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EXAMINING THE DRIVERS AND THE OUTCOMES OF CUSTOMER BRAND ENGAGEMENT IN THE SOCIAL MEDIA

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EXAMINING THE DRIVERS AND THE OUTCOMES OF CUSTOMER BRAND ENGAGEMENT IN THE SOCIAL MEDIA

SOSYAL MEDYADA MÜŞTERİ MARKA KATILIMININ İTİCİ GÜÇLERİ VE SONUÇLARININ İNCELENMESİ

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ABBREVIATIONS

CBE	Customer Brand Engagement
OIP	Online Interaction Propensity
WOM	Word of Mouth
BRQ	Brand Relationship Quality
SMBEINT	Social Media Brand Engagement Internalization
SMBEENTH	Social Media Brand Engagement Enthusiastic Interaction
SMMECONT	Social Media Marketing Efforts Content-Based
SMMEFUNC	Social Media Marketing Efforts Function-Based
DW	Durbin Watson

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ABSTRACT

Increasing innovative developments in technology, as well as the rise in the internet world, have changed the way individuals en in brands. All these developments, along with social media, have made it a valuable area where brand engagement takes place. Driving forces affecting brand engagement and results will be presented in this study. The proposed model will examine the impact of brand credibility; social media brand involvement, brand communication in social media, followed by social media marketing efforts, social interactivity, and online interaction propensity. Along with these, the relationship between social brand engagement, overall brand value, intention to buy, and quality of the brand relationship will be evaluated. General brand value and the effects of brand relationship quality on purchase intention will be detailed.

It is expected to answer the questions by considering the brands that follow the brand in social media. The survey data is based on 203 people who follow a brand on social media. Along with data analysis and surveys, the social media marketing efforts factor is divided into two dimensions, content, and function based. In addition, social media brand engagement is divided into two dimensions as internalization and enthusiastic interaction. All impressive factors of social media brand engagement vary with different degrees of influence to internalization and enthusiastic interaction dimensions. The effects of these two different dimensions are also displayed on the overall brand equity, purchase intention, brand relationship quality. Finally, this study supports the relationship between the overall brand equity and brand relationship quality on purchase intention.

Key words: Social Media Brand Engagement, online interaction propensity, purchase intention, brand relationship quality, overall brand equity

ÖZET

Teknolojideki yenilikler ve internetin hızla yükselmesi, bireylerin markalara katılımını değiştirdi. Bu gelişen teknolojilerle, sosyal medya marka etkileşimi için önemli bir alan haline geldi. Bu çalışma marka etkileşimini etkileyen faktörleri ve sonuçları belirlemeyi amaçlamaktadır. Önerilen model, marka güvenilirliği, sosyal medya marka katılımı, sosyal medya marka iletişimi, sosyal medya pazarlama çabaları, sosyal etkileşim ve çevrimiçi etkileşim eğilimi faktörlerinin sosyal medya marka katılımı üzerindeki etkisini göstermektedir. Sosyal medya marka etkileşiminin sonuçları olarak; genel marka değeri, satın alma niyeti ve marka ilişkisi kalitesini ortaya koymaktadır. Genel marka değeri ve satın alma niyetinde marka ilişkisi kalitesi arasındaki ilişkiyi gösterir.

Önerilen modelde katılımcılardan sosyal medya sayfasında takip ettikleri markaya göre soruları cevaplamaları istenir. Anket verileri sosyal medyada bir markayı takip eden 203 kişiye dayanmaktadır. Bulgular sonucunda sosyal medya marka katılımını etkileyen tüm faktörlerin etkisini kanıtlamanın yanı sıra, sosyal medya pazarlama çalışmaları içerik tabanlı ve fonksiyon tabanlı olmak üzere iki gruba ayrılır ve iki ayrı faktör adı oluşur. Ayrıca, sosyal medya marka katılımı içselleştirme ve coşkulu etkileşim olarak iki boyuta ayrılır. Bu çalışmada tüm etki faktörlerinin sosyal medya marka katılımının, farklı etki derecelerine sahip içselleştirme ve coşkulu etkileşim boyutlarına göre farklılaştığı görülmektedir. Bu iki farklı boyutun etkileri, toplam marka değeri, satın alma niyeti, marka ilişkisi kalitesi üzerinde de görüntülenir. Son olarak, bu çalışmada genel marka değeri ve satın alma niyetinde marka ilişkisi kalitesi arasındaki ilişkiyi desteklenir.

Anahtar kelimeler: Sosyal medya marka etkileşimi, çevrimiçi etkileşim eğilimi, satın alma niyeti, marka ilişki kalitesi, toplam marka değeri

CHAPTER ONE
INTRODUCTION

Customer brand engagement has added meaning to marketing literature with its interactive and focused world. Social media brand engagement, which has an intense interaction and focus, has been described as a reflection of motivational and psychological conditions. When we look from a broader perspective, many areas support the proactive interaction structure that underlies customer brand engagement.

The main factor underlying customer brand engagement is interaction with an object (Brodie et al., 2013). With the rapid developments of the internet and technology, the areas where proactive interaction is most intense have turned into social media. Interactions with Web 2.0 developments have shifted towards social media. Thanks to social media, customers can now interact with each other or with brands, products, or organizations. Social media has taken customer interaction and communication with each other or brands in a different direction (Hanna et al., 2011; Kietzmann, 2011).

The main purposes of consumers in using social media is socialization, entertainment, self-seeking, and reaching the right information (Park et al., 2009). Therefore, with its interactive structure, social media exists in the lives of almost all customers and companies. Social media platforms will be used by one third of the world's population, according to the latest data. (Statista 2018). Given the vast social media world, almost every brand is on social media. The best result of this is that global social media spending has grown by 12.4% between 2016 and 2017, and Facebook has a significant share in this growth (Statista, 2018).This information shows us that social media is a hot spot that touches both company revenues and customers. As could be understood from this section, social media is an area with a wide interaction network that touches the lives of both the consumer and the institution and the company.

