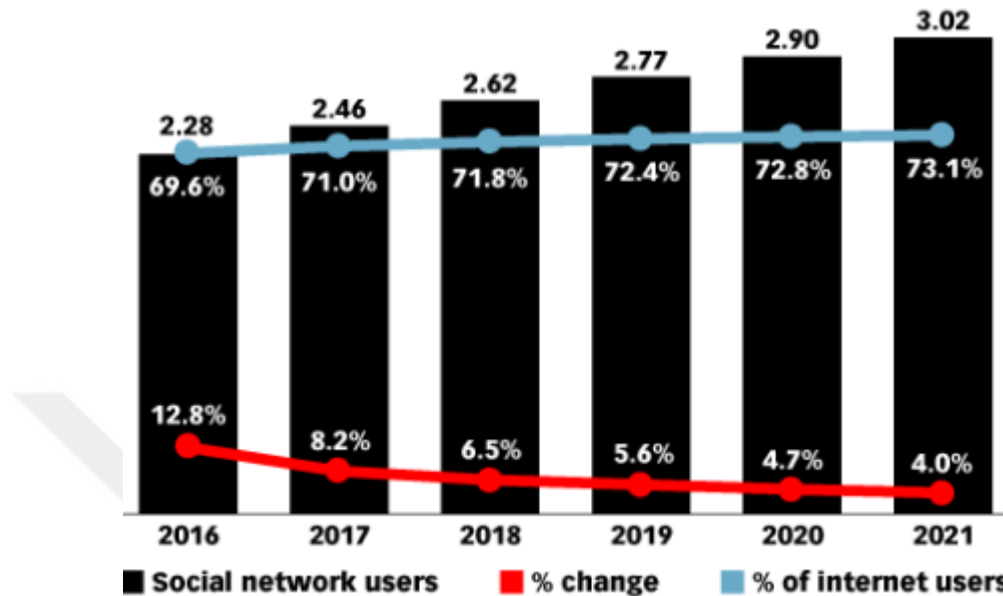


Figure 3: Social Network Users and Penetration Worldwide, 2016-2021 (billions, % change and % of Internet users)

Source: eMarketer. (14th June, 2017). *Social Network Users and Penetration Worldwide, 2016-2021 (billions, % change and % of Internet users)* Retrieved in 18th November, 2018, from <https://www.emarketer.com/>:

<https://www.emarketer.com/Chart/Social-Network-Users-Penetration-Worldwide-2016-2021-billions-change-of-Internet-users/208943>

1.1.3. E-commerce and Social Media Usage in Turkey

As referred in the previous section, because of the increasing trend on retail e-commerce sales, and social network users; e-commerce and social media become increasingly dominant in the business world. As the world digitalizes, businesses now have to follow up this rising trend of e-commerce and social media. Turkey also has been following up this rapidly increasing trend, and same as the worldwide estimates, an increasing e-commerce and social media trend is being expected also for Turkey in the coming years.

According to the report of We Are Social (2018a), while the Internet penetration over the world 53%, it is 67% in Turkey in 2018. Turkish Internet users increased 13% in 2018 compared to last year, and Turkey is in the eight place in the world considering the growth in Internet users worldwide. The Internet is mostly used by young generation in Turkey who has the age between 16-24 with 68,2%, and is followed by the people between 25-34 years old with 61,7%, the people who are between 35-44 with 48,1%, and 45-54 with 32,6%, 55-64 years old people with 19,7%, and 65-74 with 8,5% in the months between January-March of 2018 (TUIK, 2018). According to the study of Izgi and Sahin (2013) on Turkish Internet users, consumers who prefer to shop online are mostly young and educated people. The advancements in technology which increase ease and scope of use, and growing online shopping trend encourage consumers to shop online (Izgi and Sahin, 2013). The percentage of individuals who purchased goods or services over the Internet for private purposes shows a growth trend year by year. While the total percentage of individuals was 20,9% in 2016, and 24,9% in 2017, it was 29,3% in 2018 (TUIK, 2018). The statistics of Statista (2018) shows that, based on online survey they conducted, totally 52% of Internet users worldwide refers that their online shopping behavior is influenced by social media. Considering these statistics after Egypt with 75% and before China with 68%, Turkey is in the fourth place with 69%.

According to the report of TUIK (2018) which shows the Internet purchases by individuals in the last 12 months, people mostly consume clothes and sports goods with 65,2%, followed by travel arrangements (e.g. transport tickets, carhire, etc.) with 31,9%, thirdly they consume household goods (e.g. furniture, toys, excluding consumer electronics) with 26,8%, followed by food or groceries with 22,1%, and books, magazines, newspapers (including e-books) with 20,6%. When the social media usage is considered, according to the report of We Are Social (2018b), 51.0 million of the Turkish population (63% of total population) have been actively using social media in 2018. Active social media users showed an increasing trend and increased about 3 million people (6% of Turkish population) in 2018 compared to 2017 (We Are Social, 2018b). While average number of hours spent using the Internet per day via any device was 7 hours and 9 minutes in Turkey (in the fourteenth place in the world), average

number of hours that Internet users spend using social media each day via any device was 2 hours and 48 minutes in Turkey (in the thirteenth place in the world) which shows us that almost 3 hours of these 7 hours on the Internet passes through using social media for Turkish Internet users. Another important point of the report is that Turkish Internet users are in the eight place with 70% while considering digital optimism, which shows the population who believes new technologies offer more opportunities than risks (We Are Social, 2018a).

According to the statistics about Turkish Internet and social media users above, Turkey is found as an appropriate country to conduct this research. It follows up the general trends on e-commerce and social media, since many people shop online and use social media increasingly in Turkey. Because of the statistics and increasing potential in Turkey, we decided to conduct our research in Turkey which keeps up within the trends across the world.

1.2. THE SIGNIFICANCE OF THE STUDY

The Internet and e-commerce have been becoming increasingly global, bringing the countries around the world together in a global networked world economy (Gibbs and Kraemer, 2004). E-commerce provides variety of benefits to the online consumers such as diffusion of information, the development of new Internet technologies, the promotion and sales of products and services in an online world etc. (Aljifri, Pons and Collins, 2003) which brings all the Internet users together. Therefore, even though this study is applied to the Turkish citizens, the results of the research could be generalized through worldwide.

As referred in the previous section, earned and owned media activities studied by many practitioners and academicians, and examined in a variety of approaches. According to our researches on the topic, there were not any studies found which investigates and combined earned and owned media activities in one model to find out their effects on consumer loyalty. Therefore, this study aimed to see and compare the effects of owned and earned media activities on trust, and consumer loyalty constructs (which are online purchase intention, WOM intention, and social commerce intention).

This study is significant for academicians since it tries to shed light for their researches on the rather new less frequently studied area of social commerce, an extension of e-commerce studies. TRA by Fishbein and Ajzen (2010) is used as an essential theory in this study to show how person's belief is generally expressed by the outcome of the behavior to determine his or her attitude, and trust is used as the belief effecting factor of people. Therefore the proposed model of this study not only proves the validity of TRA in digital marketing, but also shows how important trust is as a mediator in the relationship between earned and owned media activities and consumer loyalty constructs (purchase intention, WOM intention, and s-commerce intention).

The results of this study supports that owned media types of companies' activities which are evaluated as website quality and SMM efforts of companies in this study have more effects than earned media type which is considered as firms' s-commerce constructs in this study on trust and consumer loyalty. Within this context, the results are also essential for practitioners to learn which of these media activities has more effects on their online consumers' loyalty intentions, and has to be invested more since they can control owned media activities but they can have just little control over the earned media activities.

2. DIGITAL MARKETING

"Digital marketing as a specific term, evolved rapidly over time describing to acquire customers with firms' products or services and retain customers, promote brands, and increase sales by digital channels" (Kannan and Li, 2017, p.23). According to Kingsnorth (2016, p.6), "Digital marketing is a complementary part of all marketing activities of firms, and this marketing activities comprise whole marketing mix elements as Public Relations, creative direction, brand, Customer Relationship Management, retention, product development, pricing, communications, and proposition". Todor (2016, p.52) describes digital marketing as "The term for the targeted, measurable, and interactive marketing of goods or services using digital technologies in order to reach and convert leads into customers and preserve them". Digital marketing can also be referred as "an adaptive, technology-enabled process by which firms collaborate with customers and partners to jointly create, communicate, deliver, and sustain value for all stakeholders" as a firm centric definition (Kannan and Li, 2017, p.23).

Digital marketing first became visible in the 1990s, but it moved forward quickly in a very short time. In 1993, the first banner advertisement was showed up and in 1994, the first web crawler was created as it was just four years before the launch of Google and ten years before the creation of YouTube. The modern Internet age began with Google's improvement and when the Blogger was launched in 1999. Blackberry launched mobile e-mail for the first time and MySpace emerged. MySpace was the true origin of social media as everybody knows today, but it ended up because it was not successfull from the user experience perspective. Google had most of it's AdWords which companies pay Google for some keywords to appear in Google's search results, and still has the biggest part of their revenue. Cookies deliver relavent content to users and in this way it personalizes users's experiences despite ongoing debates about privacy issues. Web 2.0 technologies did not make huge evaluations about technology, but it enabled online communities such as Facebook, LinkedIn, Twitter, Instagram, and others to show up themselves in todays world. Websites were gained a different point of view in terms of becoming more social places by Web 2.0 technologies (Kingsnorth, 2016).

Digital marketing enables customers to gain new experiences and creates interactions among customers. It forms many digital touchpoints which comprise marketing activity, institutions, processes, and customers. The number of these touchpoints increase by over 20% annually since more offline customers switch to digital environment and "younger, digitally oriented consumers enter the ranks of buyers" (Kannan and Li, 2017). The main objectives of digital marketing can be seen as to promote brands, shape preferences, and boost sales within the several digital marketing techniques (Todor, 2016). Firms would only succeed fully integrating their marketing strategies from day one, otherwise creating a silo for digital activities would be very dangerous for firms to achieve success (Kingsnorth, 2016).

2.1. EVOLUTION OF WEB TECHNOLOGIES

Singh (2010) defines Web 1.0 as the Internet used before 1999. This era is called as the Read-Only era by the experts. The Internet user's former role was only to read the information presented to him or her. There was not any information flow from the user of presented information to the producer of the information. Due to the lack of interaction among common users of the web, Web 2.0 technology was showed up itself in 1999, and this era is called as Read-Write-Publish era with the remarkable contributios of LiveJournal (Launched in April, 1999) and Blogger (Launched in August, 1999). With the Web 2.0 technologies which has started to use in 2000s, even a non-technical user could actively interact and contribute to the web by using different kind of blog platforms. It enabled people to share their content only with few clicks just in few minutes. Web 2.0 technology era empowered web users with new concepts such as Blog, Social-Media and Video-Streaming. Twitter, Youtube, Flickr, and Facebook can be given as examples of some remarkable developments of Web 2.0 technologies (Singh, 2010).

The concept of "Web 2.0" started with a conference between O'Reilly and MediaLive International. Tim O'Reilly and Dale Dougherty indicated that the web was more significant than ever with new applications and sites. It seemed them kind of a turning point and they called this era as Web 2.0 (O'Reilly, 2005). Rather than being just a static data repository, the Web became a platform enabling online participation,

collaboration, and dynamic interaction with Web 2.0 technologies (Gibson, 2007). Tim O'Reilly defines Web 2.0 as "The business revolution in the computer industry caused by the move to the Internet as platform, and an attempt to understand the rules for success on that new platform" (Zhang, Cheung and Townsend, 2008, p.2).

According to Guzelkan (2010), Web 1.0 is the technology comprises Internet sites that are monopolised by only people or companies, and enables the website visitors to reach only the content of the website without knowledge sharing between each other. On the other hand Web 2.0 is the technology which has been commonly used since 2004 to design websites. Web 2.0 technologies has made Internet sites interactive. Accordingly, besides getting information, sharing information became ordinary among people. There are some main differences between Web 1.0 and Web 2.0 technologies referred as below:

- While the most widely used technology for Web 1.0 was basic web technology: Hyper Text Markup Language (HTML); Extensible Markup Language (XML) and JavaScript technologies were used for Web 2.0 technology with high speed Internet connections (Gibson, 2007).
- Web 1.0 technology was used from 1994 to 2004 by the web sites. After 2004, Web 2.0 technology has been used (Zhang, Cheung and Townsend, 2008).
- While Web was only used as a medium for reading and receiving information passively by people by Web 1.0 technologies, Web was used as a platform and softwares were used as a service to create and receive information from people by Web 2.0 technologies (Zhang, Cheung and Townsend, 2008).
- Web 1.0 technology could connect users to computers. On the contrary, Web 2.0 technology could connect computers to computers and users to users (Zhang, Cheung and Townsend, 2008).
- Lastly, although people could discover information by searching and browsing with Web 1.0 technologies, they could discover information

by publishing and subscribing with Web 2.0 technologies (Zhang, Cheung and Townsend, 2008).

Web technology has developed to Web 3.0 technology in 2010 (Tekdal, Sayginer and Baz, 2018). Web 3.0 technology can be referred as the Internet technology which people does not control over the Internet anymore. While Web 1.0 technology is the world which uses the Internet applications created by people and Web 2.0 is the technology which could change the Internet applications created by the people within the Web 1.0 technologies, Web 3.0 is the world which Internet creates itself with the interaction between devices (Cankaya, 2007). Web 3.0 technology also referred as Semantic Web technology and it means the web with artificial intelligence. The softwares control over the content of the websites and they create contents according to the things we like or not. Semantic basically means the "meaning" of the word. It means not only the words in the documents but also the meanings of these words in the documents can be understood. In this way, search engines would be more clever, can understand whatever we are looking for in the website, and can understand what website actually wants to tell. Search engines can show people optimised solutions according to their call frequency of the website they visit, and people can reach the information they want in the shortest period of time by this way (Inanc, 2009).

Today, Internet users are using Web 2.0 and Web 3.0 technologies. Web 4.0 and Web 5.0 technologies are being expected to come in the near future (Tekdal, Sayginer and Baz, 2018). With the Web 4.0 technology, machines would be more clever on reading the contents of the web, and decide what to execute first to load the websites fast with outstanding quality and performance in the future (Choudhury, 2014). While Web 3.0 technology could enable computers to interact with each other without the user's control, it will move another dimension with Web 4.0 technology which people would interact with machines and the virtual world (Kambil, 2008; Aghaei, Nematbakhsh and Farsani, 2012; Tekdal, Sayginer and Baz, 2018). There can be some examples for Web 4.0 improvements such as: "The refrigerator which informs people about the food expiration date passed" or "smart cars which run the heating system and let people know how long it is going to take afterwards" (Tekdal, Sayginer and Baz,

2018, p.23). As the last technology Web 5.0 which is being expected to come, will enable advanced artificial intelligence robots, avatars, and 3D virtual environments to take place in our life. Furthermore, with Web 5.0 technology users would interact with the web content, and data would shape according to the web users' face expressions (Tekdal, Sayginer and Baz, 2018).

2.2. FROM TRADITIONAL MARKETING TO DIGITAL MARKETING

Traditional marketing is not as effective as it was earlier since customers' trust in this media forms are weakened. Nowadays, it is easier to find and access information online. Digital mind among consumers is becoming second nature with the increased usage of web activities. It is a lot easier for people to find information about products by searching other people's recommendations, comments, and reviews (Weinberg, 2009).

In the digital marketing environment when consumers search on the Internet for some of their problems, while they are browsing blogs, and websites for new ideas; they find out how the organizations which operate in the same sector offer in the digital media, and they can also have an opportunity to compare them. In the new days of marketing, consumers search for right products or services to satisfy their needs. So unlike traditional marketing which tries to get consumers attention with mainstream messages, the main idea for firms should be affecting people at the precise moment of time when they are online. Also marketing on the web is more than generic banner ads with colorful messages. It is mostly about understanding the keywords and phrases that consumers are searching for in the website and apply campaigns about the contents which customers seek (Scott, 2007).

There are some advantages of digital marketing both for marketers and buyers. When comparing digital marketing to traditional mass media marketing, digital marketing could be found more cost effective with its lower costs and with websites' features which can generally generate traffic for free. Internet users can choose when they want to stay in contact with the website users and for how long. Firms can reach to the entire globe, but if they need they can also tailor their marketing campaigns to the specific target audiences. Online marketing gives users the chance to collaborate and

express their thoughts about the product or service freely in an online environment which can be referred as online WOM. Digital marketing offers unlimited content both for buyers and firms and also the possibility to update the context easily when necessary. Firms can measure impact of digital technologies easier than traditional marketing. According to profiles or preferences of consumers and also consumer behavior, digital marketing might create programs and offers which are customized and personalized (Todor, 2016).

2.3. MARKETING MIX IN DIGITAL MARKETING

The marketing mix elements are product, price, place, and promotion which are referred as 4Ps of marketing. They all have different applications in digital marketing (Kingsnorth, 2016).

Product is something that people want to buy. It can be either product or service according to companies' operating areas. In the digital marketing the product or service should be able to sell online. It is important in the digital marketing to have different channels, make the product appropriate for the online or mobile audiences, provide real value for the consumers and differentiate the offerings from the competitors by being updated and maintaining effectively and efficiently (Kingsnorth, 2016).

Pricing as the second P of marketing mix considers to ask people the price that they are willing to pay. "Willing to pay" factor includes many components such as brand value, online reviews, product quality and others. Discounts and offers have already been applied to the digital marketing but there are some new concepts such as fast price comparison, cashback and voucher sites that change consumer behaviours certainly. Since there are not general expenses in an online environment, some sectors think the prices in an online environment should be cheaper than retail stores. It can be given as an example that there are not any requirements to send products from warehouses to retail stores for online selling. Another example can be given as keeping customer costs less than having a new one (Kingsnorth, 2016). The pricing costs are also more dynamic in an online environment in the way that the costs for searching the

product are low for customers, the costs of the menu are low for the retailers, shopping environment changes rapidly, and customers can have quick responses from the retailers. Furthermore, the retailers use some auctions which can be search engines, re-targeting, etc. which enable them to have more selective customers, and the customers do more price comparisons because of the lower search costs (Kannan and Li, 2017). Online customers are more price sensitive than the offline ones (Degeratu, Rangaswamy and Wu, 2000; Kannan and Li, 2017). On the other hand, it is easier for firms to get data in the digital environment. Firms can measure numerous marketing actions with this data, and in this way they reduce marketing costs of several marketing instruments (Kannan and Li, 2017).

The marketing concept has changed to a different concept that customers are not recipients of the message anymore, but encouragers who make contribution to the marketing messages (Hennig-Thurau et al., 2010; Hennig-Thurau, Hofacker and Bloching, 2013; Plume, Dwivedi and Slade, 2017), to be informed of knowledge and experience about the whole consumption process (Hamill, Tagg and Vescovi, 2010; Plume, Dwivedi and Slade, 2017), and centering on the shopping experience rather than fixed mediums and websites (Plume, Dwivedi and Slade, 2017). In traditional marketing, firms should have their shops in the right place to get more attention of customers. After they find the right place for their shops, they need to have enough stock of products at the right place in the shop. With all of these requirements' application to the digital marketing, the online shop should be easy to find with the SEO, paid search, or the other digital acquisition channels. When customers visit the site, they should find the information, products, and whatever they are looking for in the site easily. Then, the products should be in stock and the site should work correctly to deliver the products (Kingsnorth, 2016).

Promotion as the last P of marketing mix is often the first time that people have a relationship with the brand with its TV campaigns, press advertisements, display banners, and the others. Since the first impression is very important, getting the promotion right is crucial for the firms. There are some challenges for promotion element in digital marketing. One of the challenges is that there is a restricted space or

time to promote the product in digital environment. While TV or press advertisement have 30 seconds, digital one only has less than one second. Therefore, this generates a real need for impact messaging and a test-and-learn philosophy. It is not possible to predict every possible outcomes of customers, so it is very important for firms to improve themselves continuously by being in a consistent test cycle (Kingsnorth, 2016).

In the traditional marketing, marketing used to be referred as advertising and branding, and advertising used to be addressed the masses. Advertising was relying on interrupting people to get more attention to the messages instead of giving customised messages to them. Advertising was running only in one way; from company to people specifically to sell products. The web have already changed the rules of marketing and none of these traditional marketing rules are true anymore. Advertisements in the web can not be same as the ones in the television which are expensive and adress the large majority of people. In the past, traditional, nontargeted advertising via television, radio, direct mail, newspapers, and magazines were the only ways of advertising till the media showed itself up with its individualized and targeting messages to the specific buyers. It can be still a good way of advertising to use advertisements for megabrands, but it would not bring any value to the other smaller companies. Shortly, it means that traditional marketing would be ineffective and so wide for the people that are not interested in the advertisement, and in this way it could work for the mass consumption companies contrary to the ones call niche buyers by targeted messages. While TV advertisements create one-way interruptions, Web marketing creates useful contents at the precise moment when buyers need it. Accordingly, firms have to change their marketing understanding to have more Web-enabled marketplace (Scott, 2007).

2.4. TOOLS OF DIGITAL MARKETING

There are many kind of digital marketing tools exist in the digital world. All of these tools formed by digital marketing operate via digital devices. The most important ones will determine below (Yasmin, Tasneem and Fatema, 2015).

2.4.1. Online Advertising

Stokes (2011, p.198) simply defines online advertising as "An advertising on the Internet". According to Yasmin, Tasneem and Fatema (2015, p.72), online advertising is "A very important part of digital marketing and can also be described as Internet advertising which company can deliver its messages about products or services". Online advertising comprises adverts on search engine results pages (SERP), adverts placed in e-mails and on social networks, and the other ways that advertisers use the Internet (Stokes, 2011).

Online advertising can also be referred as online display advertising started with the hyperlinked images shown on websites, and after that video, sound, and many other technologies have been included to these images. Images or videos forward a message in these advertisements, and a hyperlink takes the visitor to the advertiser's desired landing page as the advertiser's aim at the beginning. Apart from taking customer to the landing page, messages and interactions can be contained as the advertising display. Advertisers, inherently, follow web users' behavior and place their advertisements where potential customers can see them. Internet advertising has many advantages. Companies can track all interactions of Internet advertisements such as; how many clicks and impressions it received, how many users were reached and they can also view the data about these transactions (Stokes, 2011).

Since online advertising is largely visual, it is an ideal channel to promote brand and create brand awareness. Online advertising provides firms a great way to communicate potential customers by stimulating demand and reminding consumers why they need the product or service. After creating consumer demand, it is essential for firms to satisfy consumers' demand and develop brand loyalty by showing them how their specific brand would best meet their needs. It is also possible to evaluate accurately how effective would be the online advertising campaign in this way of advertising (Stokes, 2011).

2.4.2. Search Engine Marketing (SEM)

Millions of people use search engines to find whatever they are looking for on the Internet. Search engines can be referred as the web-based programs which index the web and show people the content they would like to see. Search Engine Marketing (SEM) refers as "The industry which is built up around search engines" (Stokes, 2011, p.248). Sullivan (2010) defines SEM as "A form of Web marketing activities that are in search of promoting websites by increasing their apperency in SERP".

SEM has two different types: SEO and PPC advertising. Users enter keywords into a search engine server to find websites. Both SEO and PPC advertising involve choosing keywords related to the company's website and used by potential customers in their searches before. Whereas SEO aims to have a website rank in the natural results about target keywords, in the PPC advertising advertiser gives an offer on preferred keywords to obtain rankings in the paid results (Stokes, 2011). It is also stated in another study that that there are two types of marketing activities which can be performed through search engines (Dou et al., 2010). Firstly PPC advertising can be defined as "The advertising type which companies pay to have links of their websites in the sponsored section of a SERP" (Dou et al., 2010, p.263). SEO as an another type of search engine advertising can be referred as "The advertising type that companies make an effort to push the ranking of their websites higher in the organic results of search engines with the various techniques implementation" (Dou et al., 2010, p.263). Website owners could invest either one or both of these SEM advertising strategies to have top rankings (Neethling, 2008; Kritzinger and Weideman, 2013).

2.4.2.1. Search Engine Optimisation (SEO)

SEO is one of the widely used search engine techniques which makes websites swiftly reachable (Yalcin and Kose, 2010). Millions of people search contents on the Internet everyday, for this reason it is essential for companies to have their websites in the top ranking orders of the SERP to make potential customers reach their websites easily. The algorithms used for determining the factors for showing results in this way formed SEO (Stokes, 2011). Stokes (2011, p.258) defines SEO as "The practice of

optimising website to achieve preferred ranking on the SERP". Darie and Balanescu (2008, p.189) refers SEO as "The practices operated to increase the number of visitors a website receives from organic (unpaid) SERP". According to Kingsnorth (2016, p.90), SEO means "Optimizing the site for the search engine's natural results".

Internet users evaluate top 5 results on the first page of SERP, while searching data or information on the Internet. Because of that reason it is important to move a web page to higher orders of search engines to indicate it better. In order to achieve this goal, website developers must use SEO by applying some necessary optimization techniques. It is not only important for the companies to have well designed websites, but also important to make these websites easily reachable (Yalcin and Kose, 2010). Berman and Katona (2013) asserts that there is a strong tautening between interests of the Internet users and the search engines. The more advertisers spend on SEO and consumers find what they are looking for on the organic side of the SERP, the less consumers click on the revenue-generating sponsored links (Berman and Katona, 2013). Companies can also end up using optimisation whether the website cannot be found through search engines for instance due to some technical problems, or search engines cannot index all the web pages of the company (Karjaluo and Leinonen, 2009). If it is correctly applied, SEO will improve the search engine's algorithm; but if it is overused, such as manipulation of rankings, it will lower the accuracy of search results (Li et al., 2014).

In our day the search engine is the most important tool used by people to find either information, product, or service on the Internet. It goes without saying, having a website rank well for the relevant keywords will help firms to attract visitors to their websites and will increase the chance that visitors are going to buy from their websites (Darie and Balanescu, 2008). Companies can improve their listings on the SERP by making modifications on their site codes and can make them more relevant and compatible to the search engines in this way. They can organize the search engine's algorithm to give the page a higher score compared to other pages to be showed in the SERP (Sen, 2005).

As an another term Video Search Engine Optimization (VSEO) means "Optimising videos for search engines, similarly to optimise a website to rank in the higher order on the SERP" (Stokes, 2011, p.317). Companies upload some relevant videos on promotional sites, so people can extract the most relevant video content according to the one they are looking for. While users searching for the videos, they tend to choose the one with top ranked and the most viewed regardless of their relevance. VSEO is the key to provide suitable content for the Internet users (Choudhari and Bhalla, 2015).

The shift to video broadcasting and visual content for marketing lead to a tremendous growth in digital marketing in recent years. Publishing videos on the Internet is the cheapest source of advertisement when compared to traditional TV advertising campaign. For this reason, many companies have their own channels on video search websites where they can publish and earn money through the videos watching frequency and with the opportunity to link it company's main website and other social media channels. Producers or companies have to make some efforts to boost the ranking of the video in order to increase the view records of video, and this process is called as video engine optimisation. If the video has higher rank in the SERP, the visits it receive to the company's website will be more and it will bring more sales revenue to the company in this way (Choudhari and Bhalla, 2015).

2.4.2.2. Pay Per Click (PPC) Advertising

PPC advertising is an advertising type which the advertiser only pays for each click on the advertisement (Stokes, 2011). Rather than having the clicks in an organical way, in PPC marketing, companies use search engine advertising to generate clicks to their websites. PPC is good for both searchers and advertisers. It is a very good way for companies' advertisements in a way that it brings low costs and great engagement to the company with its products or services (Yasmin, Tasneem and Fatema, 2015).

PPC advertisements on search engines are easy to spot and the results of searches listed as "sponsored links" (Stokes, 2011). Advertisers not only have to pay for having their advertisements on the sponsored links, but also have to pay for every click

they receive via these sponsor links (Jansen and Schuster, 2011; Kritzinger and Weideman, 2013). PPC advertising on search engines are based on keywords, it means the search term which user enters into a search engine. A search term would be formed by one word, or by many words. Sometimes multi word can be referred as either "key phrase" or "keyword phrase". Advertisers should target those keywords for which they want to appear in the SERP (Stokes, 2011). Companies take potential customers to the website by selecting the keywords which their target market would use in a search. It would also be beneficial for the company to search the possible keywords that might be used for their specific product or service in an ongoing competition (Curran, 2004; Kritzinger and Weideman, 2013).

It is hard for companies to decide either using one of these SEM techniques or combining them in an effective way. Li et al. (2014) asserts that better algorithm effectiveness of search engines encourages profitability of both SEO and PPC advertising.

2.4.3. E-Mail Marketing

E-mail marketing as an another digital marketing tool can be referred as sending e-mails about the products or services to the existing or potential customers (Yasmin, Tasneem and Fatema, 2015). Stokes (2011, p.170) defines e-mail marketing as "A form of direct marketing that uses electronic tools to deliver commercial messages to the target audience". It is one of the oldest and most powerful digital marketing strategies. It is powerful because it is highly targeted, cost effective based on low costs per contacts, completely measurable, and customisable for masses of people (Stokes, 2011). E-mail marketing is a marketing tool which is widely used by Business to Business (B2B) and Business to Customer (B2C) companies. In addition to its widely usage, it is also quite profitable for firms (Kumar, Zhang and Cosguner, 2017). E-mail marketing is also a tool for building strong relationships with both existing and potential customers. Firms should maximise not only the retention of their customers but also the value they bring to the company, which should finally turn into a greater profitability (Stokes, 2011).

E-mail marketing is an effective way for firms to reach hundreds, even thousands of people to market their business and keep their name and brand in front of their customers just with the one click of mouse (Taylor, 2016). Firms send some advertisements by direct digital marketing both to build brand and customer loyalty, customer trust, and also to create brand awareness (Yasmin, Tasneem and Fatema, 2015). There are some reasons why e-mail marketing is effective that much. Firstly, there is no better way to communicate one-on-one both for reaching and getting response from customers. Secondly, by e-mail marketing companies can control over their content completely (Yapp, 2015). Companies can attract attention by creating attractive mix of texts, links, and graphics of their advertisements (Yasmin, Tasneem and Fatema, 2015). Finally, e-mail accounts are getting rise. According to a market technology research company Radicati Group Inc., while the number of e-mail accounts were 4.1 billion in 2014, it is expecting to be 5.2 billion by the end of the 2018 (Yapp, 2015).

For companies just sending some e-mails to customers does not mean that companies always should send those e-mails. E-mail campaigns mostly be successful when they are not only permission-based and well-timed, but also present offers to customers which they really need. Permission-based indicates that customers allow companies to send them e-mails. Companies get customers permission by offering them great service or products and being specific about their request to add them to their e-mail contact list. Well-timed means that companies should consider their audience's lifestyle, their responses to previous e-mail campaigns, and the frequency of their e-mails. Lastly, firms give people what they want by looking back into e-mail results to see which campaigns were most popular, and which ones can be applied to get attention of customers (Yapp, 2015).

Companies would also have some challenges to have effective e-mail programs. Firstly, customers who are opening companies' e-mails often, might not purchase from the company, or vice versa. Secondly, it is crucial for firms to decide the right number of e-mails to send customers, because customers could complain about large number of e-mails. Third, managers can fail to consider e-mail marketing

campaigns' long term impact on purchase behaviour and customers' thoughts about e-mails which send via these campaigns. To cope with this challenges, firms sometimes need to have guidance in the form of a decision support system to detect the number of e-mails to send various kind of customers (Kumar, Zhang and Cosguner, 2017).

2.4.4. Affiliate Marketing

Recommending either service, product, or some ideas like a restaurant recommendation to somebody else, and getting some commissions because of supplying a customer to a firm, can be likened to an affiliate marketing (Stokes, 2011). "The reward system which leads to compensation at the end based on referral is called as an affiliate marketing" (Stokes, 2011, p.224). Affiliate marketing can be referred as one of the most common marketing techniques which companies use to promote their websites, products, or services. Firms reward affiliates for every visitor or consumer who they bring to a firm through its marketing efforts (Ivkovic and Milanov, 2010). According to Yasmin, Tasneem and Fatema (2015, p.73), affiliate marketing can be thought as "A type of performance-based marketing". Since affiliates are paid for performance they showed, affiliate marketing is often called as "performance marketing" (Ivkovic and Milanov, 2010, p.319).

Affiliate program requires a formal business relationship between merchants and other affiliated or associated websites. Merchant (advertiser) means the company has its own website to sell its products, services, or ideas in an online environment using affiliate marketing to create affiliates network which will promote its offers. Affiliate or associate, as another participant of affiliate program wishes for making profit from its advertisement by posting affiliate links. Each transaction that made through these affiliate links, brings commission to the affiliates (Ivkovic and Milanov, 2010). The network and the customer can be defined as another participants of affiliate programs. There would also be some other secondary players such as affiliate marketing agencies, super-affiliates, and specialized third party vendors (Yasmin, Tasneem and Fatema, 2015).

Companies can apply affiliate marketing in two ways: Either companies can offer their affiliate marketing program by their own or they can sign up to other companies' affiliate programs. If company runs its own affiliate marketing program, it pays commission fee to the affiliates for every transaction they carry out to their website whether ending up with sales or not (Yasmin, Tasneem and Fatema, 2015). Affiliate marketing process can be summed up as follows (Ivkovic and Milanov, 2010):

- An affiliate tries to send potential customers to a merchant's website through advertisement links;
- Some of those potential customers perform desired action which is necessary to complete the sales;
- The merchant rewards the affiliate for each desired transaction resulting from the affiliate's referral (Stokes, 2011).

It is easy to track affiliate marketing programs, since they are online (Stokes, 2011). Certain tracking software has to be developed by the companies in order to track affiliate marketing campaigns, monitor transactions, and identify affiliates. This makes merchants sure that they connect to the right affiliate with it's referral and assigns it the right commission (Ivkovic and Milanov, 2010).