While there are many new and attractive opportunities for marketers on social

media, there are difficulties in measuring the social media efforts of brands (Godey et al., 20196). However, there may be difficulties in keeping up with the increasing demands of the consumer and developing technology. In order to provide social media brand engagement and rapid solutions of individuals. It is necessary to focus on the factors and results that activate individuals' brand engagement in social media and to develop strategies in this direction.

In recent years, brands have started to discover ways to communicate with their customers correctly and healthily (Laroche et al. 2012, Schau et al. 2003). Along with these newly discovered ways, new researches and discoveries have emerged to increase customer brand engagement. The academicians started to increase his research in such an increasing field. For this reason, this study will contribute to the explanation of the driving factors and results the social media brand engagement that touches the lives of many consumers and companies and by explaining them empirically.

1.1. ORGANIZATION OF THE DISSERTATION

This study covers different sections and contents. The order of the remaining parts for this thesis is listed as follows. In the second part, literature research about social media brand engagement is made and detailed. In the third chapter, the research methodology and design are focused on the research model presented. In the fourth section, data analysis has been explained, and the results have been revealed. In the fifth section, findings, limitations, and proposals are revealed for future studies.

CHAPTER TWO

LITERATURE REVIEW

2.1. CONCEPTUAL FOUNDATIONS OF BRAND ENGAGEMENT

The engagement has become an essential building block emphasized by many researchers who are interested in different fields. Sociology, political science and organizational behavior have discussed by different disciplines and researchers (Ilic, 2008). Engagement is also a multi-dimensional structure such as; student engagement, Fredrick et al. (2004), employee engagement, Schaufeli et al. (2002), reveal concepts such as social engagement, Achterberg et al. (2003) (Hollebeek, 2011a). Although the structures may look different, they all have the concept of interaction (May et al., 2004). Brand engagement emerged with its similarity to employee engagement structure. It is an essential step in conceptualizing the concept of brand engagement by seeing employees as customers of the employer brand (Buckingham, 2008). The critical point in the conceptualization of customer brand engagement was the emergence of the concept of customer engagement. The concept of brand engagement is the critical component of the customer's idea of co-creation resulting from customer engagement (Lusch and Vargo, 2006). In addition, Kumar (2020) claimed that the concept of brand engagement emerged when consumers acted on demand to create a unique experience. Customer engagement consist of relationship marketing (RM) and service dominant logic (S-D) (Brodie et al., 2011). Service dominant logic (S-D) includes active ongoing dialogue and proactive engagement in the concept of creation with personalized experience and perceptions. Relationship marketing (RM) consists of a central structure, such as storage and retention (Verhoef et al. 2010).

Service dominant logic (S-D) and relationship marketing (RM) concepts form the basis of customer engagement, while also providing a positive effect on customer brand engagement. With the ideas of relationship marketing and service dominant logic, individuals begin to take a proactive role in brand characteristics instead of

playing a passive role in brand hints. (Gronross 1997; Vargo and Lusch 2008). Hollebeek (2011a) referred to the concept of SET social change theory. Social change theory is designed to benefit the brand in the future and thus create favourable influence towards the brand (Hollebeek, 2011 a). It is also for SET that due to a future turn, one side is doing a favor to another side. Brodie et al. (2011) claims that CBE (customer brand engagement) is the interactive structure behind this concept of engagement. Hollebeek (2011a) conceptualizes the concept of brand engagement in the light of the cost-reward perspective. Hollebeek et al. (2014) claim that customer brand engagement emerges as cognitive, emotional, and eventually behavioral brand activities in the requests of customers to communicate and interact about the brand. Brand interaction is explained by the presence of mutual communication between a particular issue and customers or between the brand organizations (Bowden, 2009). Conceptualization of customer brand engagement is the whole of the situations that take place between the focus brand or the object and the consumer through two-way communication (Hollebeek, 2011 b). Customer brand engagement emerges with the interaction structure underlying different engagement concepts. (e.g., employee engagement). It enters the market literature with the concept of customer engagement. CBE has begun to be conceptualized by the concept of cost-benefit.

In sum, although the proposed conceptualizations on CBE may seem different, they are often conceptualized as individuals' focus interactions psychological, beyond purchasing.

2.2. BRAND ENGAGEMENT CONCEPTUALIZATIONS IN THE MARKETING LITERATURE

In the marketing researches of the concept of engagement, it has been a structure that has been tried to be placed in a concept many times. Concept of engagement has moved from the operational period to the relational period and changed the concept of customer management (Pansari and Kumar, 2017). Academics and researchers have studied this sophisticated and versatile concept from different

angles. Developments on CBE accelerated in the last 5 and 7 years (e.g., Brodie et al., 2011; Van Doorn et al. 2010). Many researchers have changed their viewpoint on customer engagement to maintain competition (e.g., Gallup, 2010; Kumar and Pansari, 2017) and have begun to focus on issues that will positively affect satisfaction, loyalty, and brand use core attitude. The engagement has different concepts in marketing literature these are customer brand engagement (Hollebeek 2011a, 2013), media engagement (Calder and Malthouse, 2008), mass engagement (Scoot and Croig-Lees, 2010), customer brand engagement behavior (Jaakkola and Alexander, 2014), self-concept engagement (Sprott et al., 2009). Although they may look different, they take advantage of the same motivational output.

Customer brand engagement expresses a complex concept with versatile content (Cheung et al., 2015). Many researchers have adopted different approaches to customer brand engagement. As can be understood from here, customer brand engagement does not express a single definition and concept. Brand engagement extends from the concept of the brand, which is a part of the one-dimensional self to eight-dimensional structures (Obilo et al., 2020). Many researchers in the literature have adopted the definition of customer brand engagement based on cognitive, emotional, and behavioral dimensions between a focused brand and consumer (Hollebeek et al., 2014). As can be understood from all these factors, customer brand engagement has convergence, discriminatory, and mixed nomological validity (Obilo et al., 2020). At the same time, customer-brand interaction is built on interactive experience. Brodie et al. (2013) claim that consumers create interactive experiences with brands beyond significant, friendly, and simple purchases. CBE depend on the individual level, motivation, and context-dependent environment (Hollebeek, 2011a). Brand engagement occurs in a specific issue with two-way communication between customers or between brand-product-organization (Bowden, 2009). In addition, CBE has many contributions, such as; sales, cost reduction, profitability, joint product development, brand suggestions, and creating creative experiences with customers (e.g., Prahalad, 2004; Sawhney et al., 2005).