There are some risks and safety problems which participants could face in the affiliate marketing. Advertisers could struggle to find reliable affiliates, and bad affiliates could exploit shortcomings in tracking, and they could also claim commissions they have not fairly earned. The vulnerabilities can be best addressed by outsourcing marketing management from external specialists instead of handling problems via in-house marketing managers (Edelman and Brandi, 2015).

2.4.5. Website Marketing

There are many digital assets companies own in digital marketing. Website is one of the digital assets which companies want customers and potential customers to interact with (Stokes, 2011). Websites are an important constituent of e-commerce which is growing rapidly (Loiacono, Watson and Goodhue, 2007). Websites are emerged because of the improvements on the web technologies. They add value to

marketers to work through sales-oriented works in virtual environment and to build interactive relationships with customers through brands' features (Christodoulides and Chernatony, 2004; Karaosmanoglu, Acar and Uray, 2016).

Websites play a critical role in the overall marketing mix of companies. They enable companies to have direct selling activities on the Internet, provide additional materials and information about company to customers, and also form corporate image. (Berthon, Pitt and Watson, 1996; Loiacono, Watson and Goodhue, 2007). Websites provide more information about companies and products offered compared to the traditional tools of information such as brochures, posters, and advertisements on TV or radio (Eugenia, 2017). Companies are willing to develop new tools to measure and analyze customer perceptions of their website designs (Berthon, Pitt and Watson, 1996; Loiacono, Watson and Goodhue, 2007). When consumers shop at virtual websites instead of going shopping, the ease of design of the shopping websites and the integrity of the information provided by the operator become so important. A perfect user interface is very important in attracting customers to return to the shopping websites (Fang and Salvendy, 2003; Fan and Tsai, 2010). It is crucial for firms to make customers have an unforgettable digital experiences and the most important thing for firms is to know "what customers really want from the website" and "what is the most important thing for them while considering website quality according to their online shopping experiences" (Wolfenbarger and Gilly, 2003, p.183). Customers' online shopping experiences comprise several things such as the information customers seek on the website, their product evaluation, the transaction they experienced, delivery of the product, returns and customer services (Wolfenbarger and Gilly, 2003). Competition within the Internet has increased so much that websites which are not designed appropriately for customers send them to other websites which are just one click away (Fassnacht and Kose, 2007; Karaosmanoglu, Acar and Uray, 2016). As a solution to this rapid escape trend, firms focus on marketing activities on their own websites (Lin et al., 2004; Karaosmanoglu, Acar and Uray, 2016).

It is not enough for companies just considering low prices and web presence to be successful. When customers can not complete their transactions on website, products

are not delivered on time, e-mails are not answered, and the information customers desire have not accessed, the web presence means nothing (Parasuraman, Zeithaml and Malhotra, 2005). All of these issues has made website quality a vital factor and website quality has started to become an important point to evaluate both for marketers and researchers. Website quality can be defined as "The website characteristics that ensure that a customer has a good shopping experience and website success" (Zhou and Jia, 2018, p.74). There are many studies which measure website quality in many areas. To see the most used dimensions to measure website quality, some of the studies are listed in Table-1 below:



Table 1
Website Quality Measurement Examples

Author, Year/Article/Model	Website Evaluation Variables	
	Dimensions	Outcomes
1. Barnes and Vidgen, 2002/An Integrative Approach to The Assessment of E-commerce Quality/WebQual	Usability, Information Quality, Service Interaction Quality	E-commerce Quality
2. Srinivasan, Anderson and Ponnnavolu, 2002/Customer loyalty in e-commerce: an exploration of its antecedents and consequences/Several studies in the literature	Customization, Contact Interactivity, Care, Community, Convenience, Cultivation, Choice, and Character	E-loyalty, Word-of-mouth promotion, Willingness to pay more
3. Heijden, 2003/Factors influencing the usage of websites: the case of a generic portal in The Netherlands/Technology Acceptance Model (TAM)	Perceived Attractiveness, Perceived Usefulness, Perceived Ease of Use, Perceived Enjoyment	Attitude towards Use, Intention to Use, Actual Usage
4. Merwe and Bekker, 2003/A framework and methodology for evaluating e-commerce Web sites/Several views in the marketing literature	Interface, Navigation, Content, Reliability, Technical	Performance of E-commerce Websites
5. Wolfinbarger and Gilly, 2003/eTailQ: dimensionalizing, measuring and predicting etail quality/A series of studies and researchers' own research program	Fulfillment/Reliability, Website Design, Privacy/Security, Customer Service	eTail Quality
6. Kim and Stoel, 2004/Apparel retailers:website quality dimensions and satisfaction/WebQual	Web Appearance, Entertainment, Informational Fit-to-Task, Transaction Capability, Response Time, Trust	Satisfaction

Author, Year/Article/Model	Website Evaluation Variables	
	Dimensions	Outcomes
7. Parasuraman, Zeithaml and Malhotra, 2005/E-S-Qual: A Multiple-Item Scale for Assessing Electronic Service Quality/E-S-QUAL and E-RecS-QUAL	Efficiency, Fulfillment, System Availability, Privacy, Responsiveness, Compensation, and Contact	Electronic Service Quality
8. Collier and Bienstock, 2006/Measuring Service Quality in E-Retailing/Practitioner and Academic Literature	Process Quality, Outcome Quality, Recovery	Satisfaction(mediator), Behavioral Intentions
9. Lee and Kozar, 2006/Investigating the effect of website quality on e-business success: An analytic hierarchy process approach/DeLone and McLean's IS success model	Information Quality, System Quality, Vendor-Specific Quality	Website Preference
10. Lin, 2007/The Impact of Website Quality Dimensions on Customer Satisfaction in the B2C E-commerce Context/Model from IS and marketing literature	System Quality (Website design, Interactivity), Information Quality (Informativeness, Security), Service Quality (Responsiveness, Trust, Empathy)	Customer Satisfaction
11. Loiacono, Watson and Goodhue, 2007/WebQual: An Instrument for Consumer Evaluation of Web Sites/IS and marketing literature, Theory of Reasoned Action (TRA), and Technology Acceptance Model (TAM)	Usefulness, Ease of Use, Trust, Response Time, Entertainment	Reuse Intention
12. Park and Gretzel, 2007/Success Factors for Destination Marketing Web Sites: A Qualitative Meta-Analysis/Qualitative Meta Analysis Methodology	Information Quality, Ease of Use, Responsiveness, Security/Privacy, Visual Appearance, Trust, Interactivity, Personalization, and Fulfillment	Website Performance

Author, Year/Article/Model	Website Evaluation Variables	
	Dimensions	Outcomes
13. Bai, Law and Wen, 2008/The impact of website quality on customer satisfaction and purchase intentions: Evidence from Chinese online visitors/Different studies in marketing literature	Functionality, Usability	Customer Satisfaction, Purchase Intentions
14. Kuan, Bock and Vathanophas, 2008/Comparing the effects of website quality on customer initial purchase and continued purchase at e-commerce websites/IS Success Model of DeLone and McLean	Perceived System Quality, Perceived Information Quality, Perceived Service Quality	Intention of Initial Purchase, Intention of Continued Purchase
15. Kim and Niehm, 2009/ The Impact of Website Quality on Information Quality, Value, and Loyalty Intentions in Apparel Retailing/WebQual	Usefulness(Interactivity, Online Completeness), Ease of Use, Entertainment,Trust	Perceived Information Quality, Perceived Value, Loyalty Intention
16. Dickinger and Stangl, 2013/Website performance and behavioral consequences: A formative measurement approach/Previous literature and qualitative primary data	System Availability, Ease of Use, Usefulness, Navigational Challenge, Website Design, Content Quality, Trust, and Enjoyment.	Satisfaction, Perceived Value, and Loyalty
17. Ellahi and Bokhari, 2013/Key quality factors affecting users' perception of social networking websites/Different studies in marketing literature	User Friendly, Navigation, Efficiency, Entertainment, Appearance, Privacy/Security, Community Driven	User's Perception about Quality
18. Elkhani, Soltani and Jamshidi, 2014/Examining a hybrid model for e-satisfaction and e-loyalty to e-ticketing on airline websites/E-marketing and E-SERVQUAL	Information, System, and Service Disconfirmations	Overall E-satisfaction, E-loyalty

Author, Year/Article/Model	Website Evaluation Variables	
	Dimensions	Outcomes
19. Novabos, Matias and Mena, 2015/How good is this destination website: A user-centered evaluation of provincial tourism websites/A combination of attributes identified by prior studies	Completeness of Information, Credibility, Usability, Persuasiveness	Perceived Quality of Destination Websites
20. Yang, et al., 2015/Social shopping website quality attributes increasing consumer participation, positive eWOM, and co-shopping: The reciprocating role of participation/Ellahi and Bokhari (2013)'s study	Visual Aesthetics, Navigability, User Friendliness, Privacy/Security, Entertainment, Community Drivenness	Participation(mediator), eWOM, Co-shopping
21. Halim, Setiawan and Novela, 2016/Factors Affect Quality of SMEs' Online Marketing Website Based on DeLone and McLean Model/DeLone & McLean Model	System Quality, Information Quality, Service Quality	Quality of Website
22. Karaosmanoglu, Acar and Uray, 2016/What Websites Contribute to Firms? The Relationship between Website Quality, Consumer-based Brand Equity, and Purchase Intention/Several studies in the literature	Technical Competence, Specific Content, Information Quality, Security, Interactiveness, and Responsiveness	Consumer-based brand equity(mediator), Purchase Intention
23. Lim et al., 2016/Customers' online website satisfaction in online apparel purchase: A study of Generation Y in Malaysia/All items were adopted from previous studies	Usability, Credibility, Service quality, Transaction Costs	Consumer Satisfaction

Author, Year/Article/Model	Website Evaluation Variables	
	Dimensions	Outcomes
24. Tsao, Hsieh and Lin, 2016 /Intensifying online loyalty! The power of website quality and the perceived value of consumer/seller relationship/E-S-QUAL, E-RecS-QUAL	System Quality, Information Quality, E-Service Quality	Perceived value of the consumer-seller relationship, Online Loyalty
25. Li et al., 2017/An empirical study on the influence of economy hotel website quality on online booking intentions/WebQual	Usability, Ease of Use, Entartainment, Complementarity	eTrust, Online Booking Intention
26. Napitupulu, 2017/Analysis of Factors Affecting the Website Quality Based on Webqual Approach (Study Case: XYZ University)/WebQual	Usability, Information Quality, Service Interaction Quality	User Satisfaction
27. Zhou and Jia, 2017/How a Retailer's Website Quality Fosters Relationship Quality: The Mediating Effects of Parasocial Interaction and Psychological Distance/Uses and Gratification Theory (UGT)	System quality, Information Quality, Service Quality	Parasocial Interaction, Psychological Distance, Relationship Quality(Satisfaction, Trust, Commitment)

Source: The author based on the literature

According to Table-1 above, Barnes and Vidgen (2002a) evaluated Web site users' demands from an online bookshop and also website quality by using WebQual Index. They assessed WebQual model's three dimensions: Web site usability, information quality, and service interaction quality and identified core constructs of model within factor analysis. It is found out that customers are more concerned with ease of website use, finding accurate information in the website, and being able to transact and receive goods reliably instead of technical issues about website.

Srinivasan, Anderson and Ponnnavolu (2002), determined eight factors which are customization, contact interactivity, care, community, convenience, cultivation, choice, and character that potentially have an impact on e-loyalty, and developed scales to measure these factors.

Heijden (2003) intended to provide more information about the question of why people do or do not use particular website in their research. Technology Acceptance Model (TAM) which explains the acceptance of Information Systems (IS) is used to assess Dutch portal site. Perceived ease of use, usefulness, enjoyment, and their affect on attitude towards using, intention to use, and actual use are examined in this study. A new construct "perceived attractiveness" of the website and its affects on usefulness, enjoyment, and ease of use is also assessed. Positive influences are hypothesised between variables and all of the 12 hypothesis formulated are confirmed.

Merwe and Bekker (2003), used different studies in the marketing literature to find out a comprehensive model to evaluate performance of different companies' Web sites in the same industry. They described five main dimensions for their evaluation: interface which involves graphic design principles, graphics and multimedia, style and text, and flexibility and compatibility, navigation which includes logical structure, ease of use, search engine, and navigational necessities, content which has product/service-related information, company and contact information, information quality and interactivity as sub-dimensions, reliability which contains stored customer profile, order process, after-order to order receipt, and customer service, and lastly technical dimension which comprises speed, security, software and database and system design as its subdimensions.

Wolfenbarger and Gilly (2003), utilized a series of studies to determine important factors for customers' retail quality perception. Then they conducted three research program: firstly focus groups, secondly sorting statements to conceptualize according to consumers rather than researchers, and lastly exploratory and Confirmatory Factor Analysis (CFA) of their online survey data. At the end of their research; they defined extracted factors which effect retail site quality as follows:

- Fulfillment/reliability: The accurate display of the product what customers thought they ordered and what they receive/delivery of the correct product within the time the firm promised.
- Website design: It includes all elements of the consumer's experienced at the website such as; information search, order processing, personalization, and product selection.
- Customer service: The willing, responsive, and helpful service which responds customers needs quickly.
- Security/privacy: Security of credit card payments and privacy of shared customer information.

Kim and Stoel (2004) analysed WebQual Model's six dimensions of website quality: web appearance, entertainment, informational fit-to-task, transaction capability, response time, and trust in their study to find out which of these dimensions have more effects on shopper satisfaction. Their results show that website quality of apparel retailers influence satisfaction of these firms. Informational fit-to-task had the strongest positive effect on satisfaction. Following that, transaction capability and response time also had strong positive effects on satisfaction. It is found that web appearance, entertainment, and trust do not have significant effects on customer satisfaction.

Parasuraman, Zeithaml and Malhotra (2005), tested A Multiple-Item Scale for Assessing Electronic Service Quality (E-S-QUAL) for the websites which customers shop online. They concluded that there are two different important scales for measuring electronic service quality: Basic E-S-QUAL scale which has 22 items of four dimensions as efficiency, fulfillment, system availability, and privacy. Secondly E-Recovery Service Quality (E-RecS-QUAL) scale which is notably used for customers

who have nonroutine encounters with the website and involves 11 items of three dimensions which are responsiveness, compensation, and contact. According to the findings of reliability and validity tests, and also the earlier researches already conducted on this topic, both scales showed good psychometric properties.

Collier and Bienstock (2006), tested e-service quality's effect on behavioral intentions within the mediator affect of satisfaction. They used three e-service quality dimensions: process quality dimension which includes functionality, information accuracy, design, privacy, and ease of use as subdimensions, outcome quality dimension which includes order accuracy, order condition, and timeliness as subdimensions, and lastly recovery dimension which includes interactive fairness, procedural fairness, and outcome fairness as subdimensions.

Lee and Kozar (2006), evaluated website quality factors, their importance in determining the most preferred website, and the relation between website preference and financial performance. They used DeLone and McLean's IS success model expanding it within analytic hierarchy process approach. They defined importance of each website quality factor, and alternative websites. They also concluded that the website with the highest quality generated the highest business performance.

Lin (2007) proposed a model for determining the effects of website quality dimensions which are system quality, information quality, and service quality on customer satisfaction. Website design and interactivity as system quality variables, informativeness and security as information quality variables, and responsiveness, trust, and empathy as service quality variables are used to measure the impact of website quality on customer satisfaction. The survey applied to customers of online bookstores to test the proposed model. The results of analysis indicate that while website design, interactivity, informativeness, security, responsiveness, and trust effect customer satisfaction, empathy does not have significant effect on customer satisfaction. System quality, information quality, and service quality are found out important antecedents of customer satisfaction.

Loiacono, Watson and Goodhue (2007), considered IS and marketing literature, TRA, and TAM while creating their new WebQual model. The authors determined 12 dimensions under five main constructs which are usefulness includes informational fit-to-task, tailored information, online completeness, and relative advantage, ease of use which comprise ease of understanding, and intuitive operations, trust, response time, and entertainment which involves visual appeal, innovativeness, emotional appeal, and consistent image to find out a general approach to determine customer evaluation of web sites specially for their intention to revisit or purchase.

Park and Gretzel (2007) synthesized earlier studies' website quality findings by using qualitative meta-analysis approach for destination marketing organizations since websites are seen as part of these organizations all promotion efforts, and they concluded nine website success factors: information quality, ease of use, responsiveness, security/privacy, visual appearance, trust, interactivity, personalization, and fulfillment.

The study of Bai, Law and Wen (2008), proposed a model to analyse effect of website quality on customer satisfaction and purchase intention for travel websites in China. They used two dimensions of website quality by considering different studies in the literature. Functionality as one of the dimensions includes some subdimensions such as purchase information, service/product information, destination information, quality of information, and contact information. Usability as another dimension contains language, layout and graphics, information architecture, user interface and navigation as subdimensions. They concluded within the positive effects of their variables among each other.

The model of IS success by DeLone and McLean is used to analyse effects of website quality on customer initial purchase and continued purchase at e-commerce in Kuan, Bock and Vathanophas (2008)'s study. DeLone and McLean's IS success model involves companies' all online interactions with customers on the website. System quality refers the consumers' desirable features about the website such as ease of navigation and delays while downloading website. Information quality means the desired features of product content located on companies' websites. As last dimension

service quality is the comprehensive support supplied by the company on its website for consumers. The results show that an online company should focus on its website's system quality to increase customer conversion, and on its website's service quality for customer retention.

Kim and Niehm (2009) investigated relationships between website quality, perceived information quality, perceived value, and loyalty intentions in an online shopping context. They used WebQual Model's some dimensions for their study: usefulness which comprises interactivity and online completeness, ease of use, entertainment, and trust. According to Structural Equation Modeling (SEM) they used, they concluded that some of the website quality dimensions have effects on perceived information quality, and it has an effect on loyalty intentions within the mediating effect of perceived value.

Dickinger and Stangl (2013)'s study contains eight dimensions namely system availability, ease of use, usefulness, navigational challenge, website design, content quality, trust, and enjoyment. Firstly, they determined important website performance dimensions. They include content quality, and usefulness followed by ease of use and website design. The effects of trust and system availability were not significant as the earlier dimensions referred. The hypothesized effects on behavioral variables which are value and satisfaction are confirmed.

Ellahi and Bokhari (2013) evaluated the factors which effect the quality of websites and their effect on users' perception about quality within the scope of social networking websites. In this study there are six different significant factors identified for the service quality of social networking websites which are efficiency, entertainment, community drivenness, privacy, user friendliness, and navigability. Among all of these factors, only web appearance has not identified as important as the other factors. The study also shows that perceived quality has a direct and profound effect on consumer perception about website quality.

Elkhani, Soltani and Jamshidi (2014) divided E-marketing and E-S-QUAL features into three dimensions as information, system, and service disconfirmations.

While E-marketing has place, price, product, and promotion as its subdimensions, E-S-QUAL has efficacy, fulfillment, privacy, and system availability as its subdimensions. They found out positive and significant effects between their variables.

Novabos, Matias and Mena (2015) investigated destination websites considering four quality factors from existing studies: information completeness, credibility, usability, and persuasiveness. The analysis reduced these factors into three: influence, completeness, and usability. While credibility and persuasiveness merged into a single factor, and called as influence, completeness and usability accepted as standalone factors. According to their analysis, they formed a scale and called the developed scale as User-Perceived Quality Scale.

Yang et al. (2015) considered Ellahi and Bokhari (2013)'s study and used it's six website quality factors namely visual aesthetics, navigation, user friendliness, privacy/security, entertainment, and community drivenness to see their effects on eWOM and co-shopping within the mediating effect of participation in a social shopping website. The results showed that entertainment which enables consumers to feel sociable and enjoyable, and community drivenness which increases consumers' perception of belonging to the community were significant factors which increase consumer participation and eWOM/co-shopping.

Halim, Setiawan and Novela (2016) used DeLone and McLean's IS Model dimensions and variables to find factors which affect Small Medium Enterprise (SME)s' online marketing website quality. One of three dimensions of model is system quality which has some characteristics such as usefullnes, availability, reliability, and response time. As another dimension of model, information quality, is related to the contents of given information on the website. These contents should meet some requirements to make website personal, relevant with searching information, and easy to understand. As the last dimension of model, service quality, refers to support users extensively by responding and giving attention to them. They concluded that fast respond time, availability information when it is needed, and fast respond on service are the most important factors in quality of SMEs' online marketing website.

Karaosmanoglu, Acar and Uray (2016) examined the relationship between website quality, consumer-based brand equity, and purchase intention. They used technical competence, specific content, information quality, security, interactiveness, and responsiveness as website quality dimensions, and concluded that website quality effects purchase intention through consumer-based brand equity.

Lim et al. (2016) conducted their research on Generation Y to measure online website satisfaction in apparel industry. They used some items from earlier studies and found four important factors according to their analysis: usability, credibility, service quality, and transaction costs. They also found that usability, credibility, and service quality effect customers' satisfaction when they purchase via websites.

Tsao, Hsieh and Lin (2016) aimed to investigate the influence of website quality on shopping websites to create value for consumers and the promotion of website quality on customer loyalty within the moderating effects of online shopping experience. While taking website quality in hand the researchers used the model which comprises three dimensions as system quality, information quality, and electronic service quality (e-service quality).

Li et al. (2017) used WebQual Model to find out the effect of economy hotel website quality on the consumers' online booking intentions. Four dimensions of website quality which are usability, ease of use, entertainment, and complementarity are used to explore the effects in this study. Usability can be defined as the dimension which can provide sufficient information about the hotel websites' products and services. Ease of use and entertainment show the scope of website whether it is easy to use and pleasant for customers or not. Lastly complementarity refers the relationship between the hotel website and other sales channels (Loiacono, Watson and Goodhue, 2002; Li et al., 2017). Online booking intention determines the willingness and tendency of customers to attend in online trading which also involves the website quality and product information (Pavlou, 2003; Li et al., 2017). Trust can be referred as a product of perceived website quality which specifies behaviors of consumers toward online shopping (Al-Debei, Akroush and Ashouri, 2015; Li et al., 2017). At the end of their analysis, they mainly concluded with three findings: 1) while the usability,

entertainment, and complementarity of economy hotel websites have significant positive effects on eTrust, contrarily ease of use has an insignificant effect on eTrust. 2) complementarity has more impact than the other three attributes on online booking intentions. 3) eTrust has significant positive effect on online booking intentions.

Napitupulu (2017) aims in his research to analyse effects of WebQual Model's some variables such as usability, quality of information, and service interaction quality on users' satisfaction. Usability includes some variables for instance ease of operation, ease of navigation, attractive display, and ease of finding the website address. While information quality dimension is defined as "A quality of the content contained on a website, the suitability of the information for purposes and coherence"; service interaction quality is defined as "The quality of service interaction experienced by users when they investigate deeper into the website for example information security, product delivery, personalization, and communication with site owners (Barnes and Vidgen, 2002b, p.2). Although, the results of the study shows that usability and services interaction have significant and positive effects on users' satisfaction, information quality has not any significant effect on users' satisfaction.

By using Uses and Gratification Theory (UGT), Zhou and Jia (2018) examined the mediating effects of parasocial interaction and psychological distance toward the link between website quality and relationship quality. They define website quality as "The website characteristics that ensure that a customer has a good shopping experience and website success, consisting of three dimensions: system quality refers to the characteristics of website availability, reliability, and response time; information quality indicates the degree to which the website's content is accurate, complete and timely; and service quality refers to the capabilities of the website's after-sales service and support." (Zhou and Jia, 2018, p.74). Furthermore they define parasocial interaction as "A virtual conversation that is stimulated by the website's brand attraction, media persona, and communications strategy to improve the interaction quality between the consumer and the website information, and psychological distance as "Any elements that stop or impede people from realizing their desired relationship, including both interpersonal relationships and a relationship between them and the object of interest" (Zhou and Jia,

2018, p.74). They also considers relationship quality with its main three dimensions: trust, commitment, and satisfaction. End of their study, their findings support that parasocial interaction and psychological distance are both fully mediators between website quality and relationship quality. Moreover their results show that it is valuable to use appropriate website strategies to build sincere brand-customer relationship.

According to the studies Table-1 above the most used dimensions to measure website quality can be sorted as informativeness, ease of use, entertainment, privacy/security, interactiveness, fulfillment/reliability, navigation, design, and personalization. When we look into scales which are used for evaluating website quality, it can be concluded that WebQual Model, DeLone and McLean's IS Success Model, E-S-QUAL and E-RecS-QUAL Models, TAM, and eTailQ Model are all used for measuring website quality. Eventhough there can be some scales used separately to measure website quality, when we look into Table-1 above, it can be seen as researchers mostly use several different scales while evaluating website quality. In this study many different scales and dimensions are used for measuring website quality. Wolfinbarger and Gilly (2003)'s eTailQ Model, Parasuraman, Zeithaml and Malhotra (2005)'s E-S-QUAL model, Collier and Bienstock (2006)'s study , Karaosmanoglu, Acar and Uray (2016)'s study, and lastly Merwe and Bekker (2003)'s study are used for the measurement of website quality. There are seven different dimensions used for evaluation from the referred studies which are informativeness, ease of use, privacy/security, interactiveness, fulfillment/reliability, design, and personalization based on most used dimensions on previous studies and preliminary test applied before the main survey.

Informativeness as the first dimension can be referred as "The ability to inform customers about product alternatives" (Lin, 2007, p.367). Informativeness is considered as subdimension of information quality and includes information timeliness, accuracy, usefulness, and completeness (Lin, 2007). Information quality can be defined as "A measure of value perceived by a customer of the output produced by a website" (Lin, 2007, p.367). According to Zhou and Jia (2018), information quality reflects the degree which the companies' website's context is timely, accurate, and complete. Information

quality could help customers to compare products in different websites, make informed purchases, and increase transaction security (Liu and Arnett, 2000; Park and Kim, 2003; Lin, 2007). Thus, the information in the websites must be carefully handled to create awareness and recognition of the firms (Karaosmanoglu, Acar and Uray, 2016).

Ease of use as the second dimension is considered as one of the most important factors to customers while considering website quality (Fram and Grady, 1995; Eighmey and McCord, 1998; Collier and Bienstock, 2006). The ease of use of the companies' websites is crucial for them to be successful on an online environment (Aljukhadar and Senecal, 2015; Li et al., 2017). According to Collier and Bienstock (2006, p.264), "Ease of use is the ability of a customer to find information or enact a transaction with the least amount of effort". Ease of use has been characterized as website customers ability to use website as few clicks as possible (Collier and Bienstock, 2006). A good website should be easy to use, find out, and navigate by people (Aziz and Kamaludin, 2014; Li et al., 2017). Ease of use dimension involves the navigation case, and navigation means "to have consistent menus that lead to key pages on a site" (Collier and Bienstock, 2006, p.264). A clear navigation system on the website lets site visitors to know where they are on the website and make them to find out their way back to a previous menu screen. Ease of use dimension also involves effective search engines, the ability to easily change or cancel an order, and the ability to inform customers about missing information (Collier and Bienstock, 2006).

Privacy/security is determined as another dimension in this study to evaluate website quality. Privacy/security means "The privacy of shared information and security of credit card payments" (Wolfinbarger and Gilly, 2003, p.193). Parasuraman, Zeithaml and Malhotra (2005, p.220) defines privacy as "The degree to which the site is safe and protects customer information". "Privacy construct refers to companies not sharing information with third parties without permission of customers" (Collier and Bienstock, 2006, p.264). This construct also includes the security of information between the customer and the company. Furthermore, companies provide customers visual symbols on their websites to inform them about the secure connection between the company and the customers is being achieved (Collier and Bienstock, 2006). Lin (2007, p.367)

defines security as "The extent to which a customer believes that paying online is secure". Security is associated with not only the companies' concerns about purchasing security and privacy on their websites but also their concerns about having their privacy contracts and security standards (Sultan et al., 2002; Buttner and Goritz, 2008; Karaosmanoglu, Acar, and Uray, 2016). The security of website becomes important for customers when the point is acquiring information and purchasing (Page and Lepkowska-White, 2002; Lin, 2006; Guan, Zhang and Dong, 2007; Karaosmanoglu, Acar, and Uray, 2016).

Interactiveness as another dimension is defined as "The extent to which a customer can participate in an interactive multi-media based environment, and it also includes feedback mechanisms and multiple choice purchasing decisions" (Lin, 2007, p.367). According to Srinivasan, Anderson and Ponnnavolu (2002, p.42) "Interactiveness refers to the dynamic nature of the engagement that occurs between an e-retailer and its customers through its website". Websites are not passive environments where information is presented to customers, but dynamic environments that enhance company and brand experience in interaction with customers (De Chernatony and Christodoulides, 2004; Karaosmanoglu, Acar and Uray, 2016). Firms that meet the design features necessary to make their websites interactive, also make it easy to get ideas and opinions from their customers (Inan and Dogan, 2006; Karaosmanoglu, Acar and Uray, 2016). Lack of interactiveness would be a problem for the majority of websites. They often would be hard to navigate, provide insufficient information about products, and response customer questions via e-mail after a delay of a day, or two (Srinivasan, Anderson and Ponnnavolu, 2002). Salvati (1999, p.6) refers that "E-retailers will not be able to have significant market share until they muster the full measure of dedication needed to achieve and capitalize upon electronic interactivity".

Fulfillment/reliability which is the fifth dimension means "The accurate display and description of a product so that what customers receive is what they thought they ordered, and also means "The delivery of the right product within the time frame promised" (Wolfenbarger and Gilly, 2003, p.193). According to Parasuraman, Zeithaml and Malhotra (2005, p.220), fulfillment is "The extent to which the site's promises about

order delivery and item availability are fulfilled". Reliability can also be evaluated as one of the system quality items valued by online customers (DeLone and McLean, 2003; Bharati and Chaudhury, 2004; Lin 2007).

"Design is the visual appearance and audible applications of a site, and it includes factors such as uses of color, animation, pictures, text, format and sound" (Collier and Bienstock, 2006, p.264). Website design plays an important role on the customers' judgement about the website quality (Wolfenbarger and Gilly, 2002; Collier and Bienstock, 2006). Website design affects not only online consumers' impression about the website but also their intentions to revisit the website (Rosen and Purinton, 2004; Collier and Bienstock, 2006).

Personalization is the last dimension which is used for website quality measurement in this study. Within the excessive information overload experienced by customers to find and choose the best products or services, there has been significant demand for personalized web systems to treat each online customer individually (Riecken, 2000; Zhang and Im, 2002; Lee and Kozar, 2006). Personalization can provide customers an individualized interface, effective one-to-one information, and customized service in an online environment (Schonberg et al., 2000; Murthi and Sarkar, 2003; Lee and Kozar, 2006).

2.4.6. Social Media Marketing (SMM)

The Social Media era as we all understand today started more than 20 years ago, when Bruce and Susan Abelson founded "Open Diary" which brought together online diary writers into one community. The "weblog " term appeared and turned into "blog" a year later. After all, with the ability of high-speed Internet access SNSs started to be created such as MySpace in 2003 and Facebook in 2004. Then, the networking site which includes all social media tools and applications were referred as Social Media (Kaplan and Haenlein, 2010).

2.4.6.1. Definition of Social Media

Kaplan and Haenlein (2010, p.61) refers social media as "A group of Internet-based applications that build on the ideological and technological foundations of Web 2.0, and that allow the creation and exchange of User Generated Content". According to Tuten (2008, p.20), social media refers to "Online communities and these online communities enable members to produce, publish, control, rank, and interact with online content". In another study of Prasad, Gupta and Totala (2017, p.135), social media is defined as "Online service with the aid of which users are empowered and enabled to not only create but also share different content." Safko and Brake (2009, p.6) defines social media as "activities, practices, and behaviours among communities of people who gather online to share information, knowledge, and opinions using conversational media". According to Kingsnorth (2016, p.150), "Social media is generally defined as any website or application that enables users to create and share content, or to participate in social networking".

Social media channels are communication channels which are used by marketers to enlighten business, marketing, and communication challenges. In our day as more and more people spend time on the Internet and mostly in social media, companies need to include social media into their marketing strategies (Stokes, 2011). Weinberg (2009, p.3), defines SMM as "A process that empowers individuals to promote their websites, products, or services through online social channels and to communicate with and tap into a much larger community that may not have been available via traditional advertising channels". According to (Kramer, 2015), SMM is about knowing the customers and prospects, investing time for both finding and getting know these customers and prospects, understanding their wants, and needs, and serving them in a millions of ways.

SMM has many benefits for companies to improve their businesses. Social media networks increase brand recognition of companies by being channels for brand's voice and content. Social media channels make companies easier and more accessible for new customers, and make them more familiar and recognizable for existing ones. For instance, a frequent Twitter user can hear about the company for the first time when

he or she encounters with it in a newsfeed. It is concluded in some researches that SMM also improves brand loyalty. Every post in social media is a chance for companies to attract attention of their customers, and potential customers, and also reaction of these customers which could end up with site visit, and eventually conversion of potential customers to the real ones. If more people talk about the company or a brand on social media, the brand will seem more valuable and authoritative to the new users. Every social media account company add to the existing ones, and every content the company syndicate on social media would lead more inbound traffic which company generates. SMM decreases marketing costs in a way that it does not require too much time to generate increased traffic, and depending on companies goals even paid advertising through Facebook and Twitter, it is relatively cheap. Companies can also have better search engine rankings, richer customer experiences by replying their comments, and improved customer insights via SMM (DeMers, 2014).

Companies have to think like other marketing activities when it comes to budget their social media. They first have to develop their goals, and to think about what success would look like, then to build their budget. Goals may include growing the audience, website conversions, downloads, or even sales. It should also include to build their own database like email addresses of prospective customers. After evaluating all these goals, firms could determine the real amount of their budget not going beyond the scope of their vision. Firms also have to be prepared to test different approaches to find out that they hit the right target segmented audiences. They have to measure the return they get against the amount they spend, and be prepared for test, measure, and start over again and again to succeed in their SMM campaigns (Kramer, 2015).