Hollebeek (2011b), one of the most prominent advocates of CBE explained brand engagement in the form of directly interacting with the customer's motivation and characterizing brand interactions with cognitive, emotional, and lastly behavioral activities. On the contrary, Sproot et al. (2009) interpreted how consumers saw themselves with remarkable brands and how they got involved.

Brand engagement is defined as the behavior of the customer beyond purchasing due to motivation factors related to the brand or company (Van Doorn et al., 2010). Keller (2003) claims that customers want to personally invest with the brand beyond the purchase they spend on the brand during purchase or consumption. Finally, Hollebeek (2014) made a summarizing and guiding explanation for CBE, leading the consumer as a holistic perspective that includes all the concepts perceived as a benefit, hedonic, and symbolic.

2.3. DIMENSIONS OF CUSTOMER BRAND ENGAGEMENT

CBE is a broad concept, so it has been dimensioned from different angles throughout the literature. Patterson et al. (2006) argued that customer brand engagement is a multidimensional structure, and they identified it as an absorption, devotion, and vitality. Van Doorn et al. (2010) added an organization-centered dimension as "customer engagement behavior", "valence", "scope", "nature" and "customer goals". Brand engagement dimensions are created different terms, such as engagement, profession, and care (Higgins and Scholer 2009). In a study conducted to reveal the dimensions of engagement, it is determined as a multi-dimensional structure that emerged psychologically (Brodie et al., 2011). Hollebeek (2011a) defined the dimensions of the concept of engagement as cognitive, emotional, and behavioral. Unlike this, Sprott et al. (2009) argued that engagement had no dimension. Hollebeek et al. (2014) continued to support the multidimensional structure of engagement explained the same structure with different definitions that are the cognitive process, affection process, and activation process. This research will examine cognitive, affection, and behavioral dimensions of brand engagements.

First, the cognitive dimension relates to the level of consumer perception. Hollebeek et al. (2014) explained this dimension as a cognitive process and interpreted it as consumer level, relationship with brands, and detailing.

The second is that emotional power brands support brand engagement with passionate creativity rather than a rational approach (Heath, 2009). Hollebeek et al. (2014) used the definition of love for this dimension and defined it as positive thoughts and attitudes about the brand.

Third, the behavioral dimension is the broader scope. Hoeffler and Keller (2002) stated that being active for the brand for this dimension is a way to reveal brand engagement. Hollebeek et al. (2014) defined this as the energy consumed for interaction with the consumer and the brand. In addition, the behavioral dimension is that the customer feels beyond the direction of purchase (Van Doorn et al., 2010).

When this study evaluate these dimensions more broadly, the cognitive perspective explains the brand in general with brand inspiration and pride levels. In addition, the cognitive dimension is the activation that occurs mostly in the mind of the consumer (ARF, 2006). On the other hand, it is seen, as the customer perceives the brand as a self (Sprott et al., 2009; Goldsmith et al., 2010).Behavioral brand interaction is defined as the energy of consumers, whom they have spent on communication with the brand (Patterson et al., 2006). Therefore, cognitive, emotional, and behavioral dimensions are more effective in brands and support continuity in brands different from temporary or high experience dimensions (Schaufeli et al., 2002).

2.4. SOCIAL MEDIA AND BRANDING

The rapid development of the Internet has created a new field and platform for the concept of customer brand engagement. The platforms used by consumers have shifted to online spaces with the rapid development of the Internet and technology. One of the most important reasons for this was the internet and technological developments. Thanks to these tools, people communicate and interact with each

other. One of the crucial areas where individuals create communication and interaction is social media. Kaplan and Haenlein (2010) claim that social media is a user-created platform developed by consumers who often make Web 2.0 content. Laroche et al. (2012) cited web-based applications as platforms such as YouTube, Facebook, and Wikipedia. With the increasing use of social media worldwide, one third of people around the world use these platforms and spend an average of 135 minutes a day on social media (Statista, 2018b). As it turns out, millions of people worldwide are communicating with these online tools (Correa et al., 2010). Users can communicate with each other and instant messaging with their partners or friends in social media (Correa et al., 2010). Brand interaction has started to change significantly with significant changes in technology and the development of Web 2.0 (Yadav and Pavlou, 2014). Social media tools are an important platform for concepts such as brand formation, brand loyalty, or brand management, which shows how effective social media is on the brand. Users now rely more on online platforms for brand selection (Dijkmans et al., 2015), so social media is important in brand preference and purchasing activity (Morra et al., 2018)

Online interaction is supported and facilitated on social media; also, new ways of communicating with consumers or brands are provided (Hanna et al., 2011; Kietzmann et al., 2011). Recently, the most crucial channel of online platforms is social media. It has played an essential role in connecting companies or brands directly to consumers (Kaplan and Haenlein 2010; Laroche et al. 2012). Companies and brands are connected to consumers bilaterally with social media (Kaplan and Haenlein 2010; Laroche et al., 2012). Moreover, social media is more efficient than traditional communication channels, so companies need to use social media platforms to be successful (Kaplan and Haenlein, 2010). De Chernatony (2001) emphasized that an increasing need for strong brand strategy and support should be determined, and control over the brand should easily achieve with successful internet marketing. Social media is an essential and robust area for the brand. Social media is the area where customers and brands communicate with their potential customers (Baird et al., 2011). Yan (2011) mentioned about some strategies for

companies or brands to be successful on social media; He spoke of creating membership and identifying institutions, accepting brand values, and encouraging communication, including the brand's vision, talking about brand differentiation, and perceiving the brand correctly by consumers. Social media is a quality communication tool for the brand and that it reaches the audience that has not been reached yet and increases awareness (Yan 2011).