Social media could be used strategically within a number of marketing and communication challenges as showed in Figure-4 below:



Figure 4: The Use of Social Media Marketing

Source: Stokes, R. (2011). *eMarketing: The essential guide to digital marketing*. Fourth Edition. Quirk eMarketing (Pty) Ltd., p. 373

According to Figure-1 above, social media platforms comprise communities which companies have to create, build, and maintain their plans around them with community management. Social media is also becoming an additional customer service channel, because customers expect to have responds to their questions on social media from the companies they transact (Stokes, 2011). Expecting companies' attendance on social media platforms, customers' social media usage which is also place for their complaints about companies or products increase rapidly (Prasad, Gupta and Totala, 2017). For the organisations which run a social community, customer service is often one of the primary functions to service that community. Online reputation management have also been gaining importance as brands realise all mentions about a brand only a quick search away, whether it would be positive or negative. Social media refers many tools as media, images, videos, and text messages which could be a good place for firms to respond mentions easily and quickly. The social media assets, links and likes would

be used for strengthening the position of other web assets in the SERP with an effective SEO strategy (Stokes, 2011).

Unlike other media channels, social media offers both for people and brands an effective two-way communication channel (Stokes, 2011). Companies and customers communicate with each other without any restrictions about time, place, and medium which turns one-way communication into interactive two-way communication (Kim and Ko, 2012). In addition to consumers' communication with each other, and their possibility to send messages to firms and brands, brands and firms can also reach to people with these social media channels (Stokes, 2011). Companies and customers can work together to have better products, new services, business models and values (Kim and Ko, 2012). For instance businesses use Twitter and Facebook to broadcast timely messages, and allow people to keep informed in real-time. Since the time people spend on the social media increases, the brands want to advertise there more. It is not just because of the time people spend on the social media, it is also because of the appealing advertising options and demographic targeting opportunities according to customers' profiles or actions on the social network. Social communities can also be thought as lead generation or sales generation assets. For instance, applications on brand pages on Facebook can enable consumers for e-commerce or lead generation within the Facebook circle. As a last challenge, social media can be referred as a very powerful insight and research asset, but the information gained through social media need to be judged in its proper context (Stokes, 2011).

2.4.6.2. Types of Social Media

Companies should engage with their audiences before starting a conversation with them. There are many types of social media tools which companies have to define correctly either communication, collaboration, education, or entertainment of their customers, prospects, employees, and other stakeholders (Safko and Brake, 2009). Some of the most important social media types are SNSs, content communities, forums, virtual worlds, blogs, microblogs, social news sites and bookmarking.

SNSs are applications which enable customers to create profiles which include their personal information, invite friends and colleagues to have access their profiles, and to send messages between each other. These profiles can involve any kind of information including photos, videos, audio files, and blogs (Kaplan and Haenlein, 2010). According to Zarrella (2010), there are some common elements across SNSs. Firstly profiles as one element, include information about people, their interests and hobbies, employment information, educational histories, contact information, and relationship statuses. Connecting not only as another element but also the most important action of SNSs, means the act of connecting two people. By element of messaging, people can send both private and public messages. With the groups as another element in the SNSs, group members can share information, photos, videos, and news to each other. Photos as one of the most popular features of SNSs enable users to share photos, make comments and like each others photos. Social network users can create events and invite their friends, can create applications and plug them into SNSs, and can update their status in privacy conditions with events, applications, status updates, and privacy elements respectively (Zarrella, 2010).

Facebook can be given as an example to one of the most used SNSs. Through Facebook, companies can promote events about their products or services, and can run marketing campaigns (Yasmin, Tasneem and Fatema 2015). Instagram as another example of SNSs is one of the leading advertising platform both for brands and instagram influencers who can generate income through the network (Moreau, 2018). LinkedIn also as another example, is one of the SNSs for professionals. LinkedIn does not have any photo-sharing features, but with its professional networking function as a core, it is used extremely by job seekers and recruiters (Zarrella, 2010). Companies can develop their profile pages in LinkedIn and can publish not only their products or services for professionals, but also their job advertisements for job recruiters campaigns (Yasmin, Tasneem and Fatema 2015).

The main idea of content communities is the sharing media content between users (Kaplan and Haenlein, 2010). These media-sharing sites enable users to create and upload multimedia content also called User-Generated Content (UGC). With the recent

advances in the digital technologies and high-speed Internet connections, media sharing sites have become extremely popular among social media users. Eventhough these sites give people opportunity to add their social features into the sites, most of the media-sharing sites' users are not members, and do not view the contents of sites often (Zarrella, 2010). There are many kind of media communities exist which includes texts, photos, and presentations. Users on content communities do not create personal profile page, they just add some basic information, such as when they joined the community, and how many videos they shared (Kaplan and Haenlein, 2010).

YouTube is one of the content community sites, and it is the largest video-sharing site on the Web. It is hard to have marketing campaign which would not have value after releasing on YouTube. User accounts on YouTube are called as channels and users can personalise their channels in various ways. Marketers can create videos with very little speciality and they can reach millions of people after uploading them to YouTube. Flickr as another content community site is a great place to display optimised digital assets for companies by uploading photos of their works as well as graphs and charts (Zarrella, 2010). From a corporate view, content communities carry the risk which some platforms could use the shared materials of them. Although some major communities place ban and remove illegal contents, it is difficult to avoid it for popular videos. On the other hand, the high popularity of some content communities makes them very popular channel for many firms (Kaplan and Haenlein, 2010).

Forums can be seen as the oldest type of social media. The focus of these kind of social media sites is discussion. Users send posts about some topics and others respond them. It is important to answer questions and create useful information to become a respected and valuable member in these kind of social media sites. Unlike a few major sites in the other types of social media, there are thousands of forums on the Web which centered on various topics or communities. Firms would find one to engage about their businesses, but they also should know that forum users generally criticise brands (Zarrella, 2010).

According to Kaplan and Haenlein (2010, p.64), "Virtual worlds are platforms that replicate a three dimensional environment in which users can appear in the form of

personalized avatars and interact with each other as they would in real life". Virtual worlds are present in two forms as virtual game worlds and virtual social worlds. While virtual game worlds require their users to follow strict rules because of massive online users, virtual social worlds enable users to behave more freely and essentially live a virtual life like their real life. There are many popular virtual game worlds, but the SMM possibilities in these worlds are often limited. That's why companies can use variety of techniques in virtual social worlds (Zarrella, 2010).

Zarrella (2010, p.9) defines a blog as "A type of Content Management System (CMS) that makes it easy for anyone to publish short articles called posts". Blogs has some social features such as comments and subscriptions which would be perfect for marketers. Every company should have blogs not for their corporate-speak press releases, but for their news to have a quick post about it (Zarrella, 2010). According to Scott (2007, p.46), "Blog is a special kind of site that is created and maintained by a person who is passionate about something and wants to tell the world about his or her area of expertise". Besides individual blogs, there are also group blogs which are written by several people, and even corporate blogs formed by a department or entire company (Scott, 2007). Eventhough the other types of blogs, blogs are generally managed by one person, but provide the possibility to interact with others through the comments in the web site (Kaplan and Haenlein, 2010). From the firm perspective audiences approach advertisements suspiciously and consider formal announcements by Chief Executive Officers (CEOs) out of reality. However a good blog written by someone from a large or small company, a nonprofit, or a political campaign attracts attention (Scott, 2007).

Blogging did not start to glow until 1999, when Live Journal and Blogger were launched, later on by Evan Williams who created Twitter after all. In our day, there are various ways to begin and manage blogs online. Although early bloggers often used LiveJournal, TypePad, and Blogger, the sites are quite widened with the addition of new services such as Tumblr, Wordpress, Medium, and Squarespace, which help blog creators build and develop sites (mediakix.com, 2017).

Buechel and Berger (2018) demonstrates that, microblogging is one of the most popular features of online social media types such as tweeting or sharing Facebook

status updates, and it is driven by its undirected nature. Microblogging enables people to express themselves simultaneously to a large number of social media site users without addressing anyone in particular (Buechel and Berger, 2018). Microblogging can also be referred as a form of blogging which restricts the size of each post; such as, Twitter updates can only comprise 140 characters.

Twitter which is one of the most popular microblogging sites, started to take off its popularity in the first half of 2009 with the contributions of high-profile celebrity members and a mention on Oprah, which makes it more popular than other similar social media tools now (Zarrella, 2010). Company can increase its brand's awareness and visibility through Twitter (Yasmin, Tasneem and Fatema 2015). Therefore, most companies should be on Twitter by investing very little money and time; and increasing buzz, sales and consumer insights in this way. They can also announce their offers, events, and promote their new blog posts, or keep their readers with the links about company news (Zarrella, 2010).

Social news sites are websites which enable users to present and vote on content from around the Web. The voting part helps to show most interesting links. Within the way they create buzz and traffic around specific campaigns, marketers could find these sites useful, but on the other side it does not seem appropriate for direct marketing. Social bookmarking sites which are similar to social news sites, mainly allow users to collect and store interesting links they found and may desire to revisit. Social bookmarking sites mostly count the number of times which the content has been stored and count them as votes to show most valuable links (Zarrella, 2010).

Digg as one of the most popular social news sites, allows its members to share news about any topic, from celebrity gossip to politics. Then, users can view the shared news, and when the news would be the one they are interested in, they can "digg" it. In this way, the more "digg" the news story gets, the higher it ranks on the website. Reddit as another example of social news sites, works similar to Digg. Users share content about different kind of news topics. They also have possibility to create their own community which is called as subreddits. People can share information about actual news, or something that they feel like to share. Users vote the best shared content

on the site, and the ones which get the most votes appears at the top of the site. Users also have possibility to leave comments on the news shared by other users in the site (Lau, 2012).

2.4.6.3. S-commerce

In our day, users do not find sufficient or satisfying the traditional way of online shopping. Since consumers expect more collaborative, and interactive online experience, e-commerce started to become as more user-driven, encourage customers to share rates, reviews, and even customize products online. At the end, e-commerce has undergone an evolution of Web 2.0 capabilities and increase customer participation to achieve greater economic value. This new fact is called as s-commerce which is also referred as s-commerce (Huang and Benyoucef, 2013; Huang and Benyoucef, 2015). S-commerce can be clearly referred as commerce activities mediated by social media (Curty and Zhang, 2011). According to Kim and Park (2013, p.319), s-commerce can be defined as "A new business model of e-commerce driven by social media for instance SNSs which enables purchasing and selling many types of products and services". Liang et al. (2011) indicated that the increased popularity of social media such as Facebook and Twitter facilitated a new delivery medium in e-commerce which is called as s-commerce. S-commerce which is also known as social business is referred as "The delivery of e-commerce activities and transactions via the social media environment, mostly in social networks and by using Web 2.0 software" (Liang and Turban 2011, p.6).

S-commerce can conduct various types of commercial activities on social media as its major future to make the best use of online social capital. On social media, users are encouraged to share information with their friends about the products they have already bought or sell products or services via social media. Consumers might also seek the advices of their social community for their purchase decisions. To achieve these kind of purposes, many web sites often provide some features to share commercial information easily such as; Facebook's "Like" button, Twitter's "Tweet" button, etc. A major purpose of s-commerce is to use an opportunity of relationships in a social network to gain commercial advantages. Generally, the commercial advantages could

be measured by increased transactions accurate by customers which are sharing of commercial information or sales of products/services, or higher customer loyalty (Liang et al., 2011).

There is a remarkable distinction between product-centred and user-centred online networks. While product-centred online networks include one way interactions where users search for and buy the products according to the information they gain from the companies' websites (Wigand, Benjamin and Birkland, 2008; Huang and Benyoucef, 2015), user-centred online networks provide an online community which supports social connections of users and motivate them to shop together (Kim and Srivastava, 2007; Huang and Benyoucef, 2015). Shopping experiences which contain more social and collaborative transactions has many benefits such as increasing sales, stimulating user engagement, and strengthening business and user relationships (Lee, DeWester and Park, 2008; Huang and Benyoucef, 2015).

Social-commerce can be applied in two major ways. One way is based on e-commerce websites which empower social media features, the other way is based on social network websites that ensure e-commerce functionalities (Curty and Zhang, 2011; Huang and Benyoucef, 2015). In other words in s-commerce, people do commerce or deliberately explore commerce opportunities by engaging or participating in an online environment (Curty and Zhang, 2011). For instance, Amazon.com can be given as an example to traditional e-commerce websites which adds some social networking capabilities to its website. As a second type of s-commerce; Facebook, LinkedIn, and several other social networking websites can apply s-commerce by opening their application programming interfaces to let commercial activities to be easily conducted by its users (Liang and Turban, 2011). The main differences between s-commerce and e-commerce websites can be defined in terms of marketing, customer control, and system interaction. According to marketing norm, e-commerce mostly focuses on maximizing consumers shopping efficiency by providing advanced search, product catalogues, one-click buying, and product reviews and recommendations. However s-commerce firstly focuses on social activities which are sharing, networking, and collaborating secondarily focusing on shopping (Huang and Benyoucef, 2013;

Huang and Benyoucef, 2015). Thinking about customer control; while there is little or almost no control by customers, since the company controls the messages and exchanges by itself and customers generally interact with the websites individually and independently from other customers in e-commerce websites, s-commerce includes real time participation of customers which strengthens customer control and reduces distance among consumers (Constantinides and Fountain, 2008; Huang and Benyoucef, 2015) and companies which also enables customers not only gain information by companies but also by UGCs formed from other customers (Huang and Benyoucef, 2015). As the last major distinction system interaction in e-commerce provides one-way browsing that information from customers generally is not sent back to companies or other consumers. However s-commerce offers consumers more social, collaborative, and interactive online experience that collective intelligence could be assembled and used to support consumers' decision making processes. (Huang, Yoon and Benyoucef 2012; Huang and Benyoucef, 2015). Furthermore, the value created by consumers is enhanced by social media since the networked consumers' efforts enable better outputs (Kaplan and Haenlein, 2010; Huang and Benyoucef, 2015). Consequently, customers' conversations, ratings and reviews, recommendations and referrals have more influence than online marketing messages. According to these main differences, the need for different types of s-commerce websites can be understood (Huang and Benyoucef, 2015).

Nowadays many researchers claim that through social media and emergent social platforms such as forums and communities, ratings and reviews, and recommendations and referrals customers become more social. These social platforms can be referred as s-commerce constructs. Ratings and reviews as one of the s-commerce constructs make people easily post their product reviews online and rate products (Chen, Xu and Whinston, 2011; Hajli, 2015). These ratings and reviews give potential consumers detailed information about the product they want to buy (Hajli, 2015). Recommendations and referrals as another type of s-commerce constructs play an important role on s-commerce intention of consumers. It is a major challenge for consumers to have an online store which is socially rich instead of spending time in a high street shop with the staff (Kumar, Novak and Tomkins, 2010; Hajli, 2015). It is

claimed that in an online environment, since consumers can not experience the product or services, they rely more on other customers' experiences such as their product recommendations (Senecal and Nantel 2004; Hajli, 2015). As the third construct forums and communities with the forms of online communities and Internet forums facilitate social interaction of people. These communities enable people to gain information about products and services and to support each other (Lu, Zhao and Wang, 2010; Hajli, 2015). The information created by consumers in this way is a new type of WOM recommendations as it was in traditional concept (Do-Hyung, Jumin and Ingoo, 2007; Hajli, 2015). The companies can develop themselves in an online community and encourage their consumers to share their experiences, and information about firms' products or services (Hajli, 2015).

Social media technologies not only provide a new environment for entrepreneurs and firms to innovate but also increase the variety of issues and concepts for the researchers of e-commerce which require the improvement of new theories (Liang and Turban, 2011). There are many studies in the literature about social media, and s-commerce which are also used in this study to see their effects both on trust and consumer loyalty constructs. Some of these studies are listed within the authors, years, names, sample sizes, dependent and independent variables, analyses used in these studies, and their sum of findings in Table-2 below:

Table 2**Examples of Social Media and S-commerce Studies**

Author, Year	Name	Type of Study	Sample	Variables	Sum of Findings
1. Liang et al., 2011	What Drives S-commerce: The Role of Social Support and Relationship Quality	Empirical	411 microblog (www.plurk.com) site users in Taiwan	Social Support(Independent), Website Quality(Independent), Relationship Quality(Mediator), Intention of Continuance(Dependent), S-commerce Intention(Dependent)	The effect of social support is significant and social support has a stronger effect than website quality on both of the dependent variables. The relationship quality has mediating effects between independent and dependent variables.
2. Eren-Erdogmus and Cicek, 2012	The impact of social media marketing on brand loyalty	Empirical	338 people following at least one brand on social media	Social Media Marketing(Independent), Brand Loyalty(Dependent)	Brand loyalty of the customers is positively affected when the brand offers advantageous campaigns, relevant, and popular contents, applications, and appears on platforms on social media.

Author,Year	Name	Type of Study	Sample	Variables	Sum of Findings
3. Kim and Ko, 2012	Do social media marketing activities enhance customer equity? An empirical study of luxury fashion brand	Empirical	362 responses who had purchased any luxury items in 2 years and visited Louis Vuitton's website	SMM Activities(Independent), Value Equity(Independent), Relationship Equity(Independent), Brand Equity(Independent), Purchase Intention(Dependent), Customer Equity(Dependent)	SMM activities had positive affects on purchase intention through value equity and brand equity.
4. Hajli, 2013	A research framework for s-commerce adaption	Theoretical	-	Recommendation and Referrals(Independent), Ratings and Reviews(Independent), Forums and Communities(Independent), Trust(Mediated), Intention to Buy(Dependent)	The study adopts TAM constructs and shows that both trust and perceived usefulness are likely to affect consumer behavior within the proposed model.

Author, Year	Name	Type of Study	Sample	Variables	Sum of Findings
5. Kim, Park, 2013	Effects of various characteristics of s-commerce on consumers' trust and trust performance	Empirical	371 s-commerce users	Reputation(Independent), Size(Independent), Information Quality(Independent), Transaction Safety(Independent), Communication(Independent), Economic Feasibility(Independent), Word-of-Mouth Referrals (Independent), Trust(Independent), Purchase Intentions(Dependent), Word-of-Mouth Intentions(Dependent)	All s-commerce characteristics except economic feasibility had significant effects on trust and trust had significant effects on purchase and WOM intentions.
6. Hajli, 2014	The role of social support on relationship quality and s-commerce	Empirical	232 Facebook members	Social Support(Independent), Relationship Quality(Independent), S-commerce Intention(Dependent)	Social factors have valuable effects on relationship quality and s-commerce intention.

Author, Year	Name	Type of Study	Sample	Variables	Sum of Findings
7. Tatar and Eren-Erdogmus, 2014	The effect of social media marketing on brand trust and brand loyalty for hotels	Empirical	515 people who made an online hotel booking at least once	A Clear Website(Independent), Website Security(Independent), Active and Updated Social Media Tools(Independent), Online Interactivity(Independent), Collaboration With Useful Websites(Independent), Brand Trust, Brand Loyalty(Dependent)	The results of the study showed not only the positive effects of a clear website, website security, online interactivity, and collaboration with other useful websites on brand trust, but also the positive effect of brand trust on brand loyalty.
8. Eren-Erdogmus and Tatar, 2015	Drivers of S-commerce Through Brand Engagement	Theoretical	-	S-commerce Stimuli(Independent), Brand Engagement(Independent), Brand Trust(Dependent), Purchase Intention(Dependent)	Authors proposed a model explaining how s-commerce stimuli affects purchase intention through customers' cognition, affection, and activation with brand

Author, Year	Name	Type of Study	Sample	Variables	Sum of Findings
9. Hajli, 2015	S-commerce constructs and consumer's intention to buy	Empirical	243 university students in London	Recommendation and Referrals(Independent), Ratings and Reviews(Independent), Forums and Communities(Independent), Trust(Independent), Intention to Buy(Dependent)	Consumers use Web 2.0 activities such as having interactions and generating contents which increase level of trust and eventually intention to buy.
10. Huang and Benyoucef, 2015	User preferences on s-commerce websites: An empirical study	Empirical	421 students in Canada	Amzaon(Independent), Best Buy(Independent), Groupon(Independent), Facebook Starbucks(Independent), Facebook Lady Gaga(Independent), Facebook Green Day(Independent), Participants' Perceptions and Preferences(Dependent)	When social and commercial features taking into consideration, Internet users mainly visit social networks to socialize, and e-commerce websites to shop.

Author, Year	Name	Type of Study	Sample	Variables	Sum of Findings
11. Erkan and Evans, 2016	Social media or shopping websites? The influence of eWOM on consumers' online purchase intentions	Empirical	384 university students in the UK	Information Quality(Independent), Information Credibility(Independent), Information Usefulness(Independent), Information Adaption(Independent), Online Purchase Intention(Dependent)	The eWOM information on shopping websites were found more influential than the eWOM information on social media.
12. Lal, 2017	Analyzing determinants influencing an individual's intention to use s-commerce website	Empirical	316 s-commerce website users in India	Informational Support(Independent), Commitment(Independent), Trust Towards Members, and Community (Independent), Ease of Navigation(Independent), Website Quality(Independent), S-commerce Intention(Dependent)	The study reveals that there is a positive relationship between all six factors and customer's intention to use s-commerce website.

Author,Year	Name	Type of Study	Sample	Variables	Sum of Findings
13. Prasad, Gupta and Totala, 2017	Social media usage, electronic word of mouth and purchase-decision involvement	Empirical	252 university students	Social Media Usage(Independent), Electronic Word of Mouth(Independent), Trust(Mediating), Purchase Decision Involvement(Dependent)	Social media usage and eWOM have positive impact on purchase-decision involvement within the significant mediating effect of online trust.

Source: The author based on the literature

2.4.7. Mobile Marketing

Mobile marketing can be referred as "Any marketing activity is conducted through widespread network to which consumers are consistently connected using a personal mobile device" (Kaplan, 2012, p. 130). Mobile phone is very important device while thinking about firms' marketing strategies. As a good opportunity for marketers, mobile phones are always carried by people and they are always on. Marketing campaigns carried by firm via mobile phones would be extremely successful, but firms also should care about those marketing campaigns to make certain that they are not invader. The key element for successful mobile marketing campaign is to understand the audience. Firms can apply their mobile marketing strategies both to their mobile websites and applications (Stokes, 2011). Mobile marketing offers promotion between a company and its consumers using the mobile involving two or multi-way communication, and in the growing retailing environment it refers mobile device, channel, or technology (Shankar et al., 2010).

Mobile marketing can be seen as one of the most important parts of firms all promotional strategies, and it is gaining importance for firms from day to day. The importance of this digital marketing tool can be understood via the time people spend on mobile media, number of searches made by Internet users, and either direct or indirect mobile-generated sales. There are basically three major advantages of mobile marketing which firms should take into account. Firstly, the reality is that mobile devices are always on, always with people, and always connected to the Internet. This advantage refers that comparing with the other marketing channels such as traditional print, radio, and television advertising; there is a closeness in mobile marketing. Secondly, it is easy to perform some location-sensitive offers. Global Positioning System, Global System for Mobile Communications, Bluetooth, and Radio Frequency Identification are some of the technologies which allow marketers to identify the specific location of a certain mobile device at any time. While those geofencing technologies work outside the store, iBeacons allow marketers to define specific locations of mobile devices in store. When app users enter the hot zone, these technologies allow retailers to send mobile-based messages. Lastly, firms have ability

to send personalized messages and offers to the consumers. People generally use smartphones or mobile devices by their own instead of sharing it with friends or households, so it is easy for marketers to tailor messages for each of the consumers based on his or her demographic data, purchase history, social media usage, and usage behaviour provided by the firms' customer loyalty programs (Barry, 2016).

Firms can use mobile marketing strategies to build customer engagement with a brand, via text messages, mobile applications, permission-based marketing, and mobile content marketing (Watson, McCarthy and Rowley, 2013). As one way of digital marketing, firms communicate with customers via text messages. Companies send information about their products, services or campaigns using texts, pictures, videos or audios. Using text messages for campaigns shows faster and important results. In this way companies can send real-time messages to customers any time they want, and they can be sure that their messages will be seen (Yasmin, Tasneem and Fatema, 2015). The increased usage and popularity of mobile technologies and applications lead companies to develop relations with customers through mobile applications as another way of mobile marketing. That's why, it is important for companies to understand how to design their applications according to customer priorities, needs, and wants (Tarute, Nikou and Gatautis, 2017). According to some researches, application features can be referred as functionality, design solutions, nature of supported interaction, and perceived quality. Firms should incorporate these features into their mobile application development to increase their level of consumer engagement (Tarute, Nikou and Gatautis, 2017).

Permission-based marketing gives consumers possibility to have some control over the messages that are sent to him or her with some technologies (Watson, McCarthy and Rowley, 2013). Lastly, content is valuable for the mobile marketing (Varshney, 2003; Watson, McCarthy and Rowley, 2013), and the information or content delivered through mobile devices to customers also needs some features such as relevance, timeliness, and usefulness (Siau and Shen, 2003; Watson, McCarthy and Rowley, 2013).

Nowadays it is necessary to engage consumers and sustain market share in a highly competitive market, especially in the mobile applications market (Tarute, Nikou and Gatautis, 2017). Thus, firms need to plan their mobile marketing strategies accordingly.

2.5. PAID, OWNED, AND EARNED MEDIA

All companies try to acquire more traffic to their websites. To have more traffic to their websites, first they should think about who owns that property (Katz, 2018). Marketers divided into three main categories offline and online media activities of firms which are paid media, owned media, and earned media (Stephen and Galak, 2012) to achieve right target audience (Katz, 2018). Paid media can be referred as media activity which is generated by the company or its agents about a company or brand. Owned media means media activity related to a company or brand which is generated by the company or its agents in channels that company controls. Earned media as the third type of media activities, is media activity about company or brand which is not directly generated by the company or its agents but by other properties such as customers in the case of WOM and journalists in the case of traditional media publicity. Marketers do not directly generate earned media activity, but marketing actions of firms can help to generate earn media activity (Stephen and Galak, 2012). Katz (2018) defines paid media as "Any placements on property in which company pay to be in front of an audience (e.g., PPC or paid social)", owned media as "Any property that company own and control (e.g. company's website)", and earned media as "Another's property that offers company free placement in front of a new audience (e.g., someone else says something about the company for "free")". A healthy marketing strategy includes each of these types of digital media distribution opportunities as shown in Figure-5 below:

The Digital Marketing Mix

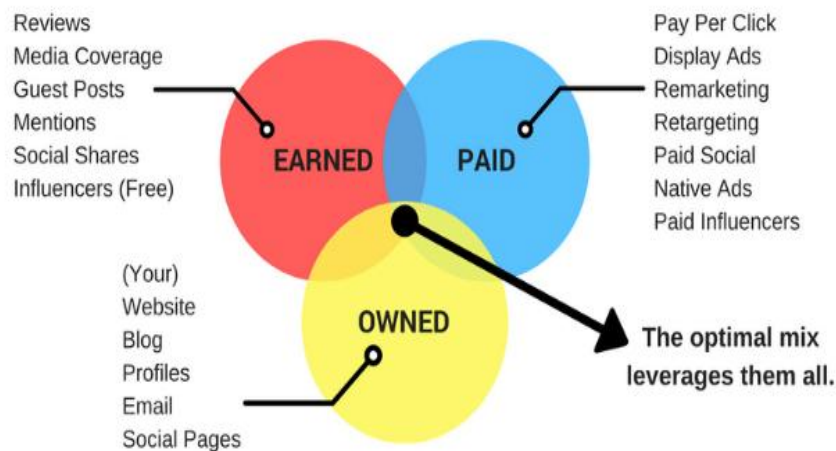


Figure 5: The Digital Marketing Mix

Source: Katz, K. (13th March, 2018). *Why Every Marketing Mix Should Include Paid, Owned & Earned Content*. Retrieved in 26th 2018, from searchenginejournal.com:

<https://www.searchenginejournal.com/paid-owned-earned-content/242075/>

As it can be understood from its name, for paid media, companies have to pay for the opportunities it brings. There are many ways to advertise online from PPC and paid social to display ads, and paid influencers. Paid media placements give companies opportunity to show themselves to a new audience more quickly as far as their budget allows. Most of the time companies use paid media to pull people into their owned platforms. Targeting is one of the most important parts of the successful paid social strategy, and if companies can not determine their existing customers clearly and specifically, nothing could help them. There are many ways to get to know their audiences better. One of these methods is the most straightforward one asking to customers in person, in an email, or doing survey. Companies can also do online detective works using their customers email addresses about where are the customers while using social media, what are they doing there, and what do they like. Lastly companies have to follow their existing customers and prospects they have already

determined and connected. After understanding their customers correctly, especially the ones related to their specific campaign, companies have to search for their historical data, from their website analytics to social reports, and customers' past purchase behaviors. All of this data will help companies to decide their target audience according to their genders, geographic regions, behaviors and interests which will lead company to desired action. Determining all of these requirements well, means that company is in a good way for effective segmentation. Companies have to combine all of their knowledge about these target audiences to have right segmentation of them (Kramer, 2015). Owned media properties and content can be everything which company directs and controls. As showed in Figure-5 above, it includes platforms from websites to the companies' own social media pages. Companies can attract, engage, and convert their received audiences into payed customers by owned media platforms and activities. Lastly earned media is a platform which company can not own and pay. It can be something as simple as a customer sharing about their purchase with their friends on social media. Companies should mix all of these media platforms appropriately to reach their goals (Katz, 2018).

As traditional advertising, paid media also serves to enhance the efficacy of a advertisement campaign or piece of content by icreasing the number of people who see or interact with the paid media. Banner advertisements, pre-roll YouTube advertisements, brand sponsored posts on social media channels, and paying to promote pieces of content can be given as an example to paid media. Owned media can be defined as any content or digital assets controlled by the brand itself, including websites, social media pages or accounts, company blogs, etc (mediakix.com, 2016). Owned media which is also referred as firm-created social media is understood as an advertising platform fully controlled by the company (Schivinski and Dabrowski, 2016) and it is also considered as an essential element of the company's promotion mix (Mangold and Faulds, 2009; Schivinski and Dabrowski, 2016). Since brands can communicate directly with consumers by their own media content, building great owned media content is an effective and efficient way for companies to strengthen their identity, and reflect it as a value in the form of information or entertainment to consumers. Earned media originates from social media users, not from the brand itself,

and it would be any type of brand-related media such as social shares, reposts, retweets, positive reviews, user-generated content, and public relations mentions. Earned media is also commonly referred as "eWOM" marketing which helps brands to reach greater audiences on social media (mediakix.com, 2016). Owned and earned media are used to evaluate in this study. Company's own website and social media channels are evaluated within the owned media context. While considering earned media, recommendations, ratings, and reviews about company on it's website and social media channels (Facebook, Instagram etc.) and also on other platforms (forums, blogs etc.) by anonymous people are evaluated as s-commerce constructs.

A further distinction can be made for paid, owned, and earned media platforms whether the media source or outlet is social or traditional (Stephen and Galak, 2012). The offline and online examples of these media platforms are shown in Table-3 below.

Table 3

Paid, Owned, and Earned Media Examples

Type of media	Offline Examples	Online Examples
Paid media	- Traditional advertising (e.g., TV, radio, print, outdoor) - Sponsorships - Direct mail	- Display/banner advertising (e.g., Google AdWords) - Social network advertising (e.g., Facebook ads) - Electronic direct mail (e.g., email advertisements)
Owned media	- Retail in-store visual merchandising or displays - Brochures - Company press releases	- Company/brand website - Company/brand blog - Company-owned pages/accounts in online social networks (e.g. Twitter account, Facebook brand page)
Earned media	- Traditional publicity mentions in professional media outlets - Rating and reviews in traditional media outlets (e.g. movie reviews) - Consumer-to-consumer WOM conversations about products, including advice and referrals - Consumers showing or demonstrating products to each other	- Traditional publicity mentions in digital media outlets (e.g., professional blogs) - Online WOM referrals (e.g., invitations to join a website) - Posts in online communities or social networks (e.g., status updates, tweets) - Online rating and reviews (e.g., Amazon.com for products)

Source: Stephen, A. T., and Galak, J. (2012). The Effects of Traditional and Social Earned Media on Sales: A Study of a Microlending Marketplace. *Journal of Marketing Research* , 49 (5), 624-639, p.625

3. RELATIONSHIP QUALITY

Relationship marketing is first introduced as a term in 1986 to the services marketing literature by Dr. Leonard L. Berry which is defined as attracting, maintaining, and enhancing customer relationships (Smith, 2011). Morgan and Hunt (1994, p.20) defines relationship marketing as "All marketing activities directed toward establishing, developing and maintaining successful relational exchanges". The purpose of relationship marketing can also be defined as "... to identify and establish, maintain and enhance, and when necessary terminate relationships with customers and other parties so that the objectives regarding economic and other variables of all parties are met" (Gronroos, 2017, p.218). It is important in the relationship marketing that the point is not only gaining customer's wallet but it is gaining his or her heart, mind, and wallet (Storbacka and Lehtinen, 2001; Gronroos, 2017). The main challenges in relationship marketing are about maintaining and enhancing customer-firm relationships, not establishing them (Gronroos, 2017). Firms would make their prospective buyers aware of its products or services, position their business in their minds, and build lifelong profitable relationships with these buyers by relationship marketing (Smith, 2011).

Relationship marketing involves all types of marketing both online and offline. This diversifies from TV, and radio to billboards and direct mail; and from e-mail and mobile to Facebook and Twitter (Smith, 2011). There is a view in the relationship marketing literature in which the quality of the relationship between involved parties is a significant factor for the permanence of the relationship, and also the relationship marketing in this way. Relationship quality is a key concept in relationship marketing, and can be referred as relationship closeness or strength as one of the key determinants of consumer loyalty (Hennig-Thurau, 2000). "Relationship quality represents a general evaluation of relationship strength and the extent to which a relationship meets the needs and expectations of the parties involved based on a history of successful or unsuccessful encounters or events" (Chen and Myagmarsuren, 2011, p.961). The goal of firms to come up with the concept of relationship quality is to improve their existing relationships and turn uninterested customers to the loyal ones (Berry and Parasuraman, 1991; Chen and Zheng, 2015). Also maintaining good relationships is one of the aims of

traders, which eventually contributes to firms' profitability, since higher relationship quality could lead to more repeat purchase and positive WOM (Kim, Han and Lee, 2001; Chen and Zheng, 2015).

Conceptualization of relationship quality centers upon trust, commitment, and relationship stability, but it also involves satisfaction, and service quality (Johnson, Sohi and Grewal, 2004; Zhang et al., 2011). In some studies relationship quality is divided into mainly three factors which are trust, relationship satisfaction, and relationship quality (De Wulf, Odekerken-Schröder and Iacobucci, 2001; Hajli, 2014b). Other studies also assert that relationship quality is formed by combination of trust, satisfaction, and commitment (Garbarino and Johnson, 1999; Ulaga and Eggert, 2006; Chen and Myagmarsuren, 2011).

Trust refers to the eagerness to be open to the other party (Hon and Grunig, 1999; Chen 2017). Trust can also be defined as "confidence in the exchange partner's reliability and integrity" (Morgan and Hunt, 1994, p.23). Benevolence and credibility can be seen as two distinct types of trust. While credibility based trust relies on reputation and believes that the other party in transaction is reliable and honest, benevolence defines to repeated actions of buyer-seller relationships (Ba and Pavlou, 2002; Hajli, 2014b). In spite of many definitions, mostly trust is considered important in online environments because of the associated risks in these kind of contexts (Heijden, 2003; Al-Debei et al., 2015). It is asserted in the studies that in an online environment where there are lots of uncertain conditions, trust is an important and central issue in most of the economic and social transactions (Pavlou, 2003; Hajli, 2014b). Because of the trust's important role in the e-commerce adaption process (Aljifri, Pons and Collins, 2003; Hajli, 2015) and it's significant role in an online commerce (Gefen, 2002; Hajli, 2015), trust is studied by many researchers in the marketing literature in an e-commerce environment (e.g., Kuan and Bock, 2007; Chang and Chen, 2008; Kim and Kim, 2010; Kim and Park, 2013; Tatar and Eren-Erdogmus, 2014; Hajli, 2015; Pothong and Sathitwiriyawong, 2016). Many researchers examined the effects of trust in an online environments since these environments are unpredictable, and there is not any face-to-face relationships between buyers and sellers (e.g., Doney and Cannon, 1997; Gefen,

2000; Jones and Leonard, 2008; Kim and Park, 2013). This uncertainty motivates consumers to search and evaluate all e-commerce firms, using the term "online trust" which refers to trust in an online environment (Kim and Park, 2013). "Online trust" can be thought as the assurance of consumers and their expectation from online firms that they will not abuse online environments' features for their own profits and will care consumers with honesty, fairness, and faithfulness (Corritore, Kracher and Wiedenbeck, 2003; Kim and Park, 2013).

There are many models of trust, one of the models uses an extended model of trust in e-commerce. The main components of this model which are preceded by the name of each category in model, and their short descriptions are listed in below (McKnight and Chervany, 2001; Cofta, 2006):

- **Disposition to trust-Faith in humanity:** This enables transactions between strangers, and hard to renovate over digital communications.
- **Disposition to trust-Trusting stance:** This component defaults trust-based strategy in relationships, strengthened by the response of behavior.
- **Institution-based trust-Structural assurance:** The presence of structural norms, and both social and technical reinforcements increases trust.
- **Institution-based trust-Situation normality:** When certain activities are accepted by people globally, the perception of such an activity becomes normal, and accordingly trusted.
- **Trusting beliefs-Competence:** Customer's perception according to competence is mostly shaped by technical and aesthetic features of websites such as response time and use of color respectively.
- **Trusting beliefs-Benevolence:** The relationship based on benevolence can be reinforced by long-term identification of both firms and customers.

- **Trusting beliefs-Integrity:** The perception of good belief could be increased by the transparency of actions, even if the parties can not always fulfill expectations of each other.
- **Trusting beliefs-Predictability:** There is a high expectation of predictability in e-commerce which can be provided by such as common usage of preferences, or personalization of the shopping experience on the website.
- **Trusting intentions-Willingness to depend:** Willingness to depend in e-commerce is related to the perception of the actual benefit about the experience on website.
- **Trusting intentions-Probability of dependence:** Especially on markets which are dominated by few firms, it is possible to see consumers who have a strong perception of dependence in e-commerce.

Commitment refers to effort to sustain a relationship which is results from lack of alternatives or positive affiliation (Gustafsson, Johnson and Roos, 2005; Chen 2017). Relationship commitment as a main factor for a long term relationships (Morgan and Hunt, 1994; Garbarino and Johnson, 1999) refers to consumer's desire to continue his or her relationship with the retailer (De Wulf, Odekerken-Schröder and Iacobucci, 2001; Hajli, 2014b). Commitment is also referred as an essential element for successful long-term relationships (Morgan and Hunt, 1994; Garbarino and Johnson, 1999) and defined as "an enduring desire to maintain a valued relationships" (Moorman, Deshpande and Zaltman, 1992, p.316). Within the developments on s-commerce activities, commitment has become vital factor for the relationship between firms and consumers, and commitment has been influenced by the valuable information on the Internet (Hajli, 2014b). Commitment is also an important factor to conduct customer loyalty both in an online and offline environments (Noori, Hashim and Yusof, 2016)

As another component of relationship quality relationship satisfaction means the sentimental situation of people from their complete evaluation of their relationship they have with other people during their purchasing process (De Wulf, Odekerken-Schröder and Iacobucci, 2001; Hajli, 2014b). Satisfaction refers to the extent to the one

which is satisfied with the relationship (Chen, 2017). Satisfaction can also be referred as the degree of customer expectations which meets performance. Customer satisfaction is affected by the quality of product or service, price, and some other personal factors (Zeithaml and Bitner, 2000; Chen and Zheng, 2015). Satisfaction can also be defined as "an overall evaluation based on the total purchase and consumption experience with a good or service over time" (Anderson, Fornell and Lehmann, 1994, p.54). Satisfaction also gained an importance in an online environment, and Anderson and Srinivasan (2003, p.125) described e-satisfaction as "the contentment of the customer with respect to his or her prior purchasing experience with a given e-commerce firm".

There are many studies about relationship quality factors in the literature. Chaudhuri and Holbrook (2001) conducted a research for 107 brands on consumers and brand managers with three separate surveys, and they concluded that brand trust and brand affect as two distinct constructs are combined to determine purchase and attitudinal loyalty. Luarn and Lin (2003) concluded in their study that trust, customer satisfaction, perceived value, and commitment all effect loyalty as separated constructs (Luarn and Lin, 2003). Chang and Chen (2008) finalised according to their analysis that website quality and website brand influence consumers' trust and perceived risk, accordingly consumers' purchase intention. Zhang et al. (2011), tested a model to clarify B2C consumer repurchase intention from the relationship quality perspective. According to survey results which empirically tested a model, relationship quality and perceived website usability positively affected customer repurchase intention (Zhang et al., 2011). Liang et al. (2011) found that social support and website quality have positive effects on consumer's intention to use s-commerce and to continue to use a social networking website within the mediating effects of relationship quality. Lee, Park and Jang (2012) concluded in their study that trust and commitment as two factors of relationship quality have positive effects on the intention to use. According to Kim and Park's (2013) study on 371 s-commerce users, s-commerce characteristics had significant effects on trust, and trust had significant effects on purchase and word-of-mouth intentions. Hajli (2013) found out in his study that trust is seen as a key factor to increase intention to buy through the support of s-commerce constructs. Hajli (2014b), revealed that social factors which are emotional support and informational support

influence relationship quality which has three factors as trust, commitment, and satisfaction, and s-commerce intention. As another study, Hajli (2015) resulted in his study that Web 2.0 applications do not only enable consumers to generate content on the Internet but also attract them to interact with each other. For these activities consumers use s-commerce constructs which increase the level of trust, and ultimately intention to buy (Hajli, 2015). Al-Debei, Akroush and Ashouri (2015) approached trust with two different ways in their study. They firstly investigate how website quality's dimensions such as interactivity, usability, and information search capability would affect perceived benefits, eWOM, trust, and attitudes. They also examined how eWOM would affect trust and how would it latter affect attitudes. End of their study, they found out the mediating role of eWOM played between perceived web quality and trust, and also the mediating role of trust which played between perceived web quality and attitudes (Al-Debei, Akroush and Ashouri, 2015) . Noori, Hashim and Yusof (2016) investigated the mediating role of trust and commitment on the relationship between eWOM and continuous use behavior, and concluded with the positive effects between variables. Elbeltagi and Agag (2016) determined the second-order construct of the consumer perceptions of online retailing ethics as security, privacy, non-deception, fulfilment/reliability, and service recovery, and found out that consumer perceptions of online retailing ethics are strongly predictives of online consumer satisfaction. Moreover, authors resulted that there are remarkable mediating effects of trust and commitment on the relationship between consumer perceptions of online retailing ethics and customer satisfaction (Elbeltagi and Agag, 2016). Zhang, Benyoucef and Zhao (2016) developed a model to investigate the effects of relationship quality on brand loyalty, and also the effects of self-congruence, social norms, and characteristics of website in terms of information quality and interactivity on relationship quality. In regard to their results obtained by empirical survey on companies' brand microblogs, their all hypotheses are supported (Zhang, Benyoucef and Zhao, 2016). Lastly, Prasad, Gupta and Totala (2017) measured the relationship between social media usage, eWOM and purchase decision involvement, and concluded that social media usage and eWOM have positive effects on purchase decision involvement with the crucial mediating effect of trust.

When the earlier studies in the literature are considered, it can be concluded that trust as a relationship quality construct is widely studied by many researchers both for owned media in terms of firms' websites, and earned media in terms of s-commerce constructs which can also be referred as eWOM, and their effects on purchase intention, and WOM intention in many studies. Thus, trust is determined as a mediating relationship quality construct to find out which of these owned or earned media activities has more effects on dependent variables in this study.



4. CONSUMER LOYALTY

Oliver (1999, p.34) defines loyalty as "a deeply held commitment to rebuy or repatronize a preferred product/service consistently in the future, thereby causing repetitive same-brand or same brand-set purchasing, despite situational influences and marketing efforts having the potential to cause switching behavior". According to Oliver (1999), particularly customers are theorized to become loyal in four phases. First in a cognitive manner, then in an affective manner, later in a conative sense, and lastly in a behavioral sense which is also described as "action inertia". Cognitive loyalty in the first loyalty phase means that the information about brand attribute is available to the customer indicating that one brand would be preferred by consumers when compared to its alternatives based on brand belief only. Affective loyalty which is in the second phase of loyalty is referred as liking or attitude toward the specific brand. At this phase, commitment is thought as affective loyalty and is stuck in consumers mind as cognition and affect. It could be desirable for brands to have loyal consumers with the higher levels of commitment while considering this phase. In the next phase of loyalty, conative loyalty also referred as behavioral intention stage is influenced by repeated parts of positive impacts toward the brand. This loyalty phase includes deeply commitment to the brand and is more close to motivation to rebuy the product (Oliver, 1999). Finally action loyalty which is in the last phase of loyalty development is the phase which intentions of consumers are converted to actions referred as "action control" (Kuhl and Beckmann, 1985; Oliver, 1999). The motivated intention in the earlier loyalty stage is transformed into readiness to act in this phase, and the action control approach suggests to overcome obstacles that may prevent the action. Action is perceived as an essential result of engaging with the consumers, and if it is repeated, an action inertia improves facilitating repurchase of the brand (Oliver, 1999).

When the earlier studies in the literature are considered, it is seen as loyalty comprises two different aspects as behavioral and attitudinal (affective) loyalty. As such, Chaudhuri and Holbrook (2001) divides loyalty into two dimensions. As first dimension, purchase loyalty is defined as "The willingness of the average consumer to repurchase the brand", and as second dimension, attitudinal loyalty is defined as "The

level of commitment of the average consumer toward the brand" (Chaudhuri and Holbrook, 2001, p.83). To sum up, while behavioral or purchase loyalty comprise of repeated purchases of the brand, attitudinal loyalty involves a dispositional commitment with regards to some specific value associated with the brand (Chaudhuri and Holbrook, 2001). Attitudinal loyalty implies the psychological component of a customer's commitment to a specific brand and might comprise not only positive and attainable reactions to the brand but also the beliefs of product/service supremacy (Liu-Thompkins and Tam, 2013), that's why gaining attitudinal loyalty towards customers is the need for companies (Thakur and Kaur, 2016). Some customers perceive themselves as relationship partners of companies which could only be gained through positive attitudes toward the brand. When individuals know why and how a specific brand is consumed, we can call them as loyal customers of this brand (Thakur and Kaur, 2016).

Behavioral loyalty has been questioned since it fails to separate between true loyalty and imitated loyalty (Jacoby and Chestnut, 1978; Bai, Law and Wen, 2008). It is also asserted in different studies that intentional measure could be more influential than behavioral measure while capturing customers' mind since customers would make their purchases because of constraints instead of actual preferences (Day, 1971; Bai, Law and Wen, 2008). Purchase intention is admitted as a dimension of behavioral intention which is one of the constructs of loyalty (Jacoby and Chestnut, 1978; Zeithaml, Berry and Parasuraman, 1996; Bai, Law and Wen, 2008), and to investigate customers' behavioral patterns, purchase intention is used to foresee customers' actual behavior (Ajzen and Fishbein, 1980; Bai, Law and Wen, 2008). Purchase intention is seen as the possibility that a consumer would buy a particular product or brand, and has been suggested as a predictor of following purchases (Lee, Eze and Ndubisi, 2011; Li, Xu Z. and Xu F., 2018). Purchase intention can be defined as "the possibility of the future purchase of a service or product" (Kim and Park, 2013, p.322). Purchase intention would give profit to companies as their income mostly come from customers and it is often driven by WOM of their customers (Cassandra, Rudy and Kristin, 2017). In an online context, purchase intention is referred as customer's intention to engage in online purchases from e-vendors in an online environment (Hajli, Sims, Zadeh and Richard, 2017).

WOM intention is measured by many researchers as part of a loyalty (Pavlou and Gefen, 2004; Teo and Liu, 2007; Kim Y. J. and Kim H. Y., 2010; Kim and Park, 2013). WOM is regarded as providing more reliable, trustworthy advice (Day, 1971). WOM is defined as "oral, person-to-person communication between a receiver and a communicator whom the receiver perceives as non-commercial, regarding a brand, product or service (Arndt, 1967, p.292). It is generally accepted as loyal customers would engage in WOM favorable to the firm (Anderson, 1998). WOM can be referred to "informal communications between private parties concerning evaluations of goods and services" (Anderson, 1998, p.6). WOM might be positive, neutral, or negative. While broadly defined, pleasant, and vivid experiences can be given as an example to positive WOM; negative WOM comprises behaviors such as unpleasant shopping experiences, rumor, and complainings about product or firm (Anderson, 1998). WOM intention is originated from two famous concepts which are WOM and behavioral intention (Jiewanto, Laurens and Nelloh, 2012). WOM intention represents the customer's willingness to suggest the product and service to others in the near future (Dabholkar, Thorpe and Rentz, 1996; Jiewanto, Laurens and Nelloh, 2012). WOM intention can be referred as potential efforts to exchange between direct and indirect experiences of consumers with products or services in an easy manner (Anderson, 1998).

WOM in an online environment can be defined as "Consumers' experiences and views conveyed through written words based on Internet technologies" (Kim and Park, 2013, p.322). Online WOM or eWOM is defined as "any positive or negative statement made by potential, actual, or former customers about a product or company, which is made available to a multitude of people and institutions via the Internet" (Hennig-Thurau et al., 2004, p.39). Product review and recommendations posted by consumers on the Internet is one of the most proper ways of eWOM communication. They shape other consumers' purchase intentions while considering these review and recommendations in the pre-purchase stage (Prasad, Gupta and Totala, 2017). Based on WOM intention definition which is the customer's willingness to suggest the product and service to others in the near future (Dabholkar, Thorpe and Rentz, 1996; Jiewanto, Laurens and Nelloh, 2012), eWOM intention can be referred as the willingness of

consumers to suggest the products or services in an online environment. S-commerce intention is defined as "user willingness to generate, search for and share information about products, which enables customers to make better purchase decisions" (Molinillo, Liebana-Cabanillas and Anaya-Sanchez, 2018, p.82). For this reason, s-commerce intention refers to the intention of the consumers to share their shopping experiences and product recommendations, considering the experiences and recommendations of other consumers (Molinillo, Liebana-Cabanillas and Anaya-Sanchez, 2018). The quality and amount of the information by other users, such as consumer recommendations, reviews, and ratings, influence s-commerce intention of customers (Do-Hyung, Jumin and Ingoo, 2007; Hajli 2014a). eWOM intention and s-commerce intention has not differ when we compare the meanings of them. Since also in some of the latest studies eWOM intention was considered as s-commerce intention (Hajli 2015; Molinillo, Liebana-Cabanillas and Anaya-Sanchez, 2018), eWOM intention can be called as s-commerce intention which is also referred in this study.

Researchers refer that online loyalty involves active WOM recommendations and reviews as well as continuous custom of consumers (Zeithaml, Berry and Parasuraman, 1996; Holloway, Wang and Parish, 2005; Tsao, Hsieh and Lin, 2016). Considering the previous studies, purchase intention, WOM intention, and s-commerce intention (eWOM intention) are evaluated as consumer loyalty constructs in this study.

5. MODEL DEVELOPMENT AND HYPOTHESES

In this section the theoretical background of the study, and the hypotheses related to the study's variables are going to be explained.

5.1. THEORETICAL BACKGROUND

The hypotheses in this study are formed based on TRA. The reason action approach basically means that "Human social behavior follows reasonably and often spontaneously from the information or beliefs people possess about the behavior under consideration" (Fishbein and Ajzen, 2010). These beliefs of people could be welded from variety of sources, such as personal experiences, education, TV, radio, newspapers, Internet and other media channels, and interactions with people's family and friends. There would also be some individual differences such as demographic, characteristics, and personality which can effect not only the experiences of people and the information they gained but also the ways which people comment and remember these experiences and information. As a consequence, individuals from different societies with different social backgrounds or with different personal features are assumed that they have different beliefs (Fishbein and Ajzen, 2010).

Especially, three types of beliefs are distinguished. First, if people exhibited the behavior, they hold beliefs about the positive or negative circumstances they could experience. These outcome expectations or which is also referred as *behavioral beliefs* are presumed to detect people's *attitude toward personally performing the behavior*, thus their positive or negative evaluation of their displaying the behavior when it is at issue. Generally it is perceived as the attitude toward the behavior would be more positive than negative which also means that the attitude toward behavior is favorable. Second people form their beliefs thinking that whether the important people or groups approve their behaviors or not as well as beliefs that these people perform or do not perform the behavior at issue. In general, these *injunctive and descriptive normative beliefs* generate a *perceived norm*, thus perceived social pressure make people to engage or not to engage in the behavior. If the important people or groups are perceived to more approve than disapprove the behavior, and the major part of these important people or

groups perform the behavior, people intend to perceive social pressure to engage in the behavior. Lastly, people also create their beliefs according to personal or environmental factors which help or prevent their attempts to perform behavior. These *control beliefs* result in a *perceived behavioral control* considering the behavior in question. If control beliefs are perceived as more facilitating than preventing factors, perceived behavioral control has to be high. When the attitudes, perceived norms, and perceived behavioral control have been created, they became directly attainable and available to lead intentions and behaviors. In combination of these three belief types result in the formation of a *behavioral intention*, or a *readiness to perform the behavior*. As an overall rule, varying the importance and weights of belief types from a behavior to another and from a population to another; the more favorable the attitude and perceived norm, and the greater the perceived behavioral control, the stronger should be the individual's intention to display the behavior at issue (Fishbein and Ajzen, 2010).

Figure-6 below shows the schematic representation of Fishbein and Ajzen (2010)'s reasoned action framework. The theory asserts that intention as the best single predictor of behavior but as well as some environmental factors, it is also important to take into account the skills and abilities of people (Fishbein and Ajzen, 2010).

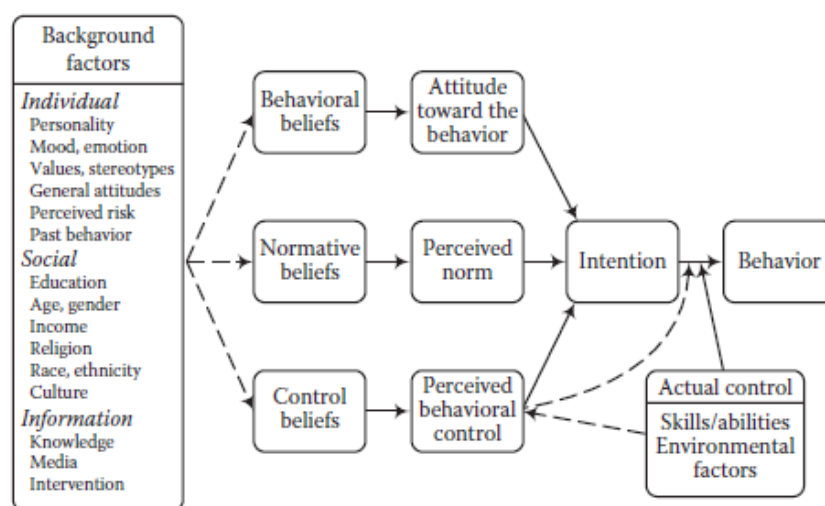


Figure 6: Schematic presentation of the reasoned action model

Source: Fishbein and Ajzen, (2010). *Predicting and changing behavior : the reasoned action approach*. Taylor and Francis Group, LLC, p.22

At the lowest level of theory explanation people are seem to display a behavior since they intend to do if they have the required skills and abilities, and there are not any environmental restrictions prevent them to have their favorable intentions and actual behavioral control. At the next level, it can be concluded that individuals will intend to exhibit a behavior if they have positive attitudes toward personally performing the behavior and if they feel under the pressure to do so. Eventhough under these conditions, they would not generate an intention to exhibit behavior if they feel lack of control over performing the behavior. After this level, at the next level some considerations which lead to people's decisions about to exhibit the behavior or not are showed up. In this level, there are two insights people think about the behavior: the demands placed on people by others as well as the required sources, probable obstacles, and other issues of control. By defining behavioral, normative, and control beliefs which make a distinction between people who perform the behavior of interest and people who do not, aimed behavioral interventions can be designed appropriately (Fishbein and Ajzen, 2010).

Based on the theory and extant literature on trust and online purchasing (McKnight, Choudhury and Kacmar 2002; Gefen and Straub, 2004; Pavlou and Gefen, 2004; Teo and Liu 2007; Kim and Park, 2013) trust is evaluated as an individual's belief effecting behavior in this study. In the proposed model later on, TRA is applied as an essential theory to explain the importance of website quality, social media quality, and s-commerce constructs on consumers' trust, and eventually on consumers' behaviors which can also be referred as consumer loyalty constructs: purchase intention, WOM intention, and s-commerce intention. It was aimed to show how the owned and earned media tools which are website quality, social media quality, and s-commerce constructs would reveal belief as trusting beliefs, and how would it influence the intentions of consumers, and their behaviors later on.

5.2. WEBSITE QUALITY

Nowadays website quality plays an important role to differentiate and distiguish a brand from other brands in e-commerce, and it is also essential for a shopping websites' business success (Shin et al., 2013; Tsao, Hsieh and Lin, 2016). To

attract and retain customers to the website, the overall website experience should satisfy customers (Tsao, Hsieh and Lin, 2016). As stated in the earlier "Literature Review" section, researchers displayed many ways, and used many dimensions to evaluate website quality. If shopping websites supply reliable, easy to use operating interface to their customers enabling them loading the content rapidly, customers will have confidence in their operations, and the relationship between company and consumers which include confidence will strengthen the loyalty of consumers toward the website (Tsao, Hsieh and Lin, 2016). In their study, Kim and Niehm (2009) conducted their research considering apparel retail website, and revealed that online completeness, and entertainment which includes innovativeness and emotional appeal of website are significant predictors of loyalty intentions. When consumers believe that they could complete successfully all of their businesses through the website, they show greater loyalty intentions through the website (Kim and Niehm, 2009). In the study of Collier and Bienstock (2006), process quality of website which includes functionality, information accuracy, design, privacy, and ease of use as subdimensions found extremely important on customers' behavioral intentions. According to Srinivasan, Anderson and Ponnavolu (2002)'s study, eight factors which are customization, contact interactivity, care, community, convenience, cultivation, choice, and character were determined to evaluate website quality's effect on e-loyalty, and all of these factors except convenience were found to have significant effects on e-loyalty. Chang and Chen (2008), also concluded in their study that website quality has an impact on purchase intention in terms of adequacy, content quality, specific content, and appearance dimensions of website quality. Website usability positively influences purchase intention, indicating that e-commerce companies should more considerate the role of website and work for improving consumer experience by providing enhanced product information, improving navigation functions of website, and making easier online purchasing (Zhang et al., 2011). Karaosmanoglu, Acar and Uray (2016) determined six website quality dimensions which are technical competence, specific content, information quality, security, interactiveness, and responsiveness from different studies in the literature, and demonstrated that website quality has an impact on purchase intention. On the other hand, Kuan, Bock and Vathanophas (2008) asserted that in a competitive e-commerce environment, it is crucial to learn and understand the impact of

website quality in enhancing customer conversion and retention. It is revealed in their study that online company should focus on the system quality to increase customer conversion, and it has to focus on service quality to provide retention of their customers (Kuan, Bock and Vathanophas, 2008). Based on the studies above, the hypotheses below are argued in this study:

H1: There is a positive relationship between website quality and consumer loyalty as (a) online purchase intention, (b) WOM intention, (c) s-commerce intention.

As another important concept in an online environment trust as one of the relationship quality constructs, is found to be effected from website quality in many studies. In their study Chang and Chen (2008) revealed that website quality contributes to consumer's trust in an online environment. Perceived website quality positively relates to trust in terms of trusting belief and trusting intentions (McKnight, Kacmar and Choudhury, 2004). The most important matter to secure and maintain consumer trust is managing the website's whole image (Chen, 2006). According to Al-Debei, Akroush and Ashouri (2015), higher levels of website quality reveal higher levels of trust in an online shopping website. Thus, it is hypothesized as;

H2: There is a positive relationship between website quality and trust.

5.3. SOCIAL MEDIA QUALITY

SMM is defined as "the usage of social networking platforms such as Facebook, Twitter and Pinterest to deliver a message which takes advantage of these channels' massive user bases, innate engagement opportunities, and potential for virility to connect to consumers directly and spread information rapidly" (Srinivasan and Tamilarasan, 2018, p.24608). Social media is considered as a broader term and referred as an online service which helps users to enable not only create but also share different contents. For companies, social media has become as a compulsory environment to engage customers online. People can be sensitized through social media usage and their decision making or purchase-decision involvement processes could be positively influenced by social media (Prasad, Gupta and Totala, 2017). When companies offer advantegous campaigns, offer relevant content, offer popular content, appear on various

social media platforms, and offer applications on social media, their loyalty to the brand is influenced positively (Eren-Erdogmus and Cicek, 2012). Research shows that SMM efforts which include a clear website, website security, online interactivity, and collaboration with other useful websites positively effect brand loyalty (Tatar and Eren-Erdogmus, 2014). SMM activities which include entertainment, interaction, trendiness, customization, and WOM dimensions had significant positive effects on purchase intention through value equity and brand equity (Kim and Ko 2012). The study of Srinivasan and Tamilarasan (2018) revealed that SMM has a positive impact on the purchase decision involvement of the Facebook subscribers. According to the referred studies above, the hypotheses below are discussed in this study:

H3: There is a positive relationship between social media quality and consumer loyalty as (a) online purchase intention, (b) WOM intention, (c) s-commerce intention.

Ou, Pavlou, and Davison (2014) concluded in their research that consumers' effective use of computer-mediated technologies enable trust by enhancing consumers' perceptions of interactivity and social presence. In another study of Porter and Donthu (2008), their findings suggested that companies must do more than encourage interaction in online communities among their members if they hope to cultivate trust and to create value. Based on the studies related to trust, it is hypothesized in this study as below:

H4: There is a positive relationship between social media quality and trust.

5.4. S-COMMERCE CONSTRUCTS

S-commerce is seem as a new development in e-commerce formed by the use of social media to allow customers to interact with each other on the Internet. The recent advancements in information and communications technologies and the progress of Web 2.0 applications with the popularity of social media and SNSs facilitated a development on new social platforms (Hajli, 2015). Within the diversity and the maturity of the Web 2.0 environment, SNSs and s-commerce attracted a significant attention of IS community. SNSs have been becoming an important source of

information for a wide range of e-commerce users, facilitating them to create networks based on their personal connections with each other (Kim, 2011; Kim and Park, 2013). Web 2.0 technologies not only enable web users to have interactions with each other, but also allow them to generate content on an online environment. The role of social relationships between Internet users changes consumers from passive Internet users to active content generators (Hajli, 2015). S-commerce constructs are recently studied by many researchers involving recommendations and referrals, ratings and reviews, and forums and communities, and being very similar to eWOM communication on the Internet in a way that it also includes product review and recommendations posted by consumers on the Internet. These review and recommendations shape other online consumers' purchase intentions while considering them in the pre-purchase stage (Prasad, Gupta and Totala, 2017). Research shows that s-commerce constructs which include recommendations and referrals, ratings and reviews, and forums and communities have a significant effect on consumer's intention to buy (Hajli, 2015). Improvements on the Internet make consumers to access impersonal information sources which influence consumers' online product choices, and which are more effective than traditional sources (Senecal and Nantel, 2004). On the other hand when users perceive that the other members of website are helpful in providing useful information, they find sharing valuable information compulsory (Crocker and Canevello, 2008). Another study claimed that consumers' communications between each other in social media which assert brand positively, would effect their intentional behavior (Naylor, Lamberton and West, 2012). Therefore, it is hypothesized in this study as below:

H5: There is a positive relationship between s-commerce constructs and consumer loyalty as (a) online purchase intention, (b) WOM intention, (c) s-commerce intention.

S-commerce constructs also have an effect on trust. S-commerce consumers are more likely to trust s-commerce firms if it provides suitable online environments involving recommendation and referrals, ratings and reviews, forums and communities, security concerns, communication and WOM (Pothong and Sathitwiriawong, 2016).

Research shows that customer ratings have an impact on the level of trust, which as a result pioneers to more sales on an online platform (Swamynathan et al., 2008). Hajli (2015) revealed that s-commerce constructs which comprise recommendations and referrals, ratings and reviews, and forums and communities positively effect trust. Consequently, the research hypothesis about trust is hypothesized:

H6: There is a positive relationship between s-commerce constructs and trust.

5.5. TRUST

Firms in an online environment have to reduce consumers' concerns and uncertainty to encourage them to take part in online transactions. In online businesses such as e-commerce, and s-commerce firms, the most important determinant of business success would be seen as trust (Kim and Park, 2013). Consumer loyalty is also a critical component for the survival and success of any online store. Consumers' level of trust has significant effect on their intentions while buying from the same retailers' website again (Chiu et al., 2012). Earlier studies considered trust as a mediating factor of relationships between behavioral intention, and online environments, and information technology (Gefen and Straub, 2004; Kim and Park, 2013), and investigated various aspects of trust (e.g. trust in websites, trust in products, buyer and seller trust) to define people's specific behaviors (Teo and Liu 2007; Kim and Park, 2013). These specific behaviors could involve personal or organisational attitudes and intentions and the adoption of particular products or services in an online business environment context. In spite of there is not any specific theory explains consumers' behaviors in terms of trust and trust performance, TRA by Fishbein and Ajzen (2010) provides a theoretical background to explain the relationship between consumers' attitudes, intentions, and behaviors. TRA basically refers that a person's belief is generally expressed by the outcome of the behavior to determine his or her attitude. Considering this assumption, trust can be viewed as an individual's belief effecting factor. TRA can be evaluated for trust related studies since Teo and Liu (2007) asserted that trust expresses people's belief and confidence, and found positive relations between trust, attitudes, and purchase intention in an e-commerce environment. TRA has been evaluated to see consequences of trust and it's relationship with its outcomes which include behavior

intention (Pavlou and Gefen, 2004; Teo and Liu 2007; Kim and Park, 2013). Therefore, trust can be seen as a preceding factor which influence people's behaviors. McKnight, Choudhury and Kacmar (2002) developed a model of e-commerce consumers' trust considering TRA and concluded that trusting beliefs positively influence trusting intentions, eventually effecting trust-related behaviors. Studies which investigate the effects of trust based on TRA also concluded that trust has a significant influence especially on purchase and WOM intentions (Pavlou and Gefen, 2004; Teo and Liu, 2007; Kim and Park, 2013). The more consumer trusts to the s-commerce site, the more he or she is going to show purchase and WOM intentions (Kim and Park, 2013). According to Park et al. (2011), online consumers who perceive the reviews credible, have more confidence to the company while deciding their purchases, and also the number of reviews plays an important role in consumers' purchase decisions. Pavlou and Gefen (2004) claimed that trust has an effect on trust performance which includes purchase and WOM intentions. Another research showed that trust positively affects intention to buy (Hajli, 2015). Chang and Chen (2008) also revealed that trust positively effects purchase intention toward a specific brand. Kuan and Bock (2007) concluded in their study that there are various factors which impact online trust in the e-commerce context and found out that online trust positively impacts online purchase intentions. Pothong and Sathitwiriawong (2016) indicated that there is a positive relation between trust and purchase intention. Kim Y.J. and Kim H.Y. (2010) asserted that trust is a prior condition for offline WOM intentions, and also showed that depending on the suppliers' capabilities, it has a positive impact on online WOM intentions. Another research of Tatar and Eren-Erdogmus (2014), found positive relations between brand trust and brand loyalty. Therefore, the hypotheses are proposed as below:

H7: There is a positive relationship between trust and consumer loyalty as (a) online purchase intention, (b) WOM intention, (c) s-commerce intention.