Latiff and Safiee (2015) also argued that the critical link between social media and the brand could be understood from the marketing budgets allocated to social media. Social media has changed the brand relationship over time, increasing the attractiveness of technological developments, eliminating the impact of old communication tools (such as e-mail) in brand communication, and the use of social media among youth has increased (Gilin 2007). In addition, Fournier and Avery (2011) Marketers have now started to claim that social media exists for people, not brands. Recently, thanks to social media, it has begun to shift from power brands to consumers (Tsai and Man, 2013).

2.5. CONCEPTUAL FOUNDATION SOCIAL MEDIA BRAND ENGAGEMENT

CBE has been a concept that progresses in parallel with the developing new world. Pansari and Kumar (2017) claim that marketers have wanted to build closer relationships with customers since 1990 and have developed several ways to increase satisfaction and customer engagement. CBE (customer brand engagement) is created with the concept of focal engagement. This focus engagement concept has met customer advances in social media platforms, rapidly in technology advances and internet consumption. Social media consumption is an increasingly frequent platform. It is estimated that social media will be used by almost one third of the population in 2021 (Statista, 2018). According to this information shows that social media has been a hot contact point to be touched to the consumer. Nowadays, companies meet their consumers on social media platforms and trust these sites (So et al., 2014). This allows consumers to play more roles in brand orientation.

Consumers have now switched from passive brand engagement to proactive brand interaction (Pansari and Kumar, 2017). At the same time, brand engagement in social media takes place in two-way communication and interaction, thereby preventing traditional channels of interaction. It also uses social media platforms for consumer entertainment, information search, and self-search. (Park et al., 2009). With the intensity of such factors, the formation of the concept of social media brand engagement has accelerated.

Researching customer brand engagement with the concept of social media has become a concept that attracts the attention of researchers (Hollebeek et al., 2014). Therefore, Hollebeek (2011 a / b), Brodie et al. (2011), and Hollebeek (2014) conceptualized customer brand engagement. Accordingly, Hollebeek et al. (2014) claim that the interactive world of social media provides conceptual parallelism to the world of interaction behind the concept of engagement. In addition, Lin et al. (2015) thought that brand engagement in social media emerged as a result that positively affected the financial situation.

Hollebeek et al. (2014) have asserted that consumers increase their brand connection or purpose of use with social media engagement. In addition, it has been concluded that online engagement changes the way consumer-consumer and companies' change (Kietzmann et al., 2011; Hanna et al., 2011). Social media has become one of the most significant areas of brand engagement. Social media creates opportunities for consumers to reach advantages and unique levels during competitive and rapidly expanding competition (Dessart et al., 2017). Thanks to social media, by interacting with brands or communities, customers go beyond merely buying and establish intimate relationships (Brodie et al. 2013).

Along with the use of social media and its highly interactive world, it requires strategically created consumer approaches in social media (Dessart et al. 2017). Social media increases engagement by facilitating the connection between the consumer and the brand, thanks to the interaction with the consumer and the connections between the consumers (e.g.; Vivek et al., 2014; Ye et al., 2017). This

research, which examines the importance of social media brand engagement, maintains that interactive brand and consumer relations and brand engagement in social media have become an increasingly important structure. Social media started to emerge with brand promotion, different perspectives, different engagement concepts, and the power of social media. In various aspects, the desire of users to take an active and not passive role with the product or service has been big steps on social media brand engagement.

2.6. SOCIAL MEDIA BRAND ENGAGEMENT CONCEPTUALIZATIONS IN THE MARKETING LITERATURE

Bourdieu (1986) defines the main reason for brand engagement in social media as a substantial and valuable structure owned by networks. There is a motivational situation under social media brand engagement. It stems from the brand power in social media, as well as the motivational force that plays an active role in brand engagement (Habibi et al. 2014; Hollebeek et al. 2014; Lin et al. 2013). Many types of research have defined online engagement within themselves. Engagement constitutes the basis of online engagement by challenging the importance of interaction and communication effect (Calder et al., 2009). In other words, it advocates increasing the interactivity in social media, websites, frequent visits, time passes, and page views (Calder et al., 2009). Mollen and Wilson (2010) defined that the customer is actively involved in the brand value created by the website or computer tool institutions cognitively and emotionally.

On the other hand, Calder et al. (2009) defined online engagement as the fit of the life of a website with the consumer's beliefs. Kozinets (2014) has described social media customer brand engagement as a way of establishing and communicating links between co-brand languages and consumer images. Playing an essential role in the conceptualization of the concept of brand engagement in social media, Hollebeek (2014) has defined consumer brand engagement as the motivational situation in the mind of the consumer as it interacts with the focus brand on social media sites. Kumar et al. (2010) defined customer engagement as creating deeper

meaningful connections with companies and customers. Social media engagement is about the goals and aspirations of the client (Felix et al., 2017; Keller 2009).

Gensler et al. (2013) suggested that consumers now want to be essential writers in creating brand stories. And in addition to other researchers who support this, brand interaction has changed so much that customers want to take a more active role rather than playing passive roles (e.g.; Ramani and Kumar 2008; Singh and Sonnenburg 2012). On social media, customers see themselves literally as a product representative and create an active role. On the other hand, Appelbaum (2001) has argued that traditional structures that focus on experience, including perceived quality in terms of customer satisfaction, are insufficient to predict consumer behavior. As can be seen from here, consumers use social media for reasons such as expressing themselves and integrating with the brands. Consumers share their opinions on social media with other users through social interactions (Yang et al., 2016). Particularly with the sharing feature, engagement becomes more supported. Also, social media brand engagement consumers share the products they use, the experiences and opinions of the brands they follow, in this social media environment, this shared content provides the opportunity to express themselves and allows them to embrace brands in social media (Hammedi et al., 2015). Brands become aware of the needs and requirements of consumers through social media communication, thereby strengthening the concept of engagement.