H8: Trust mediates the relationship between website quality and (a) online purchase intention, (b) WOM intention, (c) s-commerce intention.

H9: Trust mediates the relationship between social media quality and (a) online purchase intention, (b) WOM intention, (c) s-commerce intention.

H10: Trust mediates the relationship between s-commerce constructs and (a) online purchase intention, (b) WOM intention, (c) s-commerce intention.

According to hypothesis above, the proposed model is shown in Figure-7 below:

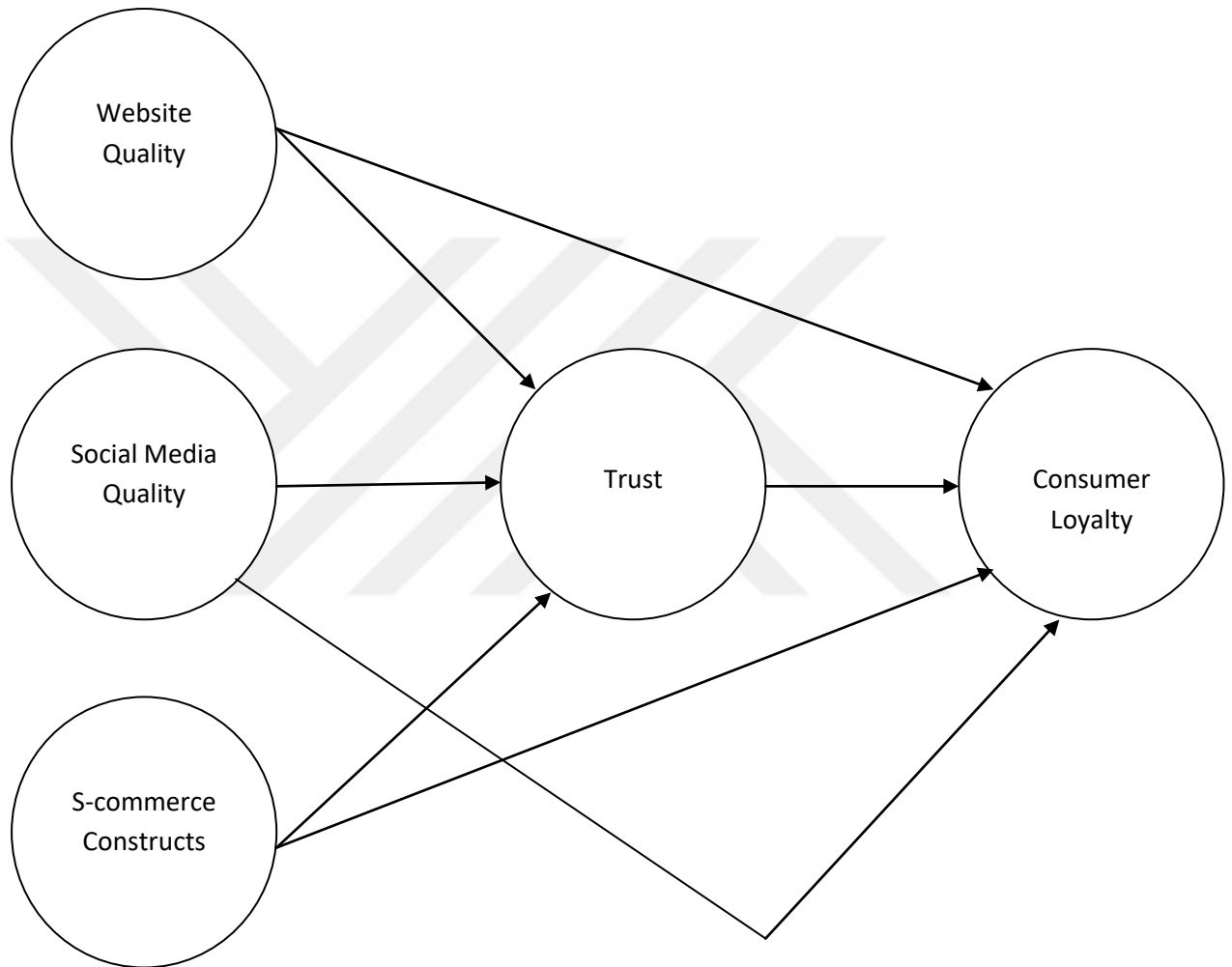


Figure 7: Hypothesized Model

6. METHODOLOGY

The instrument development and sample and data collection processes during the study are going to be explained in this methodology part.

6.1. INSTRUMENT DEVELOPMENT

Before the main survey was applied, the pilot survey was applied to 77 respondents to evaluate the website quality variable, since it has too many items. According to the pilot test, some items of website quality variable were dropped from the survey.

The main survey was formed by three parts. In the first part there were some behavioral warm-up questions which include filter question. These questions were like "For how long do you use Internet", "How often do you shop on the Internet", "At what time of the day do you shop often on the Internet", and "Do you shop on the social media sites (Facebook, Instagram, etc.)" were asked to respondents, and if their respond to the filter question of "How often do you shop on the Internet" was never, respondents were required to quit the survey. Then fourteen B2C companies which have their own websites, customer review and recommendations on their websites, social media sites, and also comments on their social media sites were selected after a careful review of both national and international companies. It was asked respondents to select one of them and give responses to the other questions about variables according to the company they selected. In the second part of the survey there were 59 items about variables of the model. The measurement on website quality based on many studies in literature with 21 items since it has many constructs. Ease of use and informativeness dimensions were adapted from Wolfinbarger and Gilly (2002)'s study with six items. Security/privacy as another dimension has four items, three of them were adapted from Wolfinbarger and Gilly (2002)'s study, and one of them was adapted from Parasuraman, Zeithaml and Malhotra (2005)'s study. Design as another dimension has two items which were adapted from Collier and Bienstock (2006)'s study. Five fulfillment/reliability items were adapted from Wolfinbarger and Gilly (2002)'s study. Interactiveness has two items from Karaosmanoglu, Acar and Uray (2016)'s study.

Personalization as the last dimension has two items which were adapted from Merwe and Bekker (2003)'s study. The website quality items were measured by 5-point Likert type scale with "5" being "Strongly agree" and "1" being "Strongly disagree". The social media quality was measured with nine items. Two items were adapted from Tatar and Eren-Erdogmus (2014)'s study, one item is created by the author, four items were adapted from Eren-Erdogmus and Cicek (2012)'s study and the other two items were adapted from Lim and Kumar (2017)'s study. The social media quality items were measured by 5-point Likert type scale with "5" being "Strongly agree" and "1" being "Strongly disagree". S-commerce constructs' items which were also measured by 5-point Likert type scale with "5" being "Strongly agree" and "1" being "Strongly disagree" were adapted from Erkan and Evans (2016)' study with its' eighteen items. Trust as one of the relationship quality items was measured by four items. One item was adapted from Kim and Park (2013)'s study and the other three items were adapted from Chaudhuri and Holbrook (2001)'s study. The dependent variables; purchase intention, WOM intention, and s-commerce intention were evaluated by 5-point Likert type scale with "5" being "Strongly agree" and "1" being "Strongly disagree" with seven items. Two of purchase intention items were adapted from Kim and Park (2013)'s study, one of the WOM intention items was also adapted from Kim and Park (2013)'s study, and the other WOM intention item was adapted from Roy, Khandeparkar and Motiani (2016)'s study. Three s-commerce intention items were adapted by Liang et al. (2011)'s study. The items were all adapted considering the issues arising because of language differences. All items in English were translated into Turkish and controlled through back-translation technique (Brislin, 1990) to provide consistency in meanings with languages. The variables, items, and sources about the variables of the research model were shown in Table-4 below. Demographic data including gender, income status, educational status, marital status, and age were also collected in the study. After demographic questions, questions about Internet and social media usage were asked to respondents. All questions were required to do by respondents in a survey. A final text version of the survey both in Turkish and English is presented in the Appendices.

Table 4**Variables and Items of the Study**

Variable		Items	Source
Main Variable	Sub-Variable		
Website Quality	Ease of Use	The organization and layout of the website facilitate searching for products. The site has well-arranged categories. The website provides in-depth information.	(Wolfenbarger and Gilly, 2002)
	Informativeness	The site gives me enough information so that I can identify the item to the same degree as if I am in the store. The website has comprehensive information. This site helps me research products.	(Wolfenbarger and Gilly, 2002)
	Security/privacy	I feel secure giving out credit card information at this site. I feel like my privacy is protected at this site.	(Wolfenbarger and Gilly, 2002)

Variable		Items	Source
Main Variable	Sub-Variable		
Website Quality	Security/privacy	I trust this site will not misuse my personal information.	(Wolfenbarger and Gilly, 2002)
		This website does not share my personal information with other sites.	(Parasuraman, Zeithaml and Malhotra, 2005)
	Design	This retailer's website is visually pleasing. This retailer's website design is innovative.	(Collier and Bienstock, 2006)
	Fulfillment/reliability	You get what you ordered from this site. The product is delivered by the time promised by the company. Returning items is relatively straightforward. The return policy at this site is reasonable. It's easy to track the shipping and delivery of items purchased at this website.	(Wolfenbarger and Gilly, 2002)

Variable		Items	Source
Main Variable	Sub-Variable		Main Variable
Website Quality	Interactiveness	The company gives a place to recommendations and reviews by other users on it's website while promoting the product. The website of firm is shaped according to it's customers' comments, needs, and complaints.	(Karaosmanoglu, Acar and Uray, 2016)
	Personalization	User able to customise content to fit needs. Large amount of personalisation possible.	(Merwe and Bekker 2003)
Overall Social Media Quality	Social Media Involvement	Firm's social media accounts are active. Firm's social media accounts are updated.	(Tatar and Eren-Erdogmus, 2014)
		Firm takes part in many social media channels.	Created by the author
	General Social Media Quality	I join the brand's social media accounts to pass the time when bored In the brand's social media accounts, I get to know other people who are interested in the brand.	(Lim and Kumar, 2017)

Variable		Items	Source
Main Variable	Sub-Variable		Main Variable
Overall Social Media Quality	General Social Media Quality	Firm's social media accounts have attractive content. Firm's social media accounts include firm's promotions. Firm's social media accounts include firm's campaigns. On firm's social media accounts, I can learn user's profile and opinions.	(Eren-Erdogmus and Cicek, 2012)
S-commerce Constructs	S-commerce Constructs on Social Media	The recommendations and reviews about firm on social media are objective. The recommendations and reviews about firm on social media are clear and understandable. The recommendations and reviews about firm on social media are in high quality. The recommendations and reviews about firm on social media are convincing. The recommendations and reviews about firm on social media are credible.	(Erkan and Evans, 2016)

Variable		Items	Source
Main Variable	Sub-Variable		Main Variable
S-commerce Constructs	S-commerce Constructs on Social Media	The recommendations and reviews about firm on social media are useful. The recommendations and reviews about firm on social media are informative. The recommendations and reviews about firm on social media contribute to my knowledge about the product. The recommendations and reviews about firm on social media make easier for me to make purchase decision.	(Erkan and Evans, 2016)
	S-commerce Constructs on Website	The recommendations and reviews about firm on it's website are objective. The recommendations and reviews about firm on it's website are clear and understandable. The recommendations and reviews about firm on it's website are in high quality. The recommendations and reviews about firm on it's website are convincing.	(Erkan and Evans, 2016)

Variable		Items	Source
Main Variable	Sub-Variable		Main Variable
S-commerce Constructs	S-commerce Constructs on Website	The recommendations and reviews about firm on it's website are credible. The recommendations and reviews about firm on it's website are useful. The recommendations and reviews about firm on it's website are informative. The recommendations and reviews about firm on on it's website contribute to my knowledge about the product. The recommendations and reviews about firm on on it's website make easier for me to make purchase decision.	(Erkan and Evans, 2016)
		This s-commerce firm is trustworthy. This s-commerce firm will keep its promises. I trust this brand. This is an honest brand.	(Kim and Park , 2013) Chaudhuri and Holbrook (2001)
Trust	Trust		

Variable		Items	Source
Main Variable	Sub-Variable		Main Variable
Consumer Loyalty	Purchase Intention	I am likely to purchase products/services on this site. Given the opportunity, I would consider purchasing products on this site in the future.	(Kim and Park, 2013)
	WOM Intention	I would tell others positive things about this firm.	(Kim and Park, 2013)
		I recommend this brand whenever anyone seeks my advice.	(Roy, Khandeparkar and Motiani, 2016)
	S-commerce Intention	I am willing to share my own shopping experience with my friends on social media I am willing to recommend a product that is worth buying to my friends on social media I will consider the shopping experiences of my friends on social media when I want to shop	(Liang et al., 2011)

Source: The author based on the literature

6.2. SAMPLE AND DATA COLLECTION

The online questionnaire was designed as a data collection method, and this study was applied to the s-commerce site users who had an online shopping experience at least once from one of the given companies' s-commerce websites, and who follow the same companies' social media accounts in Turkey. The data is collected by using convenience sampling approach (Malhotra, 2010) with an online survey conducted between April 10 and June 21 2018. A total of 821 completed and usable surveys were received during this period from the online survey. The aim of the study was to evaluate the effects of earned and owned media activities which are website quality, social media quality, and s-commerce constructs on consumer loyalty constructs in terms of online purchase intention, WOM intention, and s-commerce intention within the mediating effect of trust.

7. RESULTS

Descriptive statistics were used to determine sample profile. The descriptive statistics about demographics, warm-up questions, and the questions about Internet and social media usage were assessed by using SPSS 25.0. CFA was used to determine reliability and validity of items. SEM was then used to test the hypotheses. Both the measurement and structural model were assessed by the maximum likelihood method using AMOS 23.0.

7.1. SAMPLE PROFILE

The respondents' answers to warm-up questions which also include filter question before the main items and the demographic profile of the respondents is shown in Table-5 below. It was seen that respondents in our survey have been using Internet mostly more than 6 years with 94.9%. The respondents described their frequency of online shopping mostly as "once or twice in a month" with 51.7% and "rarely" which means less than once in a month with 37.6%. The 51.2% of the respondents shop on the Internet in the evening, and they mostly never had shopping experiences on social media. There were almost equal numbers of male (51.8%) and female (48.2%) respondents. When the income status is evaluated, it was seen that 29.7% of the respondents are in the income level of 0-1999 TL and 31.8% of the respondents are in the income level of 4000-5999 TL (\$1000 is around 5250 TL). It can be concluded from the results that respondents are neither in very high nor in very low income status. Respondents were seemed highly educated since 37.3% of them are in bachelor's degree, and 54.9% of them are in graduate education levels. Most of the respondents are single with the 64.1%, and 35.9% of them are married. Results also indicated that most of the respondents are young with the 94.4% of them less than 46 years old.

Table 5
Demographic Profile of The Respondents (N=821)

	Frequency	%
For how long do you use Internet?		
Less than 1 year	1	0.1
1-3 years	7	0.9
4-6 years	34	4.1
More than 6 years	779	94.9
How often do you shop on the Internet?(Filter Question)		
Never	0	0
Rarely	309	37.6
Once or twice in a month	424	51.7
Once or twice in a week	80	9.7
Every day	8	1.0
At what time of the day do you shop often on the Internet?		
Morning	47	5.7
Afternoon	219	26.7
Evening	420	51.2
Night	135	16.4
Do you shop on the social media sites?		
Never	556	67.7
Rarely	172	21.0
Sometimes	81	9.9
Frequently	10	1.2
Always	2	0.2
Gender		
Male	425	51.8
Female	396	48.2
Income Status		
0-999 TL	126	15.3
1000-1999 TL	118	14.4
2000-2999 TL	105	12.8
3000-3999 TL	63	7.7
4000-4999 TL	125	15.2
5000-5999 TL	136	16.6
6000-6999 TL	51	6.2
7000-7999 TL	37	4.5
8000+	60	7.3
Educational Status		
High school	33	4.0
Associate degree	31	3.8
Bachelor's degree	306	37.3
Graduate	451	54.9
Marital Status		
Single	526	64.1
Married	295	35.9
Age		
25 or less	325	39.6
26-35	323	39.3
36-45	127	15.5
46-55	36	4.4
56-65	9	1.1
66 or above	1	.1
Total responses	821	100.0

After warm-up and demographic questions, there were some questions about respondents's Internet and social media usage. They were asked respondents to give answers for such questions as "How much time do you spend on the Internet on weekdays?" and "How much time do you spend on the Internet on weekends?". For both of the questions answers has not differ since they responded as they mostly spend "3-4 hours in a day" on the Internet following by the "5-8 hours in a day" response. Individuals mostly use Internet when they are at home, at work, or in the public transportation. The answers to the "With which device do you usually connect to the Internet on weekdays?" and "With which device do you usually connect to the Internet on weekends?" has also not changed. People mostly connect to the Internet with their mobile phones following by their laptops. People generally buy books, clothes, technological devices, shoes, accessories, cosmetics, and sports goods respectively from the Internet. "How much time do you spend on the social media on weekdays?" and "How much time do you spend on the social media on weekends?" questions had the same responses as people mostly spend "1-2 hours in a day", following by "Less than 1 hour in a day", and "3-4 hours in a day". Respondents identified themselves as sometimes online, mostly online, and rarely online social media users in a respective order. While respondents frequently use SNSs (e.g. Facebook, Instagram), and content community sites (e.g. Youtube, Flickr, Slideshare, Dailymotion), they rarely use blogs, and forums. People mostly follow clothing, and book brands on the social media. Lastly respondents mostly follow firms via Instagram.

7.2. MEASUREMENT MODEL

To determine the factorial structure of all research variables used in this study, and to test construct validity and reliability, CFA using maximum likelihood method was applied. First of all dependent variables which are website quality, s-commerce (customer recommendations, reviews, and ratings on website or social media by anonymous people) constructs, and social media quality were evaluated on CFA. All items in the scale were included to the analysis with respect to their latent variables, it means that CFA was performed with full model. Since there were many questions and dimensions which could make harder to model items, item parcelling method was used

for the website quality, social media quality, and s-commerce constructs' items to clarify model considering the research of Little et al. (2002). A parcel can be defined as "An aggregate-level indicator comprised of the sum (or average) of two or more items, responses, or behaviors" (Little et al., 2002, p.152). A parcel also has potential merit as the lowest level of data to be modeled (Little et al., 2002). Parcel based models try to cancel out random and systematic errors forming groups across these errors, and also improving model fit in this way (Bagozzi and Heatherton, 1994; Bagozzi and Edwards, 1998; Little et al., 2002). The first order CFA did not fit to the quality in the second order CFA while evaluating the referred variables above in this study. The factors which were evaluated using the first order CFA were imputed, and these imputing factors were used as the second order CFA's indicators. Since website quality was a comprehensive scale in this study, and the items of it has not discriminated appropriately and disrupted model fit, the items of the scale were parcelled to measure website quality effectively. The sub-dimensions which were ease of use and informativeness were grouped under interface sub-dimension. Design as one of the website quality measurement dimensions was removed from the website quality dimensions to improve model fit. One item of interactivity dimension was dropped from the measurement, and the other one was evaluated under personalization dimension to get better results in model fit. The website quality dimensions determined as interface, personalization, fulfillment, and security after the parcelling process. The parcelling method was also applied to the social media quality construct, and social media quality was grouped under two constructs as social media involvement and social media quality. Two items of social media quality were dropped to get better results in the model fit. Lastly parcelling method was also applied for the s-commerce constructs variable. S-commerce constructs' items which were about the qualities of recommendation, review, and ratings in firm's website and social media accounts were asked respondents to answer separately for the recommendation, review, and ratings on the firm's website, and the recommendation, review, and ratings on the firm's social media accounts. These separated items were grouped, and four items were dropped. The objectiveness, being clear and understandable, being convincing, usefulness, and informativeness were lastly evaluated as the qualities of recommendation, review, and ratings both in website and social media accounts. After the adjustments according to

the first order CFA, all dependent variables showed lack of fit in the second order CFA. Since the items were parcelled as referred above, all of the parcelled item indicators on the model and their evaluations were showed in Table-6 below. The other items of variables and their evaluations can also be seen in the Table-6 below.

CFA was used to assess the overall measurement quality (Gerbing and Anderson, 1988). To evaluate the fit of model, Chi-square (χ^2) with the Degrees of Freedom (df), The Goodness of Fit Index (GFI), The Normed Fit Index (NFI), The Comparative Fit Index (CFI), The Adjusted Goodness of Fit Index (AGFI), and Root Mean Square Error of Approximation (RMSEA) were assessed in addition to chi-square test. Generally, the model fit is evaluated as adequate if GFI, NFI, and CFI are greater than 0.9, AGFI is greater than 0.8, RMSEA is lower than 0.08 (Hair et al., 2014). The measurement model yielded a χ^2 value of 740.100 with 188 df ($P=0.000$) indicating a general lack of fit. As an alternative, the ratio of the χ^2 to the df is used, and the value of 3.937 is obtained, which is suggested to be the value of 5 or below (Bagozzi and Yi, 2012). Moreover, the other indices also satisfied the suggested values (GFI = 0.925, NFI = 0.947, CFI = 0.960, AGFI = 0.899, and RMSEA = 0.060). Based on the CFA, we can conclude that the model fits the data very well.

In SEM, it is recommended to calculate the Composite Reliability (CR), and the results should also be interpreted by Cronbach's alpha to measure reliability (McLure-Wasko and Faraj, 2005). As shown in Table-6 below; CR values ranged from 0.746 to 0.936; exceeding the acceptable level of 0.70 (Hair et al., 2014). So the results of the CR assert an acceptable rate and demonstrate that the research has an internal consistency. To measure reliability, internal consistency is also measured by Cronbach's alpha in this study. As shown in Table-6 below, all constructs have a value more than 0.70 (Hair et al., 2014) which is an acceptable value for this Cronbach's alpha test. These two types of reliability tests show that the data can be analyzed accurately for the survey.

Table 6
Construct Reliability and Validity

Scales and Codes of Items	Factor loadings	Cronbach's alpha	CR	AVE
Purchase Intention		0.922	0.923	0.857
I would consider purchasing product again from this firm.	0.932			
I am likely to continue to shop from this site.	0.919			
S-commerce		0.902	0.903	0.652
Informative	0.874			
Useful	0.873			
Convincing	0.755			
Clear and understandable	0.793			
Objective	0.733			
Website Quality		0.905	0.870	0.631
Interface	0.882			
Security	0.630			
Fulfillment	0.895			
Personalization	0.740			
Social Media Quality		0.869	0.746	0.595
Social Media Involvement	0.779			
Social Media Quality	0.763			
Trust		0.934	0.935	0.783
This firm is honest.	0.904			
I trust this firm.	0.912			
This firm keeps it's promises.	0.886			
This firm is trustworthy.	0.835			
WOM Intention		0.936	0.936	0.879
I recommend this firm to the others.	0.944			
I would tell others positive things about this firm.	0.931			
S-commerce Intention		0.827	0.845	0.655
I recommend a product from this firm to the other users on social media.	0.951			
I share my own shopping experiences about this firm to the other users on social media.	0.858			
When I want to shop from this firm, I consider the other users' recommendations on social media.	0.570			

*CR = Composite Reliability; AVE = Average Variance Extracted

Construct validity can be evaluated by discriminant and convergent validity. (Chin, Gopal and Salisbury, 1997). The Average Variance Extracted (AVE) of each construct which is shown in Table-6 above ranged from 0.595 to 0.879; exceeding the acceptable level of 0.50 (Hair et al., 2014) which demonstrates convergent validity. As another way to measure convergent validity of the study is by analysing standardized factor loadings of each item (McLure-Wasko and Faraj, 2005). Table-6 above demonstrates that the factor loadings of each item, except one of the s-commerce intention items, are around the level of 0.70 and accepts that the observed items have enough convergent validity. One of the s-commerce intention factor loading item is seen under the level, but when the reliability analysis and AVE values are evaluated, it can be seen that there is not any problem to involve this item to the model. Moreover, validity can be determined by discriminant validity, to measure how the proposed construct of the research model is different from others (McLure-Wasko and Faraj, 2005). As shown in Table-7 below, the square root of AVEs of each construct are greater than square of correlations, which shows us the discriminant validity of the model.

Table 7

Correlations Between Study Constructs

	Purchase Intention	S- commerce	Website Quality	Social Media Quality	Trust	WOM	S- commerce Intention
Purchase Intention	0.926						
S- commerce	0.467	0.808					
Website Quality	0.642	0.557	0.794				
Social Media Quality	0.239	0.512	0.326	0.771			
Trust	0.724	0.502	0.718	0.289	0.885		
WOM	0.799	0.489	0.666	0.292	0.708	0.938	
S- commerce Intention	0.158	0.334	0.236	0.375	0.225	0.311	0.809

Notes: Numbers on the diagonal (in boldface) are the square root of AVEs. Other numbers are correlations among the constructs.

When the correlations among constructs which are shown in Table-7 above are evaluated, it is concluded that all variables were significantly inter-correlated. Significant correlation coefficients range between 0.158 and 0.799 which shows good relations, and no overinflated relations were found which would lead to multicollinearity.

7.3. STRUCTURAL MODEL AND HYPOTHESES TESTING

SEM allows researchers to evaluate many relationships between variables, as opposed to another multivariate data analyses methods such as multiple regression analysis, factor analysis and discriminant analysis which evaluate the single relationships between variables at a given time (Hair et al., 2014). In this study the SEM is used to measure the effects of independent variables on dependent variables. According to the evaluation of structural model fit, the hypothesized model shows good

fit with the values as: χ^2 :961.702, df:191, χ^2/df =5.035, P:0.000, GFI:0.907, AGFI:0.877, NFI:0.931; CFI:0.944, RMSEA:0.070. In the model of this study, structural relationships between website quality, social media quality, s-commerce constructs, trust, and consumer loyalty constructs which are purchase intention, WOM intention, and s-commerce intention were evaluated. When the correlation analysis considered, it is seen as all one-on-one correlations were significant. Therefore, both direct and indirect effects are worthwhile to examine. Direct effects are referred as a pathway from the exogenous variable to the endogenous one while controlling for mediators. The indirect effect is a pathway from the exogenous variable to the endogenous one through mediator variable. The sum of these direct and indirect effects compose the total effect (Imai, Keele and Tingley, 2010).

SEM was used to evaluate the hypotheses of this research. The standardized direct, indirect and total effects and t-values of variables of model are shown in Table-8 below. The bootstrap estimation approach with 5000 samples is used for testing indirect effects (Preacher and Hayes, 2004).

Table 8

Structural Model Evaluations

Dependent Variables	Independent Variables	t-values	Direct Effects	Indirect Effects	Total Effects
Trust ←	Website Quality	16.623***	0.635***		0.635
Purchase Intention ←	Website Quality	5.347***	0.238***	0.339***	0.577
	<i>Through Trust</i>			0.339	
WOM Intention ←	Website Quality	6.461***	0.284***	0.299***	0.582
	<i>Through Trust</i>			0.299	
S-commerce Intention ←	Website Quality	0.468 (ns.)	0.028 (ns.)	0.034(ns.)	0.062
	<i>Through Trust</i>			0.034	
Trust ←	Social Media Quality	0.209 (ns.)	0.008 (ns.)		0.008
Purchase Intention ←	Social Media Quality	-1.074(ns.)	-0.039(ns.)	0.004 (ns.)	-0.034
	<i>Through Trust</i>			0.004	
WOM Intention ←	Social Media Quality	0.637 (ns.)	0.023 (ns.)	0.004 (ns.)	0.026
	<i>Through Trust</i>			0.004	

Dependent Variables	Independent Variables	t-values	Direct Effects	Indirect Effects	Total Effects
S-commerce Intention ←	Social Media Quality	5.565***	0.278***	0.000 (ns.)	0.279
	Through Trust			0.000	
Trust ←	S-commerce Constructs	3.589***	0.145***		0.145
Purchase Intention ←	S-commerce Constructs	2.365*	0.091*	0.077**	0.168
	Through Trust			0.077	
WOM Intention ←	S-commerce Constructs	2.338*	0.088*	0.068**	0.156
	Through Trust			0.068	
S-commerce Intention ←	S-commerce Constructs	2.958**	0.152**	0.008 (ns.)	0.160
	Through Trust			0.008	
Purchase Intention ←	Trust	12.499***	0.534***		0.534
WOM Intention ←	Trust	11.360***	0.470***		0.470
S-commerce Intention ←	Trust	0.982 (ns.)	0.054 (ns.)		0.054

***p<0.001, **p<0.01, *p<0.03, ns.: not significant

According to Table-8 above, there were very few paths which are found not significant when the direct effects were considered. The t-values show the significance of direct paths. There are significant direct effects found between website quality and trust, website quality and purchase intention, website quality and WOM intention, social media quality and s-commerce intention, s-commerce constructs and trust, s-commerce constructs and purchase intention, s-commerce constructs and WOM intention, s-commerce constructs and s-commerce intention, trust and purchase intention, and lastly between trust and WOM intention. As opposed to direct paths, there are just few indirect effects were found significant. When the indirect effects considered there were partial mediating effects only between website quality and purchase intention, website quality and WOM intention, s-commerce constructs and purchase intention, and s-commerce constructs and WOM intention.

The hypothesized model which includes path coefficients and R^2 values is shown in Figure-8 below. R^2 estimates should be greater than suggested value 0.10 (Falk and Miller, 1992) which was provided in this study and shown in Figure-8 below. These values indicated that the exogenous variables manifested significant variances of each endogenous variable. After considering R^2 estimates, the model was found meaningful for testing the relevant hypothesis of the study.

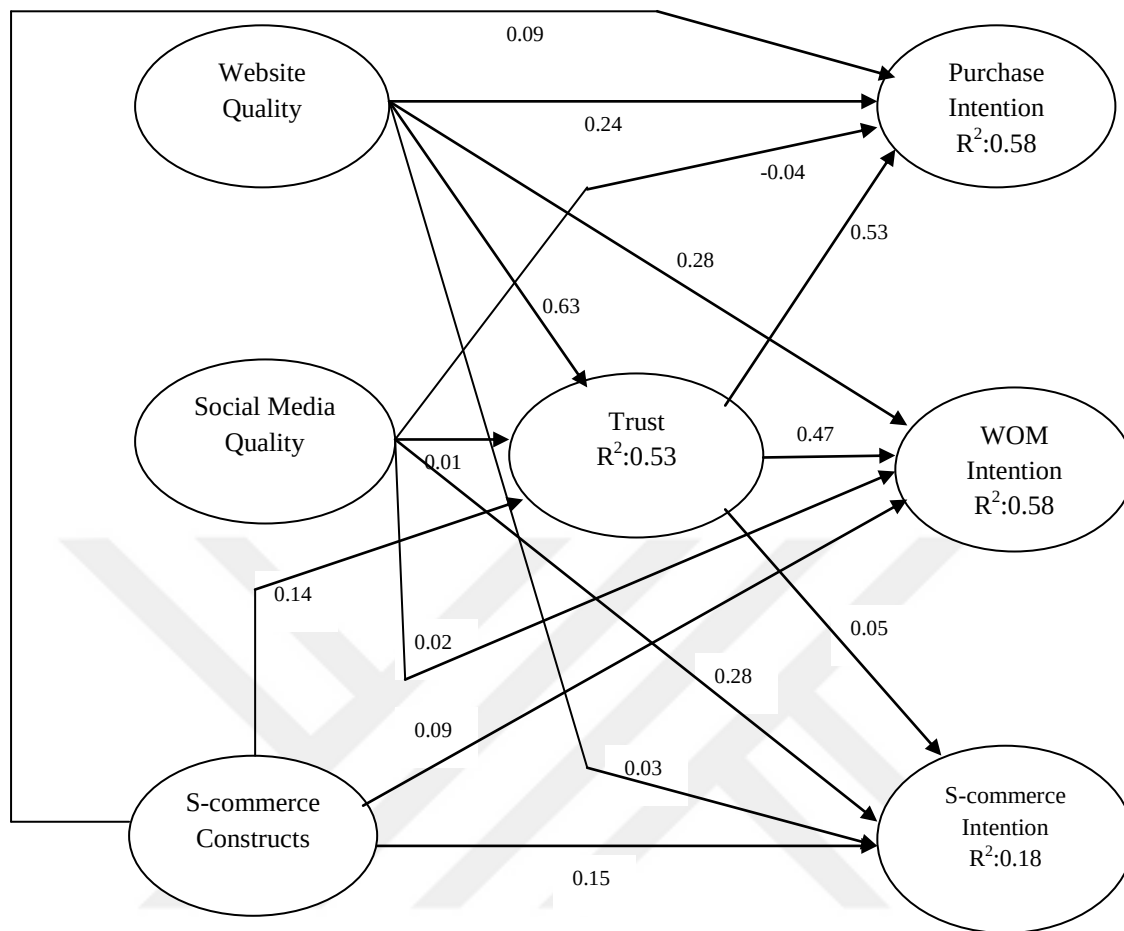


Figure 8: Hypothesized Model and Path Coefficients

Hypothesis 1 "There is a positive relationship between website quality and consumer loyalty as (a) online purchase intention, and (b) WOM intention" was confirmed by the results of SEM analysis. Results indicated that website quality was a significant predictor of online purchase intention ($\beta = .24$, $t = 5.35$, $p < 0.001$), and WOM intention ($\beta = .28$, $t = 6.46$, $p < 0.001$). The results show that the more website has quality, the more consumers have online purchase intention, and WOM intention. However the results support the hypotheses referred, the Hypothesis 1 "There is a positive relationship between website quality and consumer loyalty as (c) s-commerce intention" was not confirmed by the results of SEM analysis. Website quality was not a significant predictor of s-commerce intention ($\beta = .03$, $t = 0.47$, ns.). Hypothesis 2 "There is a positive relationship between website quality and trust" was confirmed by the results of SEM analysis. Website quality was a significant predictor of consumer's trust ($\beta = .63$, $t = 16.6$, $p < 0.001$). The more website has quality, the more consumers' trust to the firm.

Hypothesis 3 "There is a positive relationship between social media quality and consumer loyalty as (a) online purchase intention, and (b) WOM intention" was not confirmed by the results, but Hypothesis 3 "There is a positive relationship between social media quality and consumer loyalty as (c) s-commerce intention" was confirmed. Social media quality was not a significant predictor of online purchase intention ($\beta = -.04$, $t = -1.07$, ns.), and (b) WOM intention ($\beta = .02$, $t = 0.64$, ns.), but it was a significant predictor of s-commerce intention ($\beta = .28$, $t = 5.56$, $p < 0.001$). The results indicate that when the social media accounts of firm have quality, consumers tend to have s-commerce intention. Hypothesis 4 "There is a positive relationship between social media quality and trust" was also not supported by the results. Social media quality was not a significant predictor of trust ($\beta = .01$, $t = 0.21$, ns.).

Hypothesis 5 "There is a positive relationship between s-commerce constructs and consumer loyalty as (a) online purchase intention, (b) WOM intention, (c) s-commerce intention" were all supported by the results. S-commerce constructs were significant predictors of online purchase intention ($\beta = .09$, $t = 2.36$, $p < 0.03$), WOM intention ($\beta = .09$, $t = 2.34$, $p < 0.03$), and s-commerce intention ($\beta = .15$, $t = 2.96$, $p < 0.01$). The Hypothesis 6 "There is a positive relationship between s-commerce constructs and trust" was also supported by the results of analysis. S-commerce constructs were significant predictors of trust ($\beta = .14$, $t = 3.59$, $p < 0.001$). The more consumers use s-commerce constructs, the more they trust to the firm and have purchase, WOM, and s-commerce intention.

Hypothesis 7 was the "There is a positive relationship between trust and consumer loyalty as (a) online purchase intention, (b) WOM intention, (c) s-commerce intention". According to the results of SEM analysis, trust has been found as a significant predictor of online purchase intention ($\beta = .53$, $t = 12.5$, $p < 0.001$), and WOM intention ($\beta = .47$, $t = 11.4$, $p < 0.001$), but it was not a significant predictor of s-commerce intention ($\beta = .05$, $t = 0.98$, ns.). The more consumers trust to the firm the more they have online purchase intention, and WOM intention.

Hypothesis 8, "Trust mediates the relationship between website quality and (a) online purchase intention, (b) WOM intention, (c) s-commerce intention" was not fully

supported by the results of SEM. Results showed that website quality was a significant predictor of trust ($\beta=.63$, $t=16.6$, $p<0.001$) and that trust was a significant predictor of online purchase intention ($\beta=.53$, $t=12.5$, $p<0.001$), and WOM intention ($\beta=.47$, $t=11.4$, $p<0.001$). These results were seemed to support the mediational hypothesis. However, the direct effects of website quality was still a significant predictor of online purchase intention ($\beta=.24$, $t=5.35$, $p<0.001$), and WOM intention ($\beta=.28$, $t=6.46$, $p<0.001$) after controlling for the mediator, trust. According to the indirect effects which was tested using bootstrap estimation approach with 5000 samples, the indirect coefficients have also been found significant both for online purchase intention ($\gamma=.34$, $p<0.001$), and WOM intention ($\gamma=.30$, $p<0.001$). Moreover, the effects of website quality on online purchase intention ($\Delta\beta=.10$, $p<0.001$), and WOM intention ($\Delta\beta=.02$, $p<0.001$) were increased within the mediation of trust. Thus, it can be concluded that an increase in website quality leads to an increase in trust, and it leads to increase in online purchase intention, and WOM intention in turn. It was stated that Hypothesis 8 (a), and (b) partially supported; since the direct effects between variables were still significant after controlling for the variable. Trust was not a significant predictor of s-commerce intention ($\beta=.05$, $t=0.98$, ns.) according to the results of analysis. Therefore, trust can not be a mediator between website quality and s-commerce intention even if the website quality effects trust significantly.

Hypothesis 9 was the "Trust mediates the relationship between social media quality and (a) online purchase intention, (b) WOM intention, (c) s-commerce intention". Since social media quality was not a significant predictor of trust ($\beta=.01$, $t=0.21$, ns.), there has not any mediation effects found between variables.

Hypothesis 10 "Trust mediates the relationship between s-commerce constructs and (a) online purchase intention, (b) WOM intention, (c) s-commerce intention" was not fully supported by the results of SEM analysis. Results showed that s-commerce constructs were significant predictors of trust ($\beta=.14$, $t=3.59$, $p<0.001$), and that trust was a significant predictor of online purchase intention ($\beta=.53$, $t=12.5$, $p<0.001$), and WOM intention ($\beta=.47$, $t=11.4$, $p<0.001$). These results were seemed to support the mediational hypothesis. However, the direct effects of s-commerce constructs on online

purchase intention ($\beta=.09$, $t=2.36$, $p<0.03$), and WOM intention ($\beta=.09$, $t=2.34$, $p<0.03$) were still significant after controlling by the mediator, trust. The indirect effects which was tested using bootstrap estimation approach with 5000 samples, the indirect coefficients have also been found significant both for online purchase intention ($\gamma=.08$, $p<0.01$), and WOM intention ($\gamma=.07$, $p<0.01$). Moreover, the effects of s-commerce constructs on online purchase intention ($\Delta\beta=.01$, $p<0.03$), and WOM intention ($\Delta\beta=.02$, $p<0.03$) were decreased within the mediation of trust, which also means that the magnitudes of indirect effects were lesser than direct effects. Thus, it is stated that Hypothesis 10 (a), and (b) partially supported; it can be concluded that a complementary mediation exists between variables which can also be explained that s-commerce constructs and trust are complementary variables when predicting online purchase intention, and WOM intention. Since trust was not a significant predictor of s-commerce intention ($\beta=.05$, $t=0.98$, ns.) according to the results of analysis, it can not be a mediator between s-commerce constructs and s-commerce intention even if the s-commerce constructs effect trust significantly. Moreover, even if the s-commerce constructs direct effects on s-commerce intention were significant ($\beta=.15$, $t=2.96$, $p<0.01$), the indirect effects of s-commerce constructs on s-commerce intention were not significant anymore and decreased significantly after mediating by trust ($\gamma=.008$, ns.). The summary of hypotheses' results are shown in Table-9 below:

Table 9

Summary of Hypotheses' Results

Hypothesis	Supported	Not Supported
H1: There is a positive relationship between website quality and consumer loyalty as	(a) online purchase intention. X (b) WOM intention. X (c) s-commerce intention.	X
H2: There is a positive relationship between website quality and trust.	X	
H3: There is a positive relationship between social media quality and consumer loyalty as	(a) online purchase intention. (b) WOM intention. (c) s-commerce intention. X	X X
H4: There is a positive relationship between social media quality and trust.		X
H5: There is a positive relationship between s-commerce constructs and consumer loyalty as	(a) online purchase intention. X (b) WOM intention. X (c) s-commerce intention. X	
H6: There is a positive relationship between s-commerce constructs and trust.	X	
H7: There is a positive relationship between trust and consumer loyalty as	(a) online purchase intention. X (b) WOM intention. X (c) s-commerce intention.	X

Hypothesis	Supported	Not Supported
H8: Trust mediates the relationship between website quality and	(a) online purchase intention. X(partially)	
	(b) WOM intention. X(partially)	
	(c) s-commerce intention.	X
H9: Trust mediates the relationship between social media quality and	(a) online purchase intention.	X
	(b) WOM intention.	X
	(c) s-commerce intention.	X
H10: Trust mediates the relationship between s-commerce constructs and	(a) online purchase intention. X(partially)	
	(b) WOM intention. X(partially)	
	(c) s-commerce intention.	X

7.4. FURTHER ANALYSES

Regression analysis is conducted as further analysis to understand linear relationship between dependent and independent variables. It is the process which shows the relations between an independent variable and a dependent variable. Therefore, multiple regression analysis is applied using SPSS 25.0. Through the regression test, the weight of each dimension of the independent variables on some different dependent variables are observed.

7.4.1. Multiple Regression Test for Website Quality - Trust

When the further analysis was applied between the website quality items (fulfillment, security, interface, and personalization) and the dependent variable - trust, the results were found as shown in Table-10 and Table-11, and Table-12 below:

Table 10

Model Summary^d for Website Quality-Trust

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.653 ^a	.426	.425	.50938
2	.678 ^b	.460	.459	.49416
3	.682 ^c	.464	.462	.49256

a. Predictors: (Constant), fulfillment

b. Predictors: (Constant), fulfillment, security

c. Predictors: (Constant), fulfillment, security, interface

d. Dependent Variable: Trust

R square value as shown in Table-10 above shows the explanation power of the model. The results shows that 42.6% of the variation of trust is explained by the variation of fulfillment dimension, in other words regression model explains 42.6% of what is intended to be measured. 46% of the variation of trust is explained by the variation of fulfillment and security dimensions, in other words regression model explains 46% of what is intended to be measured for fulfillment and security dimensions. The variation of fulfillment, security, and interface dimensions all together explains 46.4% of the variation of trust.

Anova analysis in Table-11 below shows that, this regression model is significant by having a p values of 0.000 which are less than 0.05. The unstandardized coefficients, standardized coefficients, t, and p values are shown in Table-12 below. When the results of analysis are considered, fulfillment ($\beta=.45$, $t=10.180$, $p=.000$), security ($\beta=.21$, $t=6.600$, $p=.000$), and interface ($\beta=.11$, $t=2.497$, $p=.013$) were found significant predictors of the dependent variable trust in a respective order.

Table 11

ANOVA^a Results for Website Quality-Trust

		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	155.113	1	155.113	597.814	.000 ^b
	Residual	209.130	806	.259		
	Total	364.242	807			
2	Regression	167.668	2	83.834	343.313	.000 ^c
	Residual	196.574	805	.244		
	Total	364.242	807			
3	Regression	169.180	3	56.393	232.441	.000 ^d
	Residual	195.062	804	.243		
	Total	364.242	807			

a. Dependent Variable: Trust

b. Predictors: (Constant), fulfillment

c. Predictors: (Constant), fulfillment, security

d. Predictors: (Constant), fulfillment, security, interface

Table 12

Coefficients^a for Website Quality-Trust

		Unstandardized Coefficients		Standardized Coefficients Beta	t	Sig.
		B	Std. Error			
1	(Constant)	1.201	.116		10.357	.000
	Fulfillment	.859	.035	.653	24.450	.000
2	(Constant)	1.085	.114		9.547	.000
	Fulfillment	.693	.041	.527	16.834	.000
	Security	.216	.030	.224	7.171	.000
3	(Constant)	.986	.120		8.209	.000
	Fulfillment	.591	.058	.449	10.180	.000
	Security	.201	.030	.210	6.600	.000
	Interface	.154	.062	.108	2.497	.013

a. Dependent Variable: Trust

7.4.2. Multiple Regression Test for Website Quality - Purchase Intention

When the further analysis was applied between the website quality items (fulfillment, security, interface, and personalization) and the dependent variable - purchase intention, the results were found as shown in Table-13 and Table-14, and Table-15 below:

Table 13

Model Summary^d for Website Quality - Purchase Intention

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.566 ^a	.321	.320	.54845
2	.588 ^b	.345	.344	.53885
3	.594 ^c	.352	.350	.53628

a. Predictors: (Constant), fulfillment

b. Predictors: (Constant), fulfillment, interface

c. Predictors: (Constant), fulfillment, interface, security

d. Dependent Variable: Purchase Intention

The R square value of the Model Summary in Table-13 above shows that 32.1% of the variation of purchase intention is explained by the variation of fulfillment dimension, in other words regression model explains 32.1% of what is intended to be measured. 34.5% of the variation of purchase intention is explained by the variation of fulfillment and interface dimensions, in other words regression model explains 34.5% of what is intended to be measured for fulfillment and interface dimensions. The variation of fulfillment, interface, and security dimensions all together explains 35.2% of the variation of purchase intention.

Anova analysis in Table-14 below shows that, this regression model is significant by having a p values of 0.000 which are less than 0.05. The unstandardized coefficients, standardized coefficients, t, and p values are shown in Table-15 below. When the results of analysis are considered, fulfillment ($\beta=.32$, $t=6.692$, $p=.000$), interface ($\beta=.23$, $t=4.848$, $p=.000$), and security ($\beta=.10$, $t=2.959$, $p=.003$) were found significant predictors of purchase intention in a respective order.

Table 14

ANOVA^a Results for Website Quality - Purchase Intention

		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	114.532	1	114.532	380.766	.000 ^b
	Residual	242.439	806	.301		
	Total	356.970	807			
2	Regression	123.227	2	61.614	212.194	.000 ^c
	Residual	233.743	805	.290		
	Total	356.970	807			
3	Regression	125.745	3	41.915	145.744	.000 ^d
	Residual	231.225	804	.288		
	Total	356.970	807			

a. Dependent Variable: Purchase Intention

b. Predictors: (Constant), fulfillment

c. Predictors: (Constant), fulfillment, interface

d. Predictors: (Constant), fulfillment, interface, security

Table 15

Coefficients^a for Website Quality - Purchase Intention

		Unstandardized Coefficients		Standardized Coefficients Beta	t	Sig.
		B	Std. Error			
1	(Constant)	1.746	.125		13.980	.000
	Fulfillment	.738	.038	.566	19.513	.000
2	(Constant)	1.494	.131		11.397	.000
	Fulfillment	.471	.061	.361	7.678	.000
	Interface	.362	.066	.258	5.472	.000
3	(Constant)	1.467	.131		11.217	.000
	Fulfillment	.423	.063	.324	6.692	.000
	Interface	.325	.067	.231	4.848	.000
	Security	.098	.033	.103	2.959	.003

a. Dependent Variable: Purchase Intention

7.4.3. Multiple Regression Test for Website Quality - WOM Intention

When the further analysis was applied between the website quality items (fulfillment, security, interface, and personalization) and the dependent variable - WOM intention, the results were found as shown in Table-16 and Table-17, and Table-18 below:

Table 16

Model Summary^e for Website Quality - WOM Intention

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.589 ^a	.347	.346	.61787
2	.609 ^b	.371	.369	.60685
3	.617 ^c	.380	.378	.60267
4	.620 ^d	.385	.382	.60083

a. Predictors: (Constant), fulfillment

b. Predictors: (Constant), fulfillment, security

c. Predictors: (Constant), fulfillment, security, interface

d. Predictors: (Constant), fulfillment, security, interface, personalization

e. Dependent Variable: WOM Intention

R square value as shown in Table-16 above shows the explanation power of the model. The results shows that 34.7% of the variation of WOM intention is explained by the variation of fulfillment dimension, in other words regression model explains 34.7% of what is intended to be measured. 37.1% of the variation of WOM intention is explained by the variation of fulfillment and security dimensions, in other words regression model explains 37.1% of what is intended to be measured for fulfillment and security dimensions. The variation of fulfillment, security, and interface dimensions all together explains 38% of the variation of trust. 38.5% of the variation of WOM intention is explained by the variation of fulfillment, security, interface, and personalization dimensions, in other words regression model explains 38.5% of what is intended to be measured for all dimensions.

Anova analysis in Table-17 below shows that, this regression model is significant by having a p values of 0.000 which are less than 0.05. The unstandardized coefficients, standardized coefficients, t, and p values are shown in Table-18 below. When the significant predictors of WOM intention were evaluated, all website quality dimensions: fulfillment ($\beta=.34$, $t=7.063$, $p=.000$), security ($\beta=.16$, $t=4.563$, $p=.000$), interface ($\beta=.12$, $t=2.497$, $p=.013$), and personalization ($\beta=.95$, $t=2.438$, $p=.015$) were found significant predictors in a respective order.

Table 17

ANOVA^a Results for Website Quality - WOM Intention

		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	163.475	1	163.475	428.203	.000 ^b
	Residual	307.706	806	.382		
	Total	471.180	807			
2	Regression	174.725	2	87.362	237.225	.000 ^c
	Residual	296.456	805	.368		
	Total	471.180	807			
3	Regression	179.157	3	59.719	164.418	.000 ^d
	Residual	292.023	804	.363		
	Total	471.180	807			
4	Regression	181.302	4	45.325	125.557	.000 ^e
	Residual	289.878	803	.361		
	Total	471.180	807			

a. Dependent Variable: WOM Intention

b. Predictors: (Constant), fulfillment

c. Predictors: (Constant), fulfillment, security

d. Predictors: (Constant), fulfillment, security, interface

e. Predictors: (Constant), fulfillment, security, interface, personalization

Table 18**Coefficients^a for Website Quality - WOM Intention**

		Unstandardized Coefficients		Standardized Coefficients Beta	t	Sig.
		B	Std. Error			
1	(Constant)	1.114	.141		7.920	.000
	Fulfillment	.882	.043	.589	20.693	.000
2	(Constant)	1.005	.140		7.196	.000
	Fulfillment	.725	.051	.484	14.335	.000
	Security	.204	.037	.187	5.527	.000
3	(Constant)	.834	.147		5.679	.000
	Fulfillment	.550	.071	.367	7.739	.000
	Security	.180	.037	.164	4.814	.000
	Interface	.263	.075	.163	3.493	.001
4	(Constant)	.775	.149		5.216	.000
	Fulfillment	.512	.072	.342	7.063	.000
	Security	.171	.037	.156	4.563	.000
	Interface	.199	.080	.123	2.497	.013
	Personalization	.146	.060	.095	2.438	.015

a. Dependent Variable: WOM Intention

7.4.4. Multiple Regression Test for Social Media Quality - S-commerce Intention

When the further analysis was applied between the overall social media quality items (general social media quality and social media involvement) and the dependent variable - s-commerce intention, the results were found as shown in Table-19, Table-20, and Table-21 below. R square value as shown in Table-19 below shows the explanation power of the model. The results shows that 14.6% of the variation of s-commerce intention is explained by the variation of general social media dimension, in other words regression model explains 14.6% of what is intended to be measured. Anova analysis in Table-20 below shows that, this regression model is significant by having a p value of 0.000 which is less than 0.05. The unstandardized coefficients, standardized coefficients, t, and p values are shown in Table-21 below. When the relationship between overall social media quality and s-commerce intention is considered, general

social media quality ($\beta=.38$, $t=11.728$, $p=.000$) was found significant predictor of s-commerce intention as the dependent variable.

Table 19

Model Summary^b for Social Media - S-commerce Intention

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.382 ^a	.146	.145	.92238

a. Predictors: (Constant), Social Media Quality

b. Dependent Variable: S-commerce Intention

Table 20

ANOVA^a Results for Social Media - S-commerce Intention

		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	117.028	1	117.028	137.552	.000 ^b
	Residual	685.734	806	.851		
	Total	802.761	807			

a. Dependent Variable: S-commerce Intention

b. Predictors: (Constant), Social Media Quality

Table 21

Coefficients^a for Social Media - S-commerce Intention

		Unstandardized Coefficients		Standardized Coefficients Beta	t	Sig.
		B	Std. Error			
1	(Constant)	1.973	.118		16.747	.000
	Social Media Quality	.400	.034	.382	11.728	.000

a. Dependent Variable: S-commerce Intention

8. DISCUSSION AND IMPLICATIONS

In this study, TRA has been adopted to investigate the relationship between earned and owned media activities and consumer loyalty constructs (purchase intention, WOM intention, and s-commerce intention) with the mediating effects of trust. Companies invest significant marketing efforts and resources in owned and earned media activities to create trust in digital environments and in return earn customer loyalty. This study is organized to find an answer to this question and provides insight to whether earned or owned digital marketing activities have higher impact on trust and loyalty constructs (purchase intention, WOM intention, and s-commerce intention). A research model that combines website quality, and social media quality as owned media activities, and s-commerce constructs as earned media activities has been proposed, and was evaluated in this empirical study. The results for the measurement model demonstrate sufficient reliability and validity for all constructs in the research model. In addition, the results of path analysis show that owned media activities have more impact on consumer loyalty constructs compared to earned media activities, and the further relationships among the research constructs are discussed below.

The direct comparison of the impact of owned and earned media shows that owned media in form of website quality has the highest impact on online purchase intention and WOM intention, compared to social media quality and s-commerce constructs. Since consumers might perceive the websites as a commercial platform and actual online purchasing environment on the Internet, their intention to purchase and WOM would be higher for the companies which have higher quality websites. There was not any relationship between website quality and s-commerce intention of consumers which could assert that website of the company does not create interaction between consumers to share their shopping experiences with each other in an online environment. Furthermore, trust functions as a mediator in the relationship between website quality and consumer loyalty constructs of online purchase and WOM intentions. The indirect effects between website quality and online purchase and WOM intentions are higher than their direct effects when the mediator trust exists. The higher levels of website quality creates higher levels of trust, and thus higher levels of purchase and WOM intentions. Consumers consider trust as an essential tool while purchasing

online from the website, and talking offline about the website. The effects of website quality on trust were proved by other studies (e.g., Chen, 2006; Chang and Chen, 2008; Al-Debei, Akroush and Ashouri, 2015) supporting our results and asserting the importance of trust on website's whole image and defending higher levels of website quality reveals higher levels of trust in an online environment. Chang and Chen (2008)'s study further supports that the relationship between website quality and trust reveals higher levels of online purchase and WOM intentions. When the website quality dimensions, which are interface including ease of use and informativeness, personalization, security, and fulfillment, were evaluated within the further analysis; fulfillment, interface, and security dimensions in respective order were found as the predictors of online purchase intention, and fulfillment had the most effects on online purchase intention followed by interface and security. While the effects of website quality dimensions on trust were evaluated; fulfillment, security, and interface dimensions in respective order were found significant predictors of trust. It can be concluded from these further analyses that when the purchase intention is considered consumers care more about website's ease of use and informativeness, but when trust is an issue security gains more importance. Consumers feel secure to give their credit card information at website, or trust to the website believing that it is going to protect their personal information, they might find the firm more trustworthy. These findings are also similar to the previous studies considering the factors which effect behavioral intentions. In their study Collier and Bienstock (2006) found out that process quality of website which includes functionality, information accuracy, design, privacy, and ease of use as subdimensions were found extremely important on customers' behavioral intentions. Kuan and Bock (2007) concluded in their study that security-privacy as a subdimension of perceived service quality had significant effects on intention of continued purchase. According to Srinivasan, Anderson, and Ponnnavolu (2002)'s study, care as one of the website quality dimensions and similar to the fulfillment dimension in this study in terms of order accuracy and order timeliness has been found as a significant predictor of e-loyalty. Zhang et al. (2011) revealed in their study that perceived website usability which comprises ease of use dimension of website quality in this study, had significant positive effects on online repurchase intention. Fulfillment, security, interface, and personalization were found predictors of WOM intention

respectively, when they were evaluated within the further analysis. The predictors of online purchase intention, trust, and WOM intention were found quite similar, only within a difference that personalization was a significant predictor of WOM intention. These results support the idea that when consumers could personalize the websites according to their needs and wants, it may become a special experience that worths talking about, and thus consumers want to share their ideas and experiences more with other consumers of the company in an offline environment.

When the impact of social media quality on loyalty dimensions and trust is examined, it is seen that it effects consumers' s-commerce intention positively, encouraging them to share their experiences online. However, it does not have a positive effect on purchase or offline WOM intention. Consumers do not link social media quality to a commercial dimension, but higher quality of social media account makes consumers actively use social media, and share and write comments about their experience with the firm. Thus, one can claim that social media quality has a complementary role besides website quality, influencing customers in a way that website quality is not capable of influencing their intention to participate in s-commerce, and spreading WOM in online environments. Even though consumers have higher intentions to share their ideas in social media, interestingly the same intention cannot be transferred to an offline environment. Consumers do not tend to share their ideas or opinions in an offline environment which can also be referred as offline WOM. A quality social media presence of the firm enhances further social media interaction of its consumers. Perhaps consumers would like to take part in a prestigious social media platform, and they could feel empowered when they are given the opportunity to participate and interact with the company on a social media platform that has a high quality. This result is consistent with Aladwani (2017)'s study which asserts that compatible quality of social media reflect reflective, stimulated, practiced, and advocated consumer ques. A company might improve its relationship with its online consumers by creating quality social media content which overlaps consumers' attitudes, preferences, and abilities (Aladwani, 2017). Moreover, there is not any significant link found between social media quality and trust. This outcome can be explained as consumers do not need to trust the company to express themselves in social media

accounts. One reason for this can be that there is less risk involved in following a firm's social media accounts compared to buying from a firm's website. Customers would not lose money by following an account and can unfollow it whenever they like. Moreover, the firms which are included in the survey of this study do not sell products in their social media accounts, they just aim to interact with consumers by its sales campaigns, promotions, or emotional or rational information. Trust might not be a necessary mediating construct when there are only communication purposes in a firm to consumer relationship since the financial and psychological risks of business transactions are exempt from this type of relationship. On the other hand, it also makes one wonder whether there might be other mediator constructs such as perceived prestige of the website that may hearten consumers to say their word, share their experiences and become visible on a firm's prestigious, well-run social media platform and increase their own prestige in other people's eyes in return. When the effect of overall social media quality on s-commerce intention was tested within the further analysis, general social media quality was found as a significant predictor of s-commerce intention which means people intent to participate in online WOM, create positive review and recommendations by looking at the firms' social media account outlook, content shared, user profile, and consumer comments.

S-commerce constructs was found as the only variable which effects all the other variables in research model even though the size of the effects were smaller compared to some other constructs in the study. While s-commerce constructs as earned media tools of this study have more effects than social media quality on consumer loyalty constructs, they do not influence consumer loyalty as much as website quality. Hajli (2015) concluded that s-commerce constructs that involve recommendations and referrals, ratings and reviews, and forums and communities positively effect consumer's purchase intention with the mediating effect of trust. However, Hajli (2015) did not include additional digital marketing tools in his study. Since website quality and social media quality are included in this study as additional variables, they might have caused a decrease in the effect of s-commerce constructs. The direct impact of s-commerce constructs was much more when compared to it's indirect effects when the mediating effects of trust exist. It could be thought that there is no need for trust as a mediator

when thinking about talking socially since the s-commerce constructs are mostly the ideas of consumers themselves. Although trust is a necessary tool for buying online, it is not that effective for consumers to talk socially. The relationship between the variables; social media quality, s-commerce intention and s-commerce constructs creates a circular relationship. A well-run, quality social media account of a firm makes consumers to actively share their ideas and opinions about their former purchase experiences, and this forms the s-commerce construct in the model, which effects online purchase, offline WOM and s-commerce intention of the customers in return. The previous literature also supports our finding (Crocker and Canevello, 2008), saying that when users perceive that the other members of website are helpful in providing useful information, they find sharing valuable information compulsory.

When the results are considered, these findings have implications for researchers and practitioners who are interested in owned and earned media activities in digital environment. In terms of theoretical implication, results of this study reveals that the effects of earned and owned media activities on consumer loyalty constructs within the mediating effects of trust supports the explanative power of the TRA as consumer's attitude and subjective norms are formulated in their trust towards the company which result in their behavioral intentions. In terms of practical implications, the results suggest that companies are recommended to establish a holistic, high qualitative digital appearance through both, owned and earned media, in order to create a truly loyal customer base. The results show that owned media activities are more effective than earned media activities of companies to have more loyal customers. Nowadays companies should invest more on their owned media activities in terms of their websites since they have higher impact on consumer loyalty, and they should have high quality websites to convert their consumers to the loyal ones, and to conduct commerce. Companies should first fulfill the customers' requirements with their websites by conveying the products that they really want, and creating a supply chain network which they can inform them timely about the shipping and delivery of their products to have loyal consumers. Consumers also care about the layout and organization of websites to get the information they want from the website without striving. Therefore, companies need to have well-arranged websites which have easily

accessible comprehensive information. When thinking online, the other important issue that companies and consumers consider is security. Consumers do not shop from the websites when they do not feel in secure and this prompts companies to take precautions about the security and privacy issues. Companies must also aim to create trust by offering their products and services on a high-quality website. When companies make consumers feel safe and and take precautions about privacy and security issues on online purchasing, their consumers would find company more trustworthy.

Customers formulate their intention on an online purchase and WOM based on the website quality and s-commerce constructs, but to be further motivated to the s-commerce, high social media quality is also necessary. High social media quality is important for the company to create a base for s-commerce participation, but it is limited to this pattern of customer loyalty. Managing a social media account well brings in reviews and comments (s-commerce constructs) to the firm, which in return creates purchase intention and offline WOM. Managing its social media accounts well increases the online WOM activities of consumers as earned digital media. Companies can directly influence the quality of their own websites and social media channels, but s-commerce constructs must be earned and thus can only be indirectly controlled through social media accounts of the firms. Companies should manage their social media accounts well to increase the tendency of customers to make comments and thus boost the prestige of their accounts to draw in consumer interest to comment and share content. In order to do that, companies can use appealing visuals, daily update their content, and provide easy and multiple access to their accounts. By doing so, they can indirectly motivate customers to leave reviews and recommendations, which will positively effect customer loyalty in return. As stated earlier by Yubo and Jinhong (2005), it is crucial for companies to make a plan for reviews and to manage their social media accounts effectively. When the companies would like to manage effectively their social media accounts, they may establish a clear message, convey corrections, promote contests, distribute time-sensitive information, and they may even recruit consumers, partners, and staff (Gallaughier and Ransbotham, 2010) to create positive online WOM about their company.

9. LIMITATIONS AND FURTHER RESEARCH

As this study was limited to owned and earned media, future research can also include paid media, to control for the whole digital marketing mix and to be able to investigate and compare the impact of these three digital marketing activities. In this study, validity of TRA within the mediating effects of trust has been tested and supported, but other mediators might also provide meaningful results when tested. Trust is an important mediating variable for the relationship between website quality and some of the consumer loyalty constructs which are purchase and WOM intentions, but the same does not hold true for the relationship between social media quality, s-commerce intention and the consumer loyalty constructs. This makes one wonder whether or not other mediating variables have an effect on this relationship. To further explore this phenomenon, future research could use other mediating variables such as prestige or brand image, and also the mediators could be enhanced considering other relationship quality constructs which are commitment and satisfaction. Furthermore, as Chang and Chen (2008) as well as Rousseau et al. (1998) point out, trust is not static but changes over time and varies under the relationship of personal factors e.g. the level of perceived risk. Those factors could also be additionally included to the proposed model for future research.

The survey was conducted through an online form and delivered through an online link, which offers the opportunity to overcome geographical constraints. However, the language of the survey was Turkish, and thus the survey was mostly addressed Turkish citizens. The convenience sampling approach was appropriate for this study but for higher generalizability, this survey could be conducted in English in the future as a cross country research to find a broader and more heterogeneous response group. Since timely and individualized responses to customer ratings and comments also could help to positively influence s-commerce constructs, firms' responsiveness could be included to the further research as another dimension to measure.

10. REFERENCES

- Aghaei, S., Nematbakhsh, M. A., & Farsani, H. K. (2012). Evolution of the World Wide Web: From Web 1.0 to Web 4.0. *International Journal of Web & Semantic Technology (IJWesT)* , 3 (1), 1-10.
- Ajzen, I., & Fishbein, M. (1980). *Understanding Attitudes and Predicting Social Behavior*. Englewood Cliffs, NJ: Prentice-Hall, New Jersey
- Aladwani, A. M. (2017). Compatible quality of social media content: Conceptualization, measurement, and affordances. *International Journal of Information Management* , 37 (6), 576-582.
- Al-Debei, M., Akroush, M. N., & Ashouri, M. I. (2015). Consumer attitudes towards online shopping: The effects of trust, perceived benefits, and perceived web quality. *Internet Research* , 25 (5), 707-733.
- Aljifri, H. A., Pons, A., & Collins, D. (2003). Global e-commerce: a framework for understanding and overcoming the trust barrier. *Information Management & Computer Security* , 11 (3), 130-138.
- Aljukhadar, M., & Senecal, S. (2015). Determinants of an organization's website ease of use: the moderating role of product tangibility. *Journal of Organizational Computing and Electronic Commerce* , 25 (4), 337-359.
- Anderson, E. W. (1998). Customer Satisfaction and Word of Mouth. *Journal of Service Research* , 1 (1), 5-17.
- Anderson, E. W., Fornell, C., & Lehmann, D. R. (1994). Customer Satisfaction, Market Share, and Profitability: Findings from Sweden. *Journal of Marketing* , 58 (3), 53-66.
- Anderson, R., & Srinivasan, S. (2003). E-satisfaction and e-loyalty: a contingency framework. *Psychology and Marketing* , 20 (2), 123-138.
- Arndt, J. (1967). Role of Product-Related Conversations in the Diffusion of a New Product. *Journal of Marketing Research* , 4 (3), 291-295.
- Aziz, N. S., & Kamaludin, A. (2014). Assessing Website Usability Attributes Using Partial Least Squares. *International Journal of Information and Electronics Engineering* , 4 (2), 137-144.
- Ba, S., & Pavlou, P. A. (2002). Evidence of the Effect of Trust Building Technology in Electronic Markets: Price Premiums and Buyer Behavior. *MIS Quarterly* , 26 (3), 243-268.