In addition, one of the main reasons for brand engagement in social media is the desire to share information about the brand, which has become a part of consumers' daily life and wants to contribute to this sharing. One of the main reasons for social media brand engagement is talented and comfortable communication. Customers can talk to each other and encourage each other on social media platforms (Patterson, 2012). Businesses have moved from traditional channels to online platforms for important reasons such as these and communication. An active social media interaction is related to the needs and goals of the customer (Felix et al., 2017; Keller, 2009). Thus, companies increase their brand engagement as they create social media content to inform and develop the consumers However, given

the examples of prominent social media platforms, Facebook is the most used online social site, which has become an integral part of many consumers' lives in recent years. The reason why Facebook is so prevalent in interacting with the brand is to create its pages about brands and to interact with some tools (messages, pictures, videos), potential and existing consumers (Gummerus et al., 2012).

In social media engagement, people encounter those who share their belonging needs, cognitive needs, and interests (Gangadharbhatla, 2008; Tardini and Cantoni, 2005). Consumers who benefit from the strengths of social media join groups or form groups to meet their belonging needs, to be socially connected, and to enjoy the interaction with people of the same opinion (Laroche et al., 2012). Besides, in the last decade, customer behavior has emerged as online communities in terms of engagement, different stakeholders, and contexts (Brodie et al., 2011). Consumers' trust in social media has increased, and information sharing, entertainment, and interpersonal connections have increased, provided through the social media community (Fuscaldo, 2011; Tsai and Man, 2013). Social media brand engagement has led to the creation of an online community largely; community brand engagement and support are essential building blocks. On online platforms, brand pages also form a brand community.

A strong brand community is also a safe key for companies to develop marketing strategies (Jayasingh and Venkatesh, 2015). Dessart et al. (2015, p.5) define the online brand community as "grouping people who are mutually interested in a brand by using electronic mediation to overcome real-life and time constraints." Dessert et al. (2015) add a definition to brand communities to share the common interests of consumers to determine customer interests, so it is imperative to ensure strong engagement of companies with them; for example, Facebook has led to the establishment of more than 500 million active brand communities. (Gummerus et al., 2012). Interactions of the brand communities and consumers of the same opinion have a significant impact on the brand engagement.

There are many benefits to brand engagement. Interaction with consumers take an

essential role in creating brand loyalty. In this study, the argument is also shaped towards the world of interactive and proactive customer relationship of social media brand engagement.

2.7. DIMENSIONS OF SOCIAL MEDIA CUSTOMER BRAND ENGAGEMENT

Social media brand engagement has been analyzed in the literature from different dimensions. The concept of online engagement lies behind the dimensioning of social media brand engagement. Hollebeek et al. (2014) defined as the dimension of engagement, cognitive process, affection process, action process. On the other hand, Calder et al. (2009), one of the most important representatives of social media brand engagement, addressed that the brand engagement in eight dimensions, such as stimulation, inspiration, social facilitation, self-inquiry, civil thought, inner pleasure, utilitarianism, engagement in the social community. Online engagement is consists of a multi-dimensional structure with three variables as continuous cognitive processing, instrumental value, and experiential value (Mollen and Wilson, 2010). Mishra (2019) explained online brand engagement in three dimensions as consumption, contribution and creation. Consumption includes all interactions on social media and consists of all content created by both the company and the user (Muntinga et al., 2011; Mishra, 2019). Mishra (2019) also touched on the company's publications, videos, and content in this set. He also defined the contribution as a merger material that shares and shares brand-related content on social media (Mishra 2019). Creativity plays a vital role in online engagement, defined as creating and publishing brand-related content, which is the most influential variable for brand interaction (Tsai and Men, 2013; Schivinski et al., 2016). This study will give information about Hollebek (2014) brand engagement dimensions.

In the emotional dimension field, customers feel happy when brands answer their questions. Under the influence of the cognitive dimension, customers spend time sharing content with the brand and finally share comments and thoughts about the

brand on their behavioral aspects on social media pages (Dessart et al., 2017). Kozinet (2014) defined the areas where social media brand engagement affected as co-creation, maintenance, communication, and commune. On the other hand, Harmeling et al. (2017) express cognitive activities as the level of focus and concentration that occurs during interaction with the brand, while emotional activity reflects the positive attitudes and behaviors that occur when interacting with the brand. Also, behavioral activity, which is of great importance in social media engagement, includes concepts such as directing the brand, creating a WOM, creating a blog, sharing comments, and a customer points system (e.g..;. Kumar et al., 2010; Van Doorn et al., 2010)

This study will examine social media brand engagement from different dimensions. Brand credibility (Jeng, 2016), social media brand involvement (Gomez et al., 2019), social media brand communication (Gomez et al., 2019), social media marketing efforts (Godey et al., 2016 ; Mishra 2019), social interactivity (Ye et al., 2017), OIP (Blazevic et al., 2014), brand relationship quality (Gomez et al., 2016), overall brand equity (Godey et al., 2016 ; Mishra 2019), and last one, purchase intention (Godey et al., 2016 and Mishra 2019).

2.8. ANTECEDENTS OF CUSTOMER BRAND ENGAGEMENT ON ONLINE SOCIAL MEDIA PLATFORMS

The impact and driving forces of social media brand engagement are broad. In this part of this study, this study will explain the driving forces of social media brand engagement. It is a promising topic for marketing literature and scientific research. There is not a very intense focus on this subject in the literature. Many studies conducted within the scope of brand engagement in social media have mentioned the lack of focus online (Dessart et al., 2017). Supporting this, Brodie et al. (2013) challenged the scarcity of consumer engagement in social media and the studies focusing on its driving forces. Furthermore, Social media platforms that are expected to be used by one-third of the world population have become an area to be examined for customer brand analysis.

This study, the driving forces of this interactive world are brand credibility, social media brand involvement, social media brand communications, social media marketing efforts, social interactivity, online interaction propensity concepts has explained as the driving force of social media.

2.8.1. Brand Credibility

Credibility is an important subject for extensive research on brands. Credibility formed is the sum of past behavior. Creating strong brand wishes of the marketers, it has become significant with perceived value and credibility they need to follow the road credibility (Vanrenen, 2005). Credibility has defined as persuasiveness (Fogg and Tseng, 1999) that occurs when past actions can use safely to predict future behavior for consumers (Herbig et al., 1995). Researchers as the intentions of companies or businesses to be believable in a certain period (Erdem and Swait, 2007) have defined it. Brand credibility is the transfer of the position and information of the brand to the consumers correctly, and the credibility of the data defined as *"the company presents what it promises"* (Erdem and Swait, 1998 p.137). Brand credibility is a concept that defines the selection processes of consumers (Bougoure et al., 2016), which occurs when past actions can use safely to predict future behavior for consumers (Herbig et al., 1995). Mayer et al. (2010) claim that brand reliability as a multi-structured concept and defined the nature of a message's source or perceived belief in the environment. Moreover, brand credibility is the most critical factor in influencing consumers (Spry et al., 2011).

It consists of two main components: trustworthiness and expertise. (Erdem and Swait, 1998). The expertise and trustworthiness of a brand is a reflection of its activities and influences in the past and present (Erdem and Swait, 2007). Trustworthiness is the firms' willingness to deliver what they promise, while expertise is their ability to deliver what they promise (Baek et al., 2010). Erdem and Swait (1998) examined brand credibility in three main dimensions, consistency, brand investments, and clarity. Firstly, consistency is how sustainable brand characteristics are (Erdem and Swait, 1998). Secondly, brand investments are the

fulfillment of the promises of brands (Klein and Leffler, 1981), and the last one clarity is that no uncertainty about products (Erdem and Swait, 1998). When all these factors are taken into consideration, while the high level of consistency increases brand investment and clarity, it positively affects brand credibility and eliminates risk factors related to the brand (Baek et al., 2010).

Companies create trust with quality of the information they create with marketing strategies (Erdem and Swait, 1998). Brand credibility is brand-to-consumer, consumer-to-brand communication (Sweeney and Swait, 2008). Firms or brands investments are work to make in the brand reliability permanent, such as an ad, sponsorship, social responsibility actions firms or company. (Erdem et al., 2006). Over time, long-lasting brand credibility achieved through marketing communications such as sponsorship, sales promotion, advertisements that support sustainable brand investments (Jeng, 2016). Furthermore, these strategies increase brand value with credibility (Spry et al., 2011).

In addition to all these strategies, affects brand value on consumer decision making and choice. Brand credibility is an important concept as it affects the entire brand image of the company (Martin-Consuegra et al. 2018). However, Sweeney and Swait (2008) argued about the impact of the brand on brand positioning with all marketing activities. The brand's signal creates symbolic meanings in relation to product or service in brand credibility (Rao and Ruekert 1999). One of the important roles played by brands (name, symbol, signal, and term) is differentiated concepts, identifies, and differentiates the goods or services sold and makes them safe from the competitor (Kotler, 1997). Brand signals are related to the brand image that represents the sense of trust that the consumer receives from the brand. Erdem and Swait (2002) argued that brand-related advertising and brand-strengthening partnerships would affect the credibility concept of designs that affect brand image for the credibility of brands. However, these concepts will support brand engagement. One of the most significant factors that brand credibility is affected is brand value. It creates issues such as brand value, awareness, brand associations, perceived quality, and brand loyalty (Erdem and Swait, 1998; Keller, 1993). Thus,

even if the consumer does not have the product features, he uses the product to decide on brand credibility by positioning the product in his mind and makes cost-benefit analysis (Erdem and Swait, 1998).

Johnson and Kaye (1998) claimed that the concept of credibility shifted from traditional channels to online channels with a study they conducted. Then they drew online credibility towards blogs. Finally, Web 2.0 developments, the speed of the internet, brand reliability has gained a new dimension online with great improvements in social media. This study had already argued about the extent to which internet usage and technology contribute to the lives of customers. The critical question is for consumers to find the internet safe or reliable. Since brand credibility objectively represents trust, there is not much research on social media. Trust is created with the competence provided by the brand, which is reflected in social media.

Essentials factor in ensuring brand engagement by ensuring brand credibility is that the information flow. Customers tend to many free channels such as price and advertisement to get accurate and reliable information (Zeithalm, 1988). A vital pathway to access costless information is the internet and social media. Consumers are using the internet more than book magazines or face-to-face channels to get information. However, the fact that social media pages viewed as a source of information by the consumer represents the credibility of the brand and supports consumer engagement (Tsai and Men, 2013). Users share information about brands on their social network pages, showing that they take into account brand credibility (Tsai and Men, 2013). For example, consumers have a positive attitude towards the approved brand regarding a product that perceived as valid on Instagram (Spry et al. 2011). Since brand credibility objectively represents trust, there is not much research on social media. Trust is created with the competence provided by the brand, which is reflected in social media. When the brand meets the expectations, the consumer is happy so that the concept of credibility is necessary to create a positive emotion on consumers (Swaen and Chumpitaz, 2008). Consequently, this study suggests the following:

H1: Brand credibility has a positive impact on social media brand engagement.

2.8.2. Social Media Brand Involvement

Customer research has argued that the concept of involvement is an essential point in recent years (Evrard and Aurier, 1996). The most significant factor affecting the idea of involvement is the level of personal interest. (e.g., Richins and Bloch, 1986; Zaichowsky, 1985). Celsi and Olson (1988) claimed that consumers have unique interests and feelings towards an object for the concept of engagement. Involvement includes different attitudes and approaches in individuals.

Thomson et al. (2005) described involvement as cognitive resources merging against a brand or object and formed as a mental state. For this reason, involvement leads to brand engagement with a level of personal attention and significance rather than a specific interaction behavior. Involvement is referenced from another point of view as being a cognitive, emotional, and motivational state and not behavioral (Smith and Godbey 1991; Zaichkowsky, 1985). The cognitive structure at the core of consumers' sense of engagement is essential (Srivastava and Kamdar 2009). If consumers reach an increasing amount of information about brands, this information turns into a cognitive structure in their minds, which facilitates the concept of engagement by influencing the interpreted meaning of products or brands (Dahlgren, 2011). When the consumer starts supporting the brand, it will be positively affected by the emotional bond (Chaudhuri and Holboork, 2001).

On the other hand, involvement is a whole set of motivational situations that will change the product or brand perspective of the consumer. (Guthrie and Kim, 2008). Kapferer (1985) claim that involvement is unobservable motivation, arousal, and related situation. For example, Sephora and Clinique, which are beauty brands, organized free beauty workshops to increase the perception of customers' minds (Vivek et al., 2012), which increases brand involvement and supports brand engagement.

When examining the contribution of brand involvement to social media brand engagement; It turns out that involvement and engagement are very close concepts. Brodie et al. (2011) and Bowden (2009) argued that engagement and involvement concepts are the most crucial premise for customer engagement. Brand involvement and brand engagement predict the future behavior of the consumer in two components (Evrard and Aurier, 1996; France et al. 2016; Hollebeek et al. 2014). However, there are some distinctions for these two concepts, for example, involvement involves a cognitive, emotional and motivational state (Vivek et al. 2012), while engagement includes a cognitive, emotional, and behavioral state (Harrigan et al. 2017), and engagement lasts longer. Involvement is a proactive relationship between the customer and the brand (e.g., Mangold and Faulds 2009; Merz et al., 2009).

When the involvement effect on brand engagement is analyzed, it is argued that it is the result of the intense interest of consumers to a particular brand or product (Park and Young, 1986). As could be understood from these inferences, brand engagement and brand involvement are the elements that complement each other. Brand involvement has a positive effect on brand engagement.

This study shows the features of prone customers, and these features appear as a driving force for their engagement in social media. In support of this, involvement defined as "*relevance of the object according to internal needs, values, interests*" (Zaichowsky 1985, p. 342). In social media, involvement is related to the level of perceived difference in the social media platforms of the object (Gomez et al., 2019). At the same time, social media brand involvement involves the brand being exciting and meaningful in social media for the consumer (Coulter et al., 2003; Dwivedi, 2015). The definitions of the concept of social media brand involvement and social media brand engagement are very inseparable because they are both concerned with the level of interest in an object (Gomez et al. 2019). On the other hand, users with the concept of engagement research information about brands recognize alternative products and different products in the same category, and this creates a high preference for brand involvement (Hollebeek et al., 2014; Kaufman

et al., 2016). As a result, this study suggests the following:

H2: Social media brand involvement has a positive impact on social media brand engagement.

2.8.3. Social Media Brand Communication

Brand communication is the marketing of a product or service, image, and its adoption as a distinctive feature (Jones and Kim 2011). The first step in building a strong brand is through strong communication. Brand communication emerged when companies interacted interactively with consumers or consumer - consumer communications. The main purpose of brand communication is to create awareness and the highest level of the recall by exposing the consumer to the long-term brand (Zehir et al., 2011); in this case, it ensures the optimum level of brand purchasing and customer.

Brand communication is also the determining factor of brand value (Simon and Sullivian, 1993). It supports researchers such as the driving force in creating brand value (e.g., Laroche et al., 2012; Schivinski & Dabrowski, 2015). Also supporting this, Low and Lamb (2000) argue that brand communication is good or bad brand evaluation.

Technology and the internet are main factors behind the emergence of communication-based on consumer and brand. Developments in technology and the Internet have changed the direction of communication. With the development of Web 2.0, companies started to use the ınternet to transfer information about their brands to consumers (Kaplan and Haenlein, 2012). With all these developments, social media, which has become one of the essential communication resources, has emerged.

With the development of the internet, the use of traditional channels has decreased. Standard communication tools are channels such as TV and radio. Along with conventional communication channels, social media has become even more attractive with its broad customer base (Kaplan and Haenlein, 2010). Research

shows that social media is used as a source of communication compared to brands using traditional channels because it is seen as a more reliable source of information (e.g., Karakaya and Barnes, 2010; Kietzmann et al., 2011). Brands must be on online platforms for effective and efficient communication (Keller, 2009). In general, consumers easily adopt the use of social media to access the information they are looking for. For example, while TV consumption is decreasing, online consumption of young, high-income, well-educated consumers is increasing (Online Broadcaster Association, 2002).

Moreover, consumers take a passive role as brand information receivers through traditional mass media. However, internet and social media development enabled communication with consumer-based brand content on communication blogs, forums, social networks (Okazaki and Taylor 2013; Thevenot, 2007). In addition, Morra et al. (2018) claim that with the advent of social media, the communication structure of the information needed by the consumers, the communication patterns, and the established media patterns have started to change throughout this period. Social media brand communication strengthens the bond between both consumers and brands. Supporting this, Peters et al. (2013) and Solis (2011) argued that brand communication could not be one-way, but to be continuous communication from brand to consumer could create from a different perspective.

There is a distinction in communication made by the user and the company (Bruhn et al., 2012; Okazaki and Taylor 2013). Communication on social media has examined in two different dimensions, namely the social media discussion created by the company and the user. (Godes and Mayzlin, 2009). Brands and companies use the aspects produced by the company; the second is the user-created size used by consumers (Vanden Bergh et al., 2011). Communication created by the company depends on the management of the company, user-generated communication managed by consumers (Bruhn et al., 2012). For example, many companies support brand communities as communication strategies and require them to comment on online platforms about company products (Keller, 2009). Large companies such as Starbucks and Coca-Cola aimed to develop Facebook and other platforms for the

company's brand communication (Schivinski and Dabrowski, 2016).

Another component is user-generated communication User-based customer communication generally creates opinions about functionality, hedonic value, or brand (Bruhn et al., 2012). Firms could not interfere with this form of communication. In addition, many social media factors, such as content, sharing, and rumor, are at the forefront of brand communication. Brands that users communicate with and content produce brand engagement affects WOM, attitude, and advocate (Lee, 2015). The availability of social media for interactive use enables brands to communicate bilaterally with their potential customers due to the dominance of the dialogues (Onat, 2010). Social media to attract brand engagement is that it provides tools such as communication, likes, and sharing. In addition, likes and comments about the brand are seen and spread immediately by followers on Facebook (Aydın, 2015). Peters et al. (2013), Solis (2011) emphasized that communication in brand communication is now a two-way dialogue from brand to consumer, not one-way. For example, even if a brand has a large number of followers, if the brand's followers are not effective in sharing brand-related shales on their networks, communication is not supported by not reaching the second or third consumer of the brand message.

Studies on social media brand communication show that to stay up-to-date, it follows social media accounts such as Facebook and Twitter to fulfill utilitarian and hedonic motivations. Marketers develop a good communication strategy to ensure that the positive attitudes of brands are sustainable (Kempf and Smith, 1998). In addition, positive brand attitudes such as brand trust and loyalty, it is vital for the future of the brand (Hoek et al., 2000).

Communication with the customer has captured at any time with message contents from different channels (Neslin and Shakar 2009). In this structure, the concept of IMC (integrated marketing communication) has emerged. Peltier et al. (2002) defined messaging and media on multiple channels for interactive IMC. This is the most critical factor that creates brand engagement.

As a result, the basic structure of communication is that social media is interactive with social media tools such as content, sharing, likes, comments. These tools support brand engagement by ensuring that consumers communicate with each other and with the brand. Consequently, this study suggests the following:

H3: Social media brand communications have a positive impact on social media brand engagement.

2.8.4. Social Media Marketing Efforts

Development of social media technology and changing the direction of communication, it has become an important and strategic potential place for both companies and consumers. It is a place where social media marketers can establish strong relationships with their consumers or with their potential customers so that they can keep in touch (Kelly et al. 2010). Kim and Ko (2012) have defined social media marketing as digital applications, platforms, and media-mediated marketing communication that enable the use of the concepts of communication, interaction, collaboration, and sharing among consumers easily. Social media changed the brand content distribution, and consumption features, taking the power of brand images from the marketer and placing them in the consumer's online networks (Tsai and Men, 2013). Sharma and Verma (2018) defined this concept as the use of online social media platforms for marketing purposes. The social media marketing effort has identified as a five-dimensional structure in the literature, and these are entertainment, interaction, trendiness, customization, and WOM (worth of mouth) (Mishra, 2019). This study will be examining these dimensions;

2.8.4.1. Entertainment

Social media provides entertainment by creating play and entertainment in terms of experience (Agichtein et al., 2008). Along with the hedonic perspective, social media users are position as having fun and seeking pleasure (Manthiou et al. 2013). Besides, Park et al. (2009) stated that customers would engage more in fun social

media platforms.

Different studies have argued that entertainment is a motivating concept for social media (e.g., Muntinga et al., 2011; Park et al., 2009). Moreover, Courtois et al. (2009) revealed that relaxation and escape, which is one of the most sought after causes, are encouraged to upload content on social media.

2.8.4.2. Interaction

The concept of interaction occurs and develops on social media. Gallaugher and Ransbotham (2010) defined the implementation as an exchange of ideas between the customer and the brand. At the same time, strong interaction has provided to marketers through two-way communication (Kim and Ko, 2012). De Vries et al. (2012) contributes to the customer's cognitive understanding with the concept of product features and brand benefits of consumers for consumer and brand interactions. Muntingo et al. (2011) claim that interaction consumers meet with people who think similarly, create interaction, chat about the brand, and are made by users who contribute to the social media platforms. Kim and Chen (2015) divided social media consist of two groups, profile and content base. Individual members dominate Profile-based ones, and the main purpose is to enable social media users to interact with a particular subject and link (Godey et al., 2016). The content-oriented social media approach focuses on content-related discussion and comments (Godey et al., 2016). Interaction supports brand engagement with the power of communicating and interacting with the customer.

2.8.4.3. Trendiness

Social media is where the latest news on the agenda is frequently provided (Ashraf and Azam 2019). Social media ensures that the newest information and behaviors about brands pass on to consumers (Naaman et al., 2011). Besides, Godey et al. (2016) defined the trendiness as obtaining the most up-to-date information about the product or brand. Because consumers see social media more reliable than the marketing communication that the company supports, they are regularly found on

different social media platforms and turn to social media (Seo and Park, 2018). With all this, the concept of trendiness creates customer awareness (Cheung et al., 2018) and supports creating brand loyalty (Godey et al., 2016).

2.8.4.4. Customized

Customize is the privatization of the services and brands offered to the needs of the consumers (Schmenner, 1986). Godey et al. (2016) define the concept as the degree of information search and service provision in social media channels. Privatization in social media is about the customers' individual needs and expectations (Ashraf et al., 2019). At the same time, brands customize their fields and customize the concept of individuality with their existing platforms, so brand functionality and loyalty are positively affected (Martin and Todorov, 2010). Zhu and Chen (2015) examined the level of privatization in two cases, publication and customized message. Broadcast target audiences constitute the general audience interested in social platforms (e.g., Tweets, Twitter). The customized information is the concept that addresses smaller groups and posts (e.g., Facebook posts). Finally, marketers offer personalized messages and services to specific group customers with customized marketing effort (Zhu and Chen, 2015), thus creating a solid consumer-brand relationship (Dehghani, and Tumer 2015; Martin and Todorov, 2010)

2.8.4.5. E-WOM

Muntinga et al. (2011) defined the concept of E-WOM in social media as the interaction between customer- customer in online platforms regarding brands. The purpose of WOM is to create brand awareness and support more information with the thoughts and attitudes created by consumers. Social media is a very suitable area for E-WOM because consumers share their experiences about the brand with their immediate surroundings or other users without any restrictions (Kim and Ko, 2012; Volmer and Precourt, 2008). Kim and Ko (2012) defined the E-WOM concept of social media in three stages; these are, taking opinions, giving opinions, and communicating ideas. Situations such as taking views and giving opinions by brands are carried out by those who influence consumer behavior. At the same time,

those who convey ideas constitute an essential source in social media to provide information flow (Kim and Ko, 2012). Also, eWOM is defined as the extent to which consumers transmit the information they have acquired and thus how much content they upload