- Bagozzi, R. P., & Yi, Y. (2012). Specification, evaluation, and interpretation of structural equation models. *Journal of the Academy of Marketing Science* , 40 (1), 8-34.
- Bagozzi, R., & Edwards, J. (1998). A General Approach for Representing Constructs in Organizational Research. *Organizational Research Methods* , 1 (1), 45-87.
- Bagozzi, R., & Heatherton, T. F. (1994). A General Approach to Representing Multifaceted Personality Constructs: Application to State Self-Esteem. *Structural Equation Modeling A Multidisciplinary Journal* , 1 (1), 35-67.
- Bai, B., Law, R., & Wen, I. (2008). The impact of website quality on customer satisfaction and purchase intentions: Evidence from Chinese online visitors. *International Journal of Hospitality Management* , 27 (3), 391-402.
- Izgi, B. B., & Sahin, I. (2013). Elektronik Perakende Sektörü ve İnternet Alışverişi Tüketici Davranışı: Türkiye Örneği (Electronic Retail Sector and Internet Shopping Consumer Behavior: The Case of Turkey). *Journal of Economics and Management Research*, 2 (1), 9-27.
- Barnes, S. J., & Vidgen, R. T. (2002a). An Integrative Approach to the Assessment of E-Commerce Quality. *Journal of electronic commerce research* , 3, 114-127.
- Barnes, S. J., & Vidgen, R. T. (2002b). Assessing The Quality of Auction Web Sites. *Proceedings of the Hawaii International Conference on System Sciences*. Hawaii: IEEE, 1-10.
- Barry, B. (2016). Planning and implementing effective mobile marketing programs. *In Business Horizons* , 59 (4), 431-439.
- Berman, R., & Katona, Z. (2013). The Role of Search Engine Optimization in Search Marketing. *Marketing Science* , 32 (4), 644-651.
- Berry, L. L., & Parasuraman, A. (1991). *Marketing Services: Competing through Quality*. A Division of Simon & Schuster, Inc., New York
- Berthon, P. R., Pitt, L., & Watson, R. (1996). Re-surfing W3: Research perspectives on marketing communication and buyer behaviour on the World Wide Web. *International Journal of Advertising* , 15 (4), 287-301.
- Bharati, P., & Chaudhury, A. (2004). An empirical investigation of decision-making satisfaction in web-based decision support systems. *Decision Support Systems* , 37 (2), 187–197.
- Brislin, B. W. (1990). *Applied Cross-Cultural Psychology*. SAGE Publications, Inc., California

- Buechel, E. C., & Berger, J. (2018). Microblogging and the Value of Undirected Communication. *Journal of Consumer Psychology* , 28 (1), 40-55.
- Buttner, O. B., & Göritz, A. S. (2008). Perceived trustworthiness of online shops. *Journal of Consumer Behaviour* , 7 (1), 35-50.
- Cassandra, C., Rudy, & Kristin, D. M. (2017). Website Quality Impact on Customers' Purchase Intention through Social Commerce Website. *2017 International Conference on Information Management and Technology (ICIMTech)*. Yogyakarta, Indonesia: IEEE, 249-253.
- Chang, H. H., & Chen, S. W. (2008). The impact of online store environment cues on purchase intention: Trust and perceived risk as a mediator. *Online Information Review* , 32 (6), 818-841.
- Chaudhuri, A., & Holbrook, M. B. (2001). The Chain of Effects from Brand Trust and Brand Affect to Brand Performance: The Role of Brand Loyalty. *Journal of Marketing* , 65 (2), 81-93.
- Chen, C. (2006). Identifying Significant Factors Influencing Consumer Trust in an Online Travel Site. *Information Technology & Tourism* , 8 (3), 197-214.
- Chen, C. F., & Myagmarsuren, O. (2011). Brand equity, relationship quality, relationship value, and customer loyalty: Evidence from the telecommunications services. *Total Quality Management & Business Excellence* , 22 (9), 957-974.
- Chen, J., Xu, H., & Whinston, A. B. (2011). Moderated Online Communities and Quality of User-Generated Content. *Journal of Management Information Systems* , 28 (2), 237-268.
- Chen, Y., & Zheng, W. (2015). A Theoretical Framework of B2C Relationship Quality: How could B2C companies use it to enhance relationship quality? *Master Thesis*. Sweden: Uppsala University.
- Chen, Y. R. (2017). Perceived values of branded mobile media, consumer engagement, business-consumer relationship quality and purchase intention: A study of WeChat in China. *Public Relations Review* , 43 (5), 945-954.
- Chin, W. W., Gopal, A., & Salisbury, W. D. (1997). Advancing the theory of adaptive structuration: The development of a scale to measure faithfulness of appropriation. *Information Systems Research* , 8 (4), 342-367.
- Chiu, C.M., Hsu, M.H., Lai, H., & Chang, C.M. (2012). Re-examining the influence of trust on online repeat purchase intention: The moderating role of habit and its antecedents. *Decision Support Systems* , 53 (4), 835-845.

- Choudhari, K., & Bhalla, V. K. (2015). Video Search Engine Optimization Using Keyword and Feature Analysis. *Procedia Computer Science* , 58, 691-697.
- Choudhury, N. (2014). World Wide Web and Its Journey from Web 1.0 to Web 4.0. *International Journal of Computer Science and Information Technologies* , 5 (6), 8096-8100.
- Christodoulides, G., & Chernatony, L. (2004). Dimensionalising on- and offline brands' composite equity. *Journal of Product & Brand Management* , 13 (3), 168-179.
- Cofta, P. (2006). Convergence and trust in eCommerce. *BT Technology Journal* , 24 (2), 214-218.
- Collier, J. E., & Bienstock, C. C. (2006). Measuring Service Quality in E-Retailing. *Journal of Service Research* , 8 (3), 260-275.
- Constantinides, E., & Fountain, S. J. (2008). Web 2.0: Conceptual foundations and marketing issues. *Journal of Direct, Data and Digital Marketing Practice* , 9 (3), 231-244.
- Corritore, C. L., Kracher, B., & Wiedenbeck, S. (2003). On-line trust: concepts, evolving themes, a model. *International Journal of Human-Computer Studies* , 58 (6), 737-758.
- Crocker, J., & Canevello, A. (2008). Creating and undermining social support in communal relationships: The role of compassionate and self-image goals. *Journal of Personality and Social Psychology* , 95 (3), 555-575.
- Curran, K. (2004). Tips for achieving high positioning in the results pages of the major search engines. *Information Technology Journal* , 3 (2), 202-205.
- Curty, R., & Zhang, P. (2011). Social Commerce: Looking Back and Forward. *Proceedings of the American Society for Information Science and Technology* , 48 (1), 1-10.
- Cankaya, M. N. (16th February, 2007). *Web 3.0*. Retrieved in 24th February, 2018, from <http://www.nuricankaya.com>:
http://www.nuricankaya.com/default.asp?gunluk_id=168
- Dabholkar, P., Thorpe, D., & Rentz, J. (1996). A measure of service quality for retail stores: Scale development and validation. *Journal of the Academy of Marketing Science* , 24 (1), 3-16.
- Darie, C., & Balanescu, E. (2008). *Beginning PHP and MySQL E-Commerce: From Novice to Professional*. United States: Apress, Inc.

- Day, G. S. (1971). Attitude Change, Media and Word of Mouth. *Journal of Advertising Research* , 11 (December), 31-40.
- Chernatony, L., & Christodoulides, G. (2004). Taking the brand promise online: Challenges and opportunities. *Interactive Marketing* , 5 (3), 238-251.
- De Wulf, K., Odekerken-Schröder, G., & Iacobucci, D. (2001). Investments in consumer relationships: A cross-country and cross-industry exploration. *Journal of Marketing* , 65 (4), 33-50.
- Degeratu, A. M., Rangaswamy, A., & Wu, J. (2000). Consumer choice behavior in online and traditional supermarkets: The effects of brand name, price, and other search. *International Journal of Research in Marketing* , 17 (1), 55-78.
- DeLone, W. H., & McLean, E. R. (2003). The DeLone and McLean model of information systems success: a ten-year update. *Journal of Management Information Systems* , 19 (4), 9-30.
- DeMers, J. (11th August, 2014). *The Top 10 Benefits Of Social Media Marketing*. Retrieved in 15th March, 2018, from [www.forbes.com: https://www.forbes.com/sites/jaysondemers/2014/08/11/the-top-10-benefits-of-social-media-marketing/](http://www.forbes.com/sites/jaysondemers/2014/08/11/the-top-10-benefits-of-social-media-marketing/)
- Dickinger, A., & Stangl, B. (2013). Website performance and behavioral consequences: A formative measurement approach. *Journal of Business Research* , 66 (6), 771-777.
- Do-Hyung, P., Jumin, L., & Ingoo, H. (2007). The Effect of On-Line Consumer Reviews on Consumer Purchasing Intention: The Moderating Role of Involvement. *International Journal of Electronic Commerce* , 11 (4), 125-148.
- Doney, P. M., & Cannon, J. P. (1997). An examination of the nature of trust in buyer–seller relationships. *Journal of Marketing* , 61 (2), 35–51.
- Dou, W., Lim, K. H., Su, C., Zhou, N., & Cui, N. (2010). Brand Positioning Strategy Using Search Engine Marketing. *MIS Quarterly* , 34 (2), 261-279.
- Edelman, B., & Brandi, W. (2015). Risk, Information, and Incentives in Online Affiliate Marketing. *Journal of Marketing Research* , 52 (1), 1-12.
- Eighmey, J., & McCord, L. (1998). Adding Value in the Information Age: Uses and Gratifications of Sites on the WorldWide Web. *Journal of Business Research* , 41 (March), 187-194.
- Elbeltagi, I., & Agag, G. (2016). E-retailing ethics and its impact on customer satisfaction and repurchase intention: A cultural and commitment-trust theory perspective. *Internet Research* , 26 (1), 288-310.

- Elkhani, N., Soltani, S., & Jamshidi, M. H. (2014). Examining a hybrid model for e-satisfaction and e-loyalty to e-ticketing on airline websites. *Journal of Air Transport Management* , 37, 36-44.
- Ellahi, A., & Bokhari, R. H. (2013). Key quality factors affecting users' perception of social networking websites. *Journal of Retailing and Consumer Services* , 20 (1), 120-129.
- eMarketer. (14th June, 2017). *Social Network Users and Penetration Worldwide, 2016-2021*. Retrieved in 18th November, 2018, from <https://www.emarketer.com/Chart/Social-Network-Users-Penetration-Worldwide-2016-2021-billions-change-of-Internet-users/208943>
- eMarketer. (10th January, 2018). *Retail Ecommerce Sales Worldwide, 2016-2021*. Retrieved in 18th November, 2018, from <https://www.emarketer.com/Chart/Retail-Ecommerce-Sales-Worldwide-2016-2021-trillions-change-of-total-retail-sales/215138>
- Eren-Erdogmus, I., & Cicek, M. (2012). The impact of social media marketing on brand loyalty. *Procedia - Social and Behavioral Sciences* , 58, 1353 – 1360.
- Eren-Erdogmus, I., & Tatar, S. B. (2015). Drivers of Social Commerce Through Brand Engagement. *Procedia - Social and Behavioral Sciences* , 207, 189-195.
- Erkan, I., & Evans, C. (2016). Social media or shopping websites? The influence of eWOM on consumers' online purchase intentions. *Journal of Marketing Communications* , 1-17.
- Eugenia, I. (2017). Website - Tool of Marketing Strategy? *Ovidius University Annals: Economic Sciences Series* , XVII (1), 302-306.
- Everything Marketers Should Know About Social Media Marketing. (13th July, 2016). Retrieved in 25th March, 2018, from [mediakix.com: http://mediakix.com/2016/07/what-is-social-media-marketing-defined/#gs.kzcoDv4](http://mediakix.com/2016/07/what-is-social-media-marketing-defined/#gs.kzcoDv4)
- Falk, R. F., & Miller, N. B. (1992). *A primer for soft modelling*. Akron, OH: University of Akron Press.
- Fan, W.S., & Tsai, M.C. (2010). Factors driving website success – the key role of Internet customisation and the influence of website design quality and Internet marketing strategy. *Total Quality Management* , 21 (11), 1141-1159.
- Fang, X., & Salvendy, G. (2003). Customer-centered rules for design of e-commerce Web sites. *Communications of the ACM* , 46 (12), 332-336.

- Fassnacht, M., & Kose, I. (2007). Consequences of web-based service quality: uncovering a multi-faceted chain of effects. *Journal of Interactive Marketing* , 21 (3), 35-54.
- Fishbein, M., & Ajzen, I. (2010). *Predicting and changing behavior : the reasoned action approach*. New York: Taylor and Francis Group, LLC.
- Fram, E. H., & Grady, D. B. (1995). Internet Buyers: Will the Surfers Become Buyers? *Direct Marketing* , 63 (5).
- Gallaughier, J., & Ransbotham, S. (2010). Social Media and Customer Dialog Management at Starbucks. *MIS Quarterly Executive* , 9 (4), 197-212.
- Garbarino, E., & Johnson, M. S. (1999). The Different Roles of Satisfaction, Trust, and Commitment in Customer Relationships. *Journal of Marketing* , 63 (2), 70-87.
- Gefen, D. (2000). E-commerce: the roles of familiarity and trust. *Omega* , 28, 725–737.
- Gefen, D. (2002). Reflections on the dimensions of trust and trustworthiness among online consumers. *Database for Advances in Information Systems* , 33 (3), 38-53.
- Gefen, D., & Straub, D. (2004). Consumer trust in B2C E-commerce and the importance of social presence: experiments in e-products and e-services. *Omega* , 32, 407-424.
- Gerbing, D. W., & Anderson, J. C. (1988). An updated paradigm for scale development incorporating unidimensionality and its assessment. *Journal of Marketing Research* , 25 (2), 186–192.
- Gibbs, J. L., & Kraemer, K. L. (2004). A Cross-Country Investigation of the Determinants of Scope of E-commerce Use: An Institutional Approach. *Electronic Markets* , 14 (2), 124-137.
- Gibson, B. (2007). Enabling an Accessible Web 2.0. *Proceedings of the 16th International Conference on World Wide Web*. Banff:ACM., 1-6.
- Gronroos, C. (2017). Commentary: relationship marketing readiness: theoretical background and measurement directions. *Journal of Services Marketing* , 31 (3), 218-225.
- Guan, H., Zhang, X., & Dong, D. (2007). A research on relationship between customer-based e-tail brand equity and web-market outcomes. *IEEE* , 7, 3214-3217.
- Gustafsson, A., Johnson, M. D., & Roos, I. (2005). The Effects of Customer Satisfaction, Relationship Commitment Dimensions, and Triggers on Customer Retention. *Journal of Marketing* , 69 (4), 210-218.

- Guzelkan, O. (22nd July, 2010). *Web 1.0 Nedir, Web 2.0 Nedir? Web 1.0 ve Web 2.0 Arasındaki Farklar Nelerdir? (What is Web 1.0, What is Web 2.0? What are the differences between Web 1.0 and Web 2.0?)* Retrieved in 18th February, 2018, from ozanguzelkan.wordpress.com:
<https://ozanguzelkan.wordpress.com/category/Internet-teknoloji/>
- Hair, J. F., Black, W. C., Babin, B. J., & Anderson, R. E. (2014). *Multivariate Data Analysis*. London: Pearson Education Limited.
- Hajli, M. (2013). A research framework for social commerce adoption. *Information Management & Computer Security* , 21 (3), 144-154.
- Hajli, M. N. (2014a). A study of the impact of social media on consumers. *International Journal of Market Research* , 56 (3), 387-404.
- Hajli, M. N. (2014b). The role of social support on relationship quality and social commerce. *Technological Forecasting and Social Change* , 87, 17-27.
- Hajli, N. (2015). Social commerce constructs and consumer's intention to buy. *International Journal of Information Management* , 35 (2), 183-191.
- Hajli, N., Sims, J., Zadeh, A. H., & Richard, M.-O. (2017). A social commerce investigation of the role of trust in a social networking site on purchase intentions. *Journal of Business Research* , 71, 133-141.
- Halim, E., Setiawan, D. P., & Novela, E. S. (2016). Factors Affect Quality of SMEs' Online Marketing Website Based on DeLone and McLean Model. *International Conference on Information Management and Technology (ICIMTech)*. Bandung: IEEE. 338-343.
- Hamill, J., Tagg, S., & Vescovi, A. S. (2010). Editorial: Special edition—New developments in online marketing. *Journal of Marketing Management* , 26 (3-4), 181-186.
- Heijden, H. (2003). Factors influencing the usage of websites: the case of a generic portal in The Netherlands. *Information & Management* , 40 (6), 541-549.
- Hennig-Thurau, T. (2000). Relationship Quality and Customer Retention through Strategic Communication of Customer Skills. *Journal of Marketing Management* , 16 (1-3), 55-79.
- Hennig-Thurau, T., Gwinner, K., Walsh, G., & Gremler, D. (2004). “Electronic word-of-mouth via consumer-opinion platforms: what motivates consumers to articulate themselves on the Internet? *Journal of Interactive Marketing* , 18 (1), 38-52.
- Hennig-Thurau, T., Hofacker, C. F., & Bloching, B. (2013). Marketing the pinball way: Understanding how social media change the generation of value for consumers and companies. *Journal of Interactive Marketing* , 27 (4), 237-241.

- Hennig-Thurau, T., Malhotra, E. C., Frieger, C., Gensler, S., Lobschat, L., & Ranaswamy, A. (2010). The impact of new media on customer relationships. *Journal of Service Research* , 13 (3), 311-330.
- Holloway, B. B., Wang, S., & Parish, J. T. (2005). The role of cumulative online purchasing experience in service recovery management. *Journal of Interactive Marketing* , 19 (3), 54-66.
- Hon, L. C., & Grunig, J. E. (1999). *Guidelines for Measuring Relationships in Public Relations*. Gainesville: The Institute for Public Relations, Commission on PR Measurement and Evaluations.
- Huang, Z., & Benyoucef, M. (2013). From e-commerce to social commerce: A close look at design features. *Electronic Commerce Research and Applications* , 12 (4), 246-259.
- Huang, Z., & Benyoucef, M. (2015). User preferences of social features on social commerce websites: An empirical study. *Technological Forecasting and Social Change* , 95, 57-72.
- Huang, Z., Yoon, S. Y., & Benyoucef, M. (2012). Adding Social Features to E-commerce. *2012 Proceedings of the Conference on Information Systems Applied Research*. New Orleans: EDSIG. 1-11.
- Imai, K., Keele, L., & Tingley, D. (2010). A general approach to causal mediation analysis. *Psychological Methods* , 15 (4), 309.
- Inan, H., & Dogan, H. (2006). Müşteri odaklı web sitelerinin işletme pazarlama kararlarına ve markasına etkisi (The Effects of Customer Oriented Web sites on Corporate Marketing Decisions and Brand). *C.U. Journal of Institute of Social Sciences* , 15 (2), 191-206.
- Inanc, V. (21th December, 2009). *Web 3.0 Nedir? (What is Web 3.0?)* Retrieved in 24th February, 2018, from <http://www.volkaninanc.com>: <http://www.volkaninanc.com/web-3-0-nedir/>
- Ivkovic, M., & Milanov, D. (2010). Affiliate Internet marketing: Concept and application analysis. *2010 International Conference on Education and Management Technology (ICEMT 2010)*. Cairo: IEEE. 319-323.
- Jacoby, J., & Chestnut, R. W. (1978). *Brand Loyalty, Measurement and Management*. New York: John Wiley & Sons.
- Jansen, B. J., & Schuster, S. (2011). Bidding on the buying funnel for sponsored search and keyword advertising. *Journal of Electronic Commerce Research* , 12 (1), 1-18.

- Jiewanto, A., Laurens, C., & Nelloh, L. (2012). Influence of Service Quality, University Image, and Student Satisfaction toward WOM Intention: A Case Study on Universitas Pelita Harapan Surabaya. *Procedia - Social and Behavioral Sciences* , 40, 16-23.
- Johnson, J. L., Sohi, R. S., & Grewal, R. (2004). The Role of Relational Knowledge Stores in Interfirm Partnering. *Journal of Marketing* , 68 (3), 21-36.
- Jones, K., & Leonard, L. N. (2008). Trust in consumer-to-consumer electronic commerce. *Information & Management* , 45 (2), 88-95.
- Kambil, A. (2008). What is your Web 5.0 Strategy? *Journal of Business Strategy* , 29 (6), 1-4.
- Kannan, P. K., & Li, H. A. (2017). Digital marketing: A framework, review and research agenda. *International Journal of Research in Marketing* , 34 (1), 22-45.
- Kaplan, A. M. (2012). If you love something, let it go mobile: Mobile marketing and mobile social media 4x4. *Business Horizons* , 55 (2), 129-139.
- Kaplan, A. M., & Haenlein, M. (2010). Users of the world, unite! The challenges and opportunities of Social Media. *Business Horizons* , 1, 59-68.
- Karaosmanoglu, E., Acar, R., & Uray, N. (2016). Websiteleri Firmalara Ne Kazandırabilir? Websitesi Kalitesi, Tüketici-Odaklı Marka Değeri ve Satınalma Eğilimi Arasındaki İlişki (What Websites Contribute to Firms? The relationship between Website Quality, Consumer-based Brand Equity, and Purchase Intention). *Anadolu University Journal of Social Sciences* , 16 (1), 159-173.
- Karjaluoto, H., & Leinonen, H. (2009). Advertisers' perceptions of search engine marketing. *Int. J. Internet Marketing and Advertising* , 5 (1/2), 95-112.
- Katz, K. (13th March, 2018). *Why Every Marketing Mix Should Include Paid, Owned & Earned Content*. Retrieved in 26th March, 2018, from searchenginejournal.com: <https://www.searchenginejournal.com/paid-owned-earned-content/242075/>
- Kim, A. J., & Ko, E. (2012). Do social media marketing activities enhance customer equity? An empirical study of luxury fashion brand. *Journal of Business Research* , 65 (10), 1480–1486.
- Kim, H., & Niehm, L. S. (2009). The Impact of Website Quality on Information Quality, Value, and Loyalty Intentions in Apparel Retailing. *Journal of Interactive Marketing* , 23 (3), 221-233.

- Kim, S., & Park, H. (2013). Effects of various characteristics of social commerce (s-commerce) on consumers' trust and trust performance. *International Journal of Information Management* , 33 (2), 318-332.
- Kim, S., & Stoel, L. (2004). Apparel retailers: website quality dimensions and satisfaction. *Journal of Retailing and Consumer Services* , 11 (2), 109-117.
- Kim, W. G., Han, J. S., & Lee, E. (2001). Effects of relationship marketing on repeat purchase and word of mouth. *Journal of Hospitality & Tourism Research* , 25 (3), 272-288.
- Kim, Y. A., & Srivastava, J. (2007). Impact of Social Influence in E-commerce Decision Making. *Proceedings of the Ninth International Conference on Electronic Commerce*. Minneapolis: ICEC07. 293-301.
- Kim, Y. J., & Kim, H. Y. (2010). The effect of justice and trust on eWOM in social media marketing: focused on power blog and meta blog. *The Journal of Internet Electronic Commerce Research* , 10 (3), 131-155.
- Kim, Y. (2011). Market analysis and issues of social commerce in Korea. *KISDI* , 23 (11), 41-63.
- Kingsnorth, S. (2016). *Digital Marketing Strategy: An integrated approach to online marketing*. London: Kogan Page Limited.
- KPMG. (2017). *2017 Global Online Consumer Report*. U.K.
- Kramer, S. (13th November, 2015). *Social Media Marketing: You Get What You Pay For*. Retrieved in 14th March, 2018 from v3b.com:
<https://v3b.com/2015/11/social-media-marketing-you-get-what-you-pay-for/>
- Kritzing, W. T., & Weideman, M. (2013). Search Engine Optimization and Pay-per-Click Marketing Strategies. *Journal of Organizational Computing and Electronic Commerce* , 23 (3), 273-286.
- Kuan, H., & Bock, G. W. (2007). Trust transference in brick and click retailer:an investigation of the before-online-visit phase. *Information & Management* , 44 (2), 175-187.
- Kuan, H.H., Bock, G.W., & Vathanophas, V. (2008). Comparing the effects of website quality on customer initial purchase and continued purchase at e-commerce websites. *Behaviour & Information Technology* , 27 (1), 3-16.
- Kuhl, J., & Beckmann, J. (1985). Action Control: From Cognition to Behavior. In J. Kuhl, & J. Beckman (Eds.), *The Historical Perspectives in the Study of Action Control* (pp. 89-100). Berlin: Springer-Verlag.

- Kumar, R., Novak, J., & Tomkins, A. (2010). Structure and Evolution of Online Social Networks. P. S. Yu, J. Han, & C. Faloutsos (Eds), In *Link Mining: Models, Algorithms, and Applications*. New York: Springer, 2010, 337-357
- Kumar, V., Zhang, X. A., & Cosguner, K. (2017, December). Dynamically Managing a Profitable Email Marketing Program. *Journal of Marketing Research* , 851-866.F
- Lal, P. (2017). Analyzing determinants influencing an individual's intention to use social commerce website. *Future Business Journal* , 3, 70-85.
- Lau, M. (13th September, 2012). *Stay In the Know: 5 Great Social News Sites*. Retrieved in 11th March, 2018, from dreamgrow.com: <https://www.dreamgrow.com/stay-in-the-know-5-great-social-news-sites/>
- Lee, C. H., Eze, U. C., & Ndubisi, N. O. (2011). Analyzing key determinants of online repurchase intentions. *Asia Pacific Journal of Marketing and Logistics* , 23 (2), 200-221.
- Lee, J., Park, Y., & Jang, J. (2012). Impact of IT service provider's expertise and customer's sociability on continuous intention to use. V. Khachidze, T. Wang, S. Siddiqui, V. Liu, S. Cappuccio, & A. Lim (Eds), In *Contemporary Research on E-Business Technology and Strategy*. Tianjin: Springer, 2012, 135-146.
- Lee, S.-H., DeWester, D., & Park, S. R. (2008). Web 2.0 and opportunities for small businesses. *Service Business* , 2 (4), 335-345.
- Lee, Y., & Kozar, K. A. (2006). Investigating the effect of website quality on e-business success: An analytic hierarchy process (AHP) approach. *Decision Support Systems* , 42 (3), 1383-1401.
- Li, K., Lin, M., Lin, Z., & Xing, B. (2014). Running and Chasing -- The Competition between Paid Search Marketing and Search Engine Optimization. *2014 47th Hawaii International Conference on System Sciences (HICSS)*. Waikoloa: IEEE. 3110-3119
- Li, L., Peng, M., Jiang, N., & Law, R. (2017). An empirical study on the influence of economy hotel website quality on online booking intentions. *International Journal of Hospitality Management* , 63, 1-10.
- Li, Y., Xu, Z., & Xu, F. (2018). Perceived Control and Purchase Intention in Online Shopping: The Mediating Role of Self-Efficacy. *Social Behavior and Personality* , 46 (1), 99-106.
- Liang, T.P., & Turban, E. (2011). Introduction to the Special Issue Social Commerce: A Research Framework for Social Commerce. *International Journal of Electronic Commerce* , 16 (2), 5-14.

- Liang, T.P., Ho, Y.T., Li, Y.W., & Turban, E. (2011). What Drives Social Commerce: The Role of Social Support and Relationship Quality. *International Journal of Electronic Commerce* , 16 (2), 69-90.
- Lim, H., & Kumar, A. (2017). Variations in consumers' use of brand online social networking: A uses and gratifications approach. *Journal of Retailing and Consumer Services* .
- Lim, Y. S., Heng, P. C., Ng, T. H., & Cheah, C. S. (2016). Customers' online website satisfaction in online apparel purchase: A study of Generation Y in Malaysia. *Asia Pacific Management Review* , 21 (2), 74-78.
- Lin, F., Huarng, K., Chen, Y. M., & Lin, S. (2004). Quality evaluation of web services. *Proceedings of the IEEE International Conference on E-Commerce Technology for Dynamic E-Business*. China: The Institute of Electrical and Electronics Engineers Inc. 226-233.
- Lin, H. F. (2007). The Impact of Website Quality Dimensions on Customer Satisfaction in the B2C E-commerce Context. *Total Quality Management* , 18 (4), 363-378.
- Lin, Y. J. (2006). *Toward the understanding of web equity on an e-commerce website*. Master Degree Thesis, Department of Communications, California State University.
- Little, T. D., Shahar, G., Cunningham, W. A., & Widaman, K. (2002). To Parcel or Not to Parcel: Exploring the Question, Weighing the Merits. *Structural Equation Modeling A Multidisciplinary Journal* , 9 (2), 151-173.
- Liu, C., & Arnett, K. P. (2000). Exploring the factors associated with Web site success in the context of electronic commerce. *Information Management* , 38 (1), 23-33.
- Liu-Thompkins, Y., & Tam, L. (2013). Not All Repeat Customers Are the Same: Designing Effective Cross-Selling Promotion on the Basis of Attitudinal Loyalty and Habit. *Journal of Marketing* , 77 (5), 21-36.
- Loiacono, E. T., Watson, R. T., & Goodhue, D. L. (2007). WebQual: An Instrument for Consumer Evaluation of Web Sites. *International Journal of Electronic Commerce* , 11 (3), 51-87.
- Loiacono, E. T., Watson, R. T., & Goodhue, D. (2002). WebQual™: A web site quality instrument. *American Marketing Association: Winter Marketing Educators' Conference*. 432-438.
- Lu, Y., Zhao, L., & Wang, B. (2010). From virtual community members to C2C e-commerce buyers: Trust in virtual communities and its effect on consumers' purchase intention. *Electronic Commerce Research and Applications* , 9 (4), 346-360.

- Luarn, P., & Lin, H.-H. (2003). A Customer Loyalty Model for E-Service Context. *Journal of Electronic Commerce Research* , 4 (4), 156-167.
- Malhotra, N. K. (2010). *Marketing Research: An Applied Orientation*. New Jersey: Pearson Education.
- Mangold, W. G., & Faulds, D. J. (2009). Social media: The new hybrid element of the promotion mix. *Business Horizons* , 52 (4), 357-365.
- McKnight, D. H., Choudhury, H., & Kacmar, C. (2002). Developing and validating trust measures for E-commerce: an integrative typology. *Information Systems Research* , 13 (3), 334-359.
- McKnight, D., & Chervany, N. L. (2001). Conceptualizing trust: a typology and e-commerce customer relationships model. *Proceedings of the 34th Annual Hawaii International Conference on System Sciences*. Maui: IEEE. 1-10.
- McKnight, D., Kacmar, C., & Choudhury, V. (2004). Dispositional trust and distrust distinctions in predicting high-and low-risk Internet expert advice site perceptions. *e-Service Journal* , 3 (2), 35-58.
- McLure-Wasko, M., & Faraj, S. (2005). Examining social capital and knowledge contribution in electronic networks of practice. *MIS Quarterly* , 29 (1), 35-57.
- Merwe, R. v., & Bekker, J. (2003). A framework and methodology for evaluating e-commerce Web sites. *Internet Research* , 13 (5), 330-341.
- Molinillo, S., Liebana-Cabanillas, F., & Anaya-Sanchez, R. (2018). A Social Commerce Intention Model for Traditional E-Commerce Sites. *Journal of Theoretical and Applied Electronic Commerce Research* , 13 (2), 80-93.
- Moorman, C., Deshpande, R., & Zaltman, G. (1992). Factors Affecting Trust in Market Research Relationships. *Journal of Marketing* , 57 (1), 81-101.
- Moreau, E. (7th March, 2018). *The Top Social Networking Sites People Are Using*. Retrieved in 10th March, 2018, from lifewire.com: <https://www.lifewire.com/top-social-networking-sites-people-are-using-3486554>
- Morgan, R. M., & Hunt, S. D. (1994). The Commitment-Trust Theory of Relationship Marketing. *Journal of Marketing* , 58 (3), 20-38.
- Murthi, B., & Sarkar, S. (2003). The role of the management sciences in research on personalization. *Management Science* , 49, 1344–1362.
- Napitupulu, D. (2017). Analysis of Factors Affecting the Website Quality Based on Webqual Approach (Study Case: XYZ University). *International Journal on Advanced Science Engineering Information Technology* , 7 (3), 785-791.

- Naylor, R., Lamberton, C., & West, P. (2012). Beyond the “like” button: the impact of mere virtual presence on brand evaluations and purchase intentions in social media settings. *Journal of Marketing* , 76 (6), 105-120.
- Neethling, R. (2008). User profiles for preferences of search engine optimisation versus paid placement. *Master Thesis*. Cape Town: The Cape Peninsula University of Technology.
- Noori, A. S., Hashim, K. F., & Yusof, S. A. (2016). The Conceptual Relation of Electronic Word-of-mouth, Commitment and Trust in Influencing Continuous Usage of Social Commerce. *International Review of Management and Marketing* , 6 (S7), 226-230.
- Novabos, C. R., Matias, A., & Mena, M. (2015). How Good is this Destination Website: A User-centered Evaluation of Provincial Tourism Websites. *Procedia Manufacturing* , 3, 3478-3485.
- Oliver, R. (1999). Whence Consumer Loyalty. *Journal of Marketing* , 63 (Special Issue), 33-44.
- O'Reilly, T. (30th September, 2005). *What is Web 2.0*. Retrieved in 24th February, 2018, from <http://www.oreilly.com: http://www.oreilly.com/pub/a/web2/archive/what-is-web-20.html>
- Ou, C. X., Pavlou, P. A., & Davison, R. M. (2014). Swift Guanxi in Online Marketplaces: The Role of Computer-Mediated Technologies. *MIS Quarterly* , 38 (1), 209-230.
- Page, C., & Lepkowska-White, E. (2002). Web equity: a framework for building consumer value in online companies. *Journal of Consumer Marketing* , 19 (3), 231-248.
- Parasuraman, A., Zeithaml, V. A., & Malhotra, A. (2005). E-S-Qual: A Multiple-Item Scale for Assessing Electronic Service Quality. *Journal of Service Research* , 7 (3), 213-233.
- Park, C. H., & Kim, Y. G. (2003). Identifying key factors affecting consumer purchase behavior in an online shopping context. *International Journal of Retail and Distribution Management* , 31, 16-29.
- Park, Y. A., & Gretzel, U. (2007). Success Factors for Destination Marketing Web Sites: A Qualitative Meta-Analysis. *Journal of Travel Research* , 46 (1).
- Pavlou, P. A., & Gefen, D. (2004). Building effective online marketplaces with institution-based trust. *Information Systems Research* , 15 (1), 37-59.

- Pavlou, P. A. (2003). Consumer acceptance of electronic commerce: Integrating trust and risk with the technology acceptance model. *International Journal of Electronic Commerce* , 7 (3), 101-134.
- Plume, C. J., Dwivedi, Y. K., & Slade, E. L. (2017). *Social Media in the Marketing Context*. Cambridge: Elsevier Ltd.
- Porter, C. E., & Donthu, N. (2008). Cultivating Trust and Harvesting Value in Virtual Communities. *Management Science* , 54 (1), 113-128.
- Pothong, C., & Sathitwiriawong, C. (2016). Factors of S-Commerce Influencing Trust and Purchase Intention. *2016 International Computer Science and Engineering Conference (ICSEC)*. Chiang Mai: IEEE.
- Prasad, S., Gupta, I. C., & Totala, N. K. (2017). Social media usage, electronic word of mouth and purchase-decision involvement. *Asia-Pacific Journal of Business Administration* , 9 (2), 134-145.
- Preacher, K. J., & Hayes, A. (2004). SPSS and SAS procedures for estimating indirect effects in simple mediation models. *Behavior research methods, instruments, & computers* , 36 (4), 717-731.
- Riecken, D. (2000). Introduction: personalized views of personalization. *Communications of the ACM* , 43, 26-28.
- Rosen, D. E., & Purinton, E. (2004). Website Design: Viewing the Web as a Cognitive Landscape. *Journal of Business Research* , 57 (7), 787-794.
- Roy, P., Khandeparkar, K., & Motiani, M. (2016). A lovable personality: The effect of brand personality on brand love. *Journal of Brand Management* , 23 (5), 97-113.
- Safko, L., & Brake, D. K. (2009). *The Social Media Bible*. New Jersey: John Wiley & Sons, Inc.
- Salvati, T. (1999). The interactive imperative. *Banking Strategies* , 75 (May-June), 6-7.
- Schivinski, B., & Dabrowski, D. (2016). The effect of social media communication on consumer perceptions of brands. *Journal of Marketing Communications* , 22 (2), 189-214.
- Schonberg, E., Cofino, T., Hoch, R., Podlaseck, M., & Spraragen, S. L. (2000). Measuring success. *Communications of the ACM* , 43, 53-57.

- Scott, D. M. (2007). *The New Rules of Marketing and PR*. New Jersey: John Wiley & Sons.
- Sen, R. (2005). Optimal Search Engine Marketing Strategy. *International Journal of Electronic Commerce* , 10 (1), 9-25.
- Senecal, S., & Nantel, J. (2004). The influence of online product recommendations on consumers' online choices. *Journal of Retailing* , 80 (2), 159-169.
- Shankar, V., Venkatesh, A., Hofacker, C., & Naik, P. (2010). Mobile Marketing in the Retailing Environment: Current Insights and Future Research Avenues. *Journal of Interactive Marketing* , 24 (2), 111-120.
- Shin, J., Chung, K., Oh, J., & Lee, C. (2013). The effect of site quality on repurchase intention in Internet shopping through mediating variables: the case of university students in South Korea. *International Journal of Information Management* , 33 (3), 453-463.
- Siau, K., & Shen, Z. (2003). Building customer trust in mobile commerce. *Communications of the ACM* , 46 (4), 91-94.
- Singh, B. (2nd February, 2010). *Difference Between Web 1.0, Web 2.0, & Web 3.0 - With Examples*. Retrieved in 24th February, 2018, from <http://ezinearticles.com: http://ezinearticles.com/?Difference-Between-Web-1.0,-Web-2.0,-and-Web-3.0---With-Examples&id=3683790>
- Smith, M. (2011). *The new relationship marketing: how to build a large, loyal, profitable network using the social web*. New Jersey: John Wiley & Sons, Inc.
- Srinivasan, M., & Tamilarasan, R. (2018). Social Media As A Marketing Tool: An Empirical Study. *International Journal of Recent Scientific Research* , 9 (2), 24607-24611.
- Srinivasan, S. S., Anderson, R., & Ponnaveolu, K. (2002). Customer loyalty in e-commerce: an exploration of its antecedents and consequences. *Journal of Retailing* , 78 (1), 41-50.
- Statista. (5th March, 2018). *Share of Internet users whose online shopping behavior is influenced by social media as of March 2018, by country*. Retrieved in 28th November, 2018 from <https://www.statista.com: https://www.statista.com/statistics/297006/Internet-users-expert-opinions-before-purchase/>

- Stephen, A. T., & Galak, J. (2012). The Effects of Traditional and Social Earned Media on Sales: A Study of a Microlending Marketplace. *Journal of Marketing Research* , 49 (5), 624-639.
- Stokes, R. (2011). *eMarketing: The essential guide to digital marketing*. Cape Town: Quirk eMarketing (Pty) Ltd.
- Storbacka, K., & Lehtinen, J. (2001). *Customer Relationship Management: Creating Competitive Advantage Through Win-Win Relationship Strategies*. Singapore: McGraw-Hill.
- Sullivan, D. (4th March, 2010). *Does SEM = SEO + CPC Still Add Up?* Retrieved in 25th February, 2018 from <https://searchengineland.com:https://searchengineland.com/does-sem-seo-cpc-still-add-up-37297>
- Sultan, F., Urban, G. L., Shankar, V., & Bart, I. Y. (2002). *Determinants and role of trust in e-business: a large scale empirical study*. ABD: MIT Sloan School of Management.
- Swamynathan, G., Wilson, C., Boe, B., Almeroth, K., & Zhao, B. Y. (2008). Do social networks improve e-commerce?: a study on social marketplaces. *ACM*, 1-6.
- Tarute, A., Nikou, S., & Gatautis, R. (2017). Mobile application driven consumer engagement. *Telematics and Informatics* , 34 (4), 145-156.
- Tatar, S. B., & Eren-Erdogmus, I. (2014). The effect of social media marketing on brand trust and brand loyalty for hotels. *Information Technology & Tourism* , 16 (3), 249-263.
- Taylor, T. H. (2016). 4 Ways to Build an Effective Email Marketing System. *Advisor Today* , 111 (6), 46.
- Team, M. (14th September 2017). *How The Internet Became Home To Hundreds Of Millions Of Blogs In Less Than 25 Years*. Retrieved in 14th March, 2018 from <http://mediakix.com:http://mediakix.com/2017/09/how-many-blogs-are-there-in-the-world/#gs.E3EpT54>
- Tekdal, M., Sayginer, S., & Baz, F. C. (2018). Developments of Web Technologies and Their Reflections to Education: A Comparative Study. *Journal of Educational and Instructional Studies in the World* , 8 (1), 17-27.
- Teo, T., & Liu, J. (2007). Consumer trust in e-commerce in the United States, Singapore and China. *Omega* , 35, 22-38.

- Thakur, A., & Kaur, R. (2016). An Empirical Examination of Relationship Between Emotional Attachment and Attitudinal Brand Loyalty Towards Luxury Fashion Brands. *DLSU Business & Economics Review* , 26 (1), 70-80.
- Todor, R. D. (2016). Blending traditional and digital marketing. *Bulletin of the Transilvania University of Braşov Series V: Economic Sciences* , 9 (58), s. 51-56.
- Tsao, W.-C., Hsieh, M.-T., & Lin, T. M. (2016). Intensifying online loyalty! The power of website quality and the perceived value of consumer/seller relationship. *Industrial Management & Data Systems* , 116 (9), 1987-2010.
- TUIK (Turkish Statistics Institute). (2018). *Hanelerde Bilişim Teknolojileri Kullanımı İstatistikleri (The Statistics of the Household Technology Usage)*. Retrieved in 18th November, 2018 from <http://tuik.gov.tr/Start.do>: http://tuik.gov.tr/PreTablo.do?alt_id=1028
- Turban, E., Outland, J., King, D., Lee, J. K., Liang, T.-P., & Turban, D. C. (2018). *Electronic Commerce 2018 A Managerial and Social Networks Perspective* Cham: Springer.
- Tuten, T. L. (2008). *Advertising 2.0 : social media marketing in a web 2.0 world*. Westport: Praeger Publishers.
- Uлага, W., & Eggert, A. (2006). Relationship value and relationship quality: Broadening the nomological network of business-to-business relationships. *European Journal of Marketing* , 40 (3/4), 311-327.
- Varshney, U. (2003). Issues, requirements and support for location-intensive mobile commerce applications. *International Journal of Mobile Communications* , 1 (3), 247-263.
- Watson, C., McCarthy, J., & Rowley, J. (2013). Consumer attitudes towards mobile marketing in the smart phone era. *International Journal of Information Management* , 33 (5), 840-849.
- We Are Social. (2018a). *Digital in 2018 Global Overview*.
- We Are Social. (2018b). *Digital in 2018 in Western Asia Part 1 - North-West*.
- Weinberg, T. (2009). *The New Community Rules: Marketing on the Social Web*. Sebastopol: O'Reilly Media.
- Wigand, R. T., Benjamin, R. I., & Birkland, J. L. (2008). Web 2.0 and Beyond: Implications for Electronic Commerce. *10th International Conference on Electronic Commerce*. Innsbruck: ICEC08.

- Wolfenbarger, M. F., & Gilly, M. C. (2002). *.comQ: Dimensionalizing, Measuring and Predicting Quality of the E-tail Experience*. Cambridge: Marketing Science Institute.
- Wolfenbarger, M., & Gilly, M. C. (2003). eTailQ: dimensionalizing, measuring and predicting. *Journal of Retailing* , 79 (3), 183-198.
- Yalcin, N., & Kose, U. (2010). What is search engine optimization: SEO? *Procedia Social and Behavioral Sciences* , 9, 487-493.
- Yang, K., Li, X., Kim, H., & Kim, Y. H. (2015). Social shopping website quality attributes increasing consumer participation, positive eWOM, and co-shopping: The reciprocating role of participation. *Journal of Retailing and Consumer Services* , 24, 1-9.
- Yapp, W. (2015, May). Driving Better Results Through Email Marketing. *Franch* , 50-52.
- Yasmin, A., Tasneem, S., & Fatema, K. (2015). Effectiveness of Digital Marketing in the Challenging Age: An Empirical Study. *International Journal of Management Science and Business Administration* , 1 (5), 69-80.
- Yubo, C., & Jinhong, X. (2005). Third-party product review and firm marketing strategy. *Marketing Science* , 24 (2), 218-240.
- Zarrella, D. (2010). *The Social Media Marketing Book*. Sebastopol: O'Reilly Media, Inc.
- Zeithaml, V. A., & Bitner, M. J. (2000). *Services Marketing: Integrating Customer Focus across the Firm*. Madison: McGraw-Hill.
- Zeithaml, V., Berry, L., & Parasuraman, A. (1996). The behavioral consequences of service quality. *Journal of Marketing* , 60, 31-46.
- Zhang, K. Z., Benyoucef, M., & Zhao, S. J. (2016). Building brand loyalty in social commerce: The case of brand microblogs. *Electronic Commerce Research and Applications* , 15, 14-25.
- Zhang, Y., & Im, I. (2002). Recommendation systems: a framework and research issues. *The Proceedings of Americas Conference on Information Systems* , 468- 473.
- Zhang, Y., Fang, Y., Wei, K.K., Ramsey, E., McCole, P., & Chen, H. (2011). Repurchase intention in B2C e-commerce—A relationship quality perspective. *Information & Management* , 48 (6), 192-200.

- Zhang, Z., Cheung, K.H., & Townsend, J.P. (2008). Bringing Web 2.0 to Bioinformatics. *Briefings in Bioinformatics (Oxford Journals)* , 1 (10), 1-10.
- Zhou, F., & Jia, W. (2018). How a Retailer's Website Quality Fosters Relationship Quality: The Mediating Effects of Parasocial Interaction and Psychological Distance. *International Journal of Human-Computer Interaction* , 34 (1), 73-83.



APPENDICES

Appendix 1 - Questionnaire in Turkish

Değerli katılımcı; Bu anket Marmara Üniversitesi Sosyal Bilimler Enstitüsü, İngilizce İşletme Anabilim Dalı, Üretim Yönetimi ve Pazarlama Bölümü Yüksek Lisans Programı, tez çalışması kapsamında hazırlanmıştır. Çalışmanın amacı; firmanın Internet sitesi ve sosyal medya¹ hesapları gibi edinilmiş medya kanallarının ve firma hakkındaki yorum ve eleştiriler gibi kazanılmış medya kanallarının, güven-bağlılık ilişkisi üzerindeki etkisini belirlemektir. Vereceğiniz cevaplar gizli tutulacak ve tamamen akademik amaçla kullanılacaktır. Soruları lütfen dikkatlice okuyunuz ve size en uygun gelen cevapları işaretleyiniz. Katılımınız ve desteğiniz için çok teşekkür ederim.

Ne kadar süredir Internet kullanıyorsunuz?

- ☐ 1 yıldan daha az ☐ 1-3 yıl ☐ 4-6 yıl ☐ 6 yıldan daha fazla

İnternette ne sıklıkla alışveriş yaparsınız? (Cevabınız hiçbir zamansa, lütfen ankete devam etmeyiniz.)

- ☐ Hiçbir zaman ☐ Nadiren ☐ Ayda 1 veya 2 ☐ Haftada 1 veya 2 ☐ Her gün

İnternette en çok günün hangi zamanında alışveriş yaparsınız?

- ☐ Sabah ☐ Öğlen ☐ Akşam ☐ Gece

Sosyal paylaşım sitelerinden (Facebook, Instagram, vb.) alışveriş yapıyor musunuz?

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

Aşağıdaki firmalardan Internet sitesinden ürün satın almış olduğunuz ve sosyal medya (Facebook, Instagram, Twitter, vb.) hesaplarını takip ettiğiniz birini seçiniz.

AliExpress		İdefix	
Amazon		Kitapyurdu	
Bimeks		Media Markt	
DermoEczanem		N11	
D&R		Parfümania	
Gold		Teknosa	
Hepsiburada		Vatan Bilgisayar	

¹ Sosyal medya, kullanıcıların Internet üzerinden diğer kullanıcılar ve firmalar ile iletişime geçtikleri sosyal paylaşım siteleri (Facebook, Instagram, LinkedIn, vb.), forumlar (r10.net, Donanım Haber Forum, vb.), bloglar, mikrobloglar (Twitter, vb.), içerik siteleri (YouTube, Flickr, Slideshare, Dailymotion, vb.), sanal yaşam ve sanal oyun sitelerinin tümünün birden oluşturduğu mecraya verilen isimdir.

Aşağıda yer alan, bir önceki soruda belirttiğiniz firma ile ilgili ifadelere katılma düzeyinizi 5:Kesinlikle Katılıyorum, 4:Katılıyorum, 3:Ne Katılıyorum Ne Katılmıyorum, 2:Katılmıyorum, 1:Kesinlikle Katılmıyorum şeklinde belirtiniz.

		1: Kesinlikle Katılmıyorum	2: Katılmıyorum	3: Ne Katılıyorum Ne Katılmıyorum	4: Katılıyorum	5: Kesinlikle Katılıyorum
A1.	Firmanın Internet sitesinde arama yapmak kolaydır.	1	2	3	4	5
A2.	Firmanın Internet sitesi iyi düzenlenmiştir.	1	2	3	4	5
A3.	Firmanın Internet sitesinde ürünlerle ilgili ayrıntılı bilgiye ulaşırım.	1	2	3	4	5
A4.	Firmanın Internet sitesinde sunulan bilgiler sayesinde ürünleri mağazada görmüş kadar olurum.	1	2	3	4	5
A5.	Firmanın Internet sitesi kapsamlı bilgiye sahiptir.	1	2	3	4	5
A6.	Firmanın Internet sitesi ürünleri araştırmama yardımcı olur.	1	2	3	4	5
A7.	Firmanın Internet sitesine kredi kartı bilgilerimi vermeyi güvenli buluyorum.	1	2	3	4	5
A8.	Firmanın Internet sitesinde gizliliğimin korunduğunu hissedirim.	1	2	3	4	5
A9.	Firmanın Internet sitesine, kişisel bilgilerimi kötüye kullanmayacağı konusunda güvenirim.	1	2	3	4	5
A10.	Firmanın Internet sitesi benim kişisel bilgilerimi başkalarıyla paylaşmaz.	1	2	3	4	5
A11.	Firmanın Internet sitesinin tasarımı göze hoş görünür.	1	2	3	4	5
A12.	Firmanın Internet sitesinin tasarımı yenilikçidir.	1	2	3	4	5
A13.	Firmanın Internet sitesinden sipariş ettiğim ürünler tam istediğim gibi elime ulaşır.	1	2	3	4	5
A14.	Firmanın Internet sitesinden alış veriş yaptığımda ürünler elime zamanında ulaşır.	1	2	3	4	5
A15.	Firmanın Internet sitesinde ürünlerin iade şartları açık ve net olarak belirtilmiştir.	1	2	3	4	5
A16.	Firmanın Internet sitesinin ürün iade şartları makuldür.	1	2	3	4	5
A17.	Firmanın Internet sitesinden sipariş ettiğim ürünlerin nerede olduğunu takip edebilirim.	1	2	3	4	5
A18.	Firma, Internet sitesinde diğer kullanıcıların yorum ve tecrübelerine yer verir.	1	2	3	4	5
A19.	Firmanın Internet sitesi, kullanıcılarından aldığı yorum, istek ve şikayetlere göre şekillendirilir.	1	2	3	4	5
A20.	Firmanın Internet sitesi ihtiyaçlarıma göre içerikleri düzenler.	1	2	3	4	5

A21.	Firmanın Internet sitesinde kişiselleştirme yapılabilir.	1	2	3	4	5
A22.	Firma sosyal medyada aktiftir.	1	2	3	4	5
A23.	Firma çeşitli sosyal medya mecralarında yer almaktadır.	1	2	3	4	5
A24.	Firmanın sosyal medya hesapları günceldir.	1	2	3	4	5
A25.	Sıkıldığımda firmanın sosyal medya hesaplarını inceleyip zaman geçiririm.	1	2	3	4	5
A26.	Firmanın sosyal medya hesaplarında görseller göze hoş görünür.	1	2	3	4	5
A27.	Firmanın sosyal medya hesaplarından promosyonlarla ilgili bilgi alırım.	1	2	3	4	5
A28.	Firmanın sosyal medya hesaplarından sunulan kampanyalarla ilgili bilgi alırım.	1	2	3	4	5
A29.	Firmanın sosyal medya hesaplarından markanın kullanıcı profiliyle ilgili bilgi alırım.	1	2	3	4	5
A30.	Firmanın sosyal medya hesapları ve platformlardaki müşterilerinin yorumlarını okurum.	1	2	3	4	5
A31.	Bu firma güvenilirdir.	1	2	3	4	5
A32.	Firma verdiği sözü tutar.	1	2	3	4	5
A33.	Bu firmaya güveniyorum.	1	2	3	4	5
A34.	Bu firma dürüsttür.	1	2	3	4	5
A35.	Bu firmadan alış veriş yapmaya devam etmeyi düşünüyorum.	1	2	3	4	5
A36.	Bu firmadan tekrardan ürün almayı düşünürüm.	1	2	3	4	5
A37.	Bu firmayla ilgili çevremdekilere olumlu şeyler söyleyeceğim.	1	2	3	4	5
A38.	Bu firmayı başkalarına tavsiye ederim.	1	2	3	4	5
A39.	Sosyal medyada diğer kullanıcılarla bu firmayla ilgili kendi alış veriş tecrübelerimi paylaşıyorum.	1	2	3	4	5
A40.	Sosyal medyada diğer kullanıcılara bu firmadan ürün önerisinde bulunurum.	1	2	3	4	5
A41.	Bu firmadan alış veriş yapmak istediğimde, sosyal medyadaki diğer kullanıcıların yorumlarını dikkate alırım.	1	2	3	4	5

A42.	Sosyal medya hesapları (Facebook, Instagram, Twitter, vb.) ve platformlardaki (Forumlar, Bloglar, vb.) firma hakkındaki yorum ve eleştiriler	Firmanın internet sitesindeki yorum ve eleştiriler
objektiftir.	1 2 3 4 5	1 2 3 4 5
açık ve anlaşılırdır.	1 2 3 4 5	1 2 3 4 5
kalitesi yüksektir.	1 2 3 4 5	1 2 3 4 5
ikna edicidir.	1 2 3 4 5	1 2 3 4 5
güvenilirdir.	1 2 3 4 5	1 2 3 4 5
faydalıdır.	1 2 3 4 5	1 2 3 4 5
bilgilendiricidir.	1 2 3 4 5	1 2 3 4 5
firmayla ilgili mevcut bilgilerime katkı sağlar.	1 2 3 4 5	1 2 3 4 5
satın alma kararımı kolaylaştırır.	1 2 3 4 5	1 2 3 4 5

Lütfen aşağıdaki sorulara size en uygun cevapları veriniz.

Cinsiyetiniz ☐ Kadın ☐ Erkek

Yaşınız:

Gelir Durumunuz ☐ 0 – 999 TL
 ☐ 1000 – 1999 TL
 ☐ 2000 – 2999 TL
 ☐ 3000 – 3999 TL
 ☐ 4000 – 4999 TL
 ☐ 5000 – 5999 TL
 ☐ 6000 – 6999 TL
 ☐ 7000 – 7999 TL
 ☐ 8000 +

Eğitim durumunuz ☐ İlköğretim
 ☐ Lise
 ☐ Ön lisans
 ☐ Lisans
 ☐ Lisansüstü

Medeni durumunuz ☐ Bekar
 ☐ Evli

Mesleğiniz:

İnternette haftaiçi günde ne kadar zaman geçirirsiniz?

Günde 12 saat ve yukarısı		Günde 3-4 saat	
Günde 9-12 saat		Günde 1-2 saat	
Günde 5-8 saat		Günde 1 saatten az	

İnternette haftasonu günde ne kadar zaman geçirirsiniz?

Günde 12 saat ve yukarısı		Günde 3-4 saat	
Günde 9-12 saat		Günde 1-2 saat	
Günde 5-8 saat		Günde 1 saatten az	

İnterneti genellikle neredeyken kullanırsınız? (Birden fazla şıkkı işaretleyebilirsiniz.)

Ev		İş yeri	
Okul		Kafeler	
Yurt		Toplu taşıma	
Diğer:.....			

İnternete haftaiçi genellikle hangi cihazla bağlanırsınız? (Birden fazla şıkkı işaretleyebilirsiniz.)

Masaüstü bilgisayar		Cep bilgisayarı / telefonu	
Dizüstü bilgisayar		Tablet / Pad bilgisayar	

İnternete haftasonu genellikle hangi cihazla bağlanırsınız? (Birden fazla şıkkı işaretleyebilirsiniz.)

Masaüstü bilgisayar		Cep bilgisayarı / telefonu	
Dizüstü bilgisayar		Tablet / Pad bilgisayar	

İnternette çoğunlukla satın aldığınız ürünleri işaretleyiniz. (Birden fazla şıkkı işaretleyebilirsiniz.)

Giyim	
Spor	
Kitap	
Teknolojik ürün	
Ayakkabı	
Aksesuar	
Kozmetik	
Diğer:.....	

Sosyal medyada haftaiçi günde ne kadar zaman geçirirsiniz?

Günde 12 saat ve yukarısı		Günde 3-4 saat	
Günde 9-12 saat		Günde 1-2 saat	
Günde 5-8 saat		Günde 1 saatten az	

Sosyal medyada haftasonu günde ne kadar zaman geçirirsiniz?

Günde 12 saat ve yukarısı		Günde 3-4 saat	
Günde 9-12 saat		Günde 1-2 saat	
Günde 5-8 saat		Günde 1 saatten az	

Kendinizi nasıl bir sosyal medya kullanıcısı olarak tanımlıyorsunuz?

Hiçbir zaman online/çevrimiçi değil	
Nadiren online/çevrimiçi	
Bazen online/çevrimiçi	
Çoğunlukla online/çevrimiçi	
Her zaman online/çevrimiçi	

Lütfen aşağıdaki sosyal medya türlerini kullanım sıklığınıza göre işaretleyiniz.

	Hiçbir Zaman	Nadiren	Ara Sıra	Çoğu Zaman	Her Zaman
Sosyal paylaşım siteleri (Örn: Facebook, Instagram)					
İçerik siteleri (Örn: Youtube, Flickr, Slideshare, Dailymotion)					
Blog sayfaları					
Forum siteleri (Örn: r10.net, Donanım Haber Forum)					
Mikroblog siteleri (Örn: Twitter)					
Sanal yaşam ve oyun siteleri					

Sosyal medyada hangi ürün grubuna ait firmaları takip ettiğinizi işaretleyiniz. (Birden fazla şıkki işaretleyebilirsiniz.)

Giyim	
Spor	
Kitap	
Teknolojik ürün	
Ayakkabı	
Aksesuar	
Kozmetik	
Diğer:.....	

Firmaları genellikle hangi sosyal medya siteleri aracılığıyla takip edersiniz? (Birden fazla şıkki işaretleyebilirsiniz.)

Facebook	
Instagram	
LinkedIn	
Twitter	
Youtube	
Snapchat	
Flickr	
Pinterest	
Tumblr	
Firmanın kendi Internet sitesi ya da online app'i	
Diğer:.....	

Appendix 2 - Questionnaire in English

Dear participant; This survey is prepared within the scope of thesis study in Marmara University, Institute of Social Sciences, Department of Business Administration in English, Production Management and Marketing Master Degree Programme. The aim of the study is to determine effects of owned media channels such as the company's website and social media channels, and earned media channels such as the recommendation and reviews about the firm, on the trust-loyalty relationship. Your answers will be kept confidential and fully used for academic purposes. Please read the questions carefully and pick the answers that best suits you. Thank you very much for your participation and support.

For how long do you use Internet?

- ☐ Less than a year ☐ 1-3 years ☐ 4-6 years ☐ Less than 6 years

How often do you shop on the Internet? (If your answer is no, please do not continue to answer the following questions.)

- ☐ Never ☐ Rarely ☐ Once or twice in a month ☐ Once or twice in a week ☐ Every day

At what time of the day do you shop often on the Internet?

- ☐ Morning ☐ Afternoon ☐ Evening ☐ Night

Do you shop on the social media sites (Facebook, Instagram, etc.) ?

- ☐ Never ☐ Rarely ☐ Sometimes ☐ Often ☐ Always

Please select one of the companies below which you have purchased product from the website before and follow up social media (Facebook, Instagram, Twitter etc.) accounts.

AliExpress		İdefix	
Amazon		Kitapyurdu	
Bimeks		Media Markt	
DermoEczanem		N11	
D&R		Parfümania	
Gold		Teknosa	
Hepsiburada		Vatan Bilgisayar	

Please indicate the level of participation in the statements below related to company you have stated in the previous section: 5:Strongly Agree, 4:Agree, 3:Neither Agree Nor Disagree, 2:Disagree, 1:Strongly Disagree.

		1: Strongly Disagree	2: Disagree	3: Neither Agree Nor Disagree	4: Agree	5: Strongly Agree
A1.	It is easy to search on company's website.	1	2	3	4	5
A2.	The company's website is well-organized.	1	2	3	4	5
A3.	I can reach detailed information about products on company's website.	1	2	3	4	5
A4.	Through the information provided by the company on it's website, I can identify the item to the same degree as if I am in store.	1	2	3	4	5
A5.	The company's website has comprehensive information	1	2	3	4	5
A6.	The company's website helps me to search products.	1	2	3	4	5
A7.	I find secure giving out my credit card information to the company's website.	1	2	3	4	5
A8.	I feel like my privacy is protected at company's	1	2	3	4	5
A9.	I trust to the company's website will not misuse my personal information.	1	2	3	4	5
A10.	The company's website does not share my personal information with other sites.	1	2	3	4	5
A11.	The company's website design is visually pleasing.	1	2	3	4	5
A12.	The company's website design is innovative.	1	2	3	4	5
A13.	The products that I ordered from the company's website arrive exactly as I want.	1	2	3	4	5
A14.	When I make a purchase from the company's website, the products arrive in time.	1	2	3	4	5
A15.	The return policy of the products on the company's website are clearly stated.	1	2	3	4	5
A16.	The return policy of the company's website is	1	2	3	4	5
A17.	I can track where the products that I ordered from the company's website.	1	2	3	4	5
A18.	The company includes comments and experiences of other user's on it's website.	1	2	3	4	5
A19.	The website of the company is shaped according to it's customers' comments, needs, and complaints.	1	2	3	4	5
A20.	The website of the company organizes the content according to my needs.	1	2	3	4	5
A21.	Personalisation is possible on company's website.	1	2	3	4	5

A22.	The company is active in social media.	1	2	3	4	5
A23.	The company takes part in many social media channels.	1	2	3	4	5
A24.	Company's social media accounts are updated.	1	2	3	4	5
A25.	I join the company's social media accounts to pass the time when bored.	1	2	3	4	5
A26.	The visuals are eye-pleasing on company's website.	1	2	3	4	5
A27.	I get information about promotions from the company's social media accounts.	1	2	3	4	5
A28.	I get information about campaigns from the company's social media accounts.	1	2	3	4	5
A29.	I get information about brand's user profile from the company's social media accounts.	1	2	3	4	5
A30.	I read the customers' recommendations on company's social media accounts and on other platforms.	1	2	3	4	5
A31.	This company is trustworthy.	1	2	3	4	5
A32.	This company keeps its promises.	1	2	3	4	5
A33.	I trust this company.	1	2	3	4	5
A34.	This is an honest company.	1	2	3	4	5
A35.	I am likely to continue to shop from this company.	1	2	3	4	5
A36.	I am likely to purchase products from this company.	1	2	3	4	5
A37.	I would tell others positive things about this company.	1	2	3	4	5
A38.	I would recommend this company to the others.	1	2	3	4	5
A39.	I am willing to share my own shopping experience about this company with other users on social media.	1	2	3	4	5
A40.	I am willing to recommend a product from this company to the other users on social media.	1	2	3	4	5
A41.	I would consider the recommendations of other users on social media, when I want to shop from this company.	1	2	3	4	5

A42.	The recommendations and reviews about the company on social media (Facebook, Instagram, Twitter, etc.) and other platforms	The recommendations and reviews about the company on it's website
are objective.	1 2 3 4 5	1 2 3 4 5
are clear and understandable.	1 2 3 4 5	1 2 3 4 5
are in high quality.	1 2 3 4 5	1 2 3 4 5
are convincing.	1 2 3 4 5	1 2 3 4 5
are credible.	1 2 3 4 5	1 2 3 4 5
are useful.	1 2 3 4 5	1 2 3 4 5
are informative.	1 2 3 4 5	1 2 3 4 5
contribute to my knowledge about the product.	1 2 3 4 5	1 2 3 4 5
make easier for me to make purchase decision.	1 2 3 4 5	1 2 3 4 5

Please give the answers that best suits you to the questions below.

Gender ☐ Male ☐ Female

Age:

Income Status

- ☐ 0 – 999 TL
- ☐ 1000 – 1999 TL
- ☐ 2000 – 2999 TL
- ☐ 3000 – 3999 TL
- ☐ 4000 – 4999 TL
- ☐ 5000 – 5999 TL
- ☐ 6000 – 6999 TL
- ☐ 7000 – 7999 TL
- ☐ 8000 +

Educational Status

- ☐ Elementary School
- ☐ High School
- ☐ Associate Degree
- ☐ Undergraduate
- ☐ Graduate/Doctorate

Marital Status

- ☐ Single
- ☐ Married

Occupation:

How much time do you spend on the Internet on weekdays?

Daily more than 12 Hours		Daily 3-4 Hours	
Daily 9-12 Hours		Daily 1-2 Hours	
Daily 5-8 Hours		Daily less than 1 Hour	

How much time do you spend on the Internet on the weekend?

Daily more than 12 Hours		Daily 3-4 Hours	
Daily 9-12 Hours		Daily 1-2 Hours	
Daily 5-8 Hours		Daily less than 1 Hour	

Where do you usually use the Internet? (You can mark more than an option.)

Home		Work	
School		Cafes	
Dormitory		Public transport	
Other:.....			

Which tools do you use in order to connect to the Internet in the weekdays? (You can mark more than an option.)

PC		Pocket PC / Mobile Phone	
Notebook		Tablet / Pad	

Which tools do you use in order to connect to the Internet in the weekend? (You can mark more than an option.)

PC		Pocket PC / Mobile Phone	
Notebook		Tablet / Pad	

Please mark the products that you usually purchase from the Internet. (You can mark more than an option.)

Clothing	
Sports	
Book	
Technology product	
Shoes	
Accessory	
Cosmetics	
Other:.....	

How much time do you spend in social media on weekdays?

Daily more than 12 Hours		Daily 3-4 Hours	
Daily 9-12 Hours		Daily 1-2 Hours	
Daily 5-8 Hours		Daily less than 1 Hour	

How much time do you spend in social media on the weekend?

Daily more than 12 Hours		Daily 3-4 Hours	
Daily 9-12 Hours		Daily 1-2 Hours	
Daily 5-8 Hours		Daily less than 1 Hour	

As what kind of social media user do you define yourself?

Never online	
Rarely online	
Sometimes online	
Usually online	
Always online	

Please mark the types of social media according to frequency of use.

	Never	Rarely	Sometimes	Very Often	Always
Social Networking Sites (e.g., Facebook, Instagram)					
Content Communities (e.g., Youtube, Flickr, Slideshare, Dailymotion)					
Blogs					
Forums (e.g., r10.net, Donanım Haber Forum)					
Micro-Blogs (e.g., Twitter)					
Virtual World and Game Sites					

Please mark the product group which you are following in social media. (You can mark more than an option.)

Clothing	
Sports	
Book	
Technology product	
Shoes	
Accessory	
Cosmetics	
Other:.....	

By which social networking sites do you usually follow the companies? (You can mark more than an option.)

Facebook	
Instagram	
LinkedIn	
Twitter	
Youtube	
Snapchat	
Flickr	
Pinterest	
Tumblr	
Company's own website or it's app	
Other:.....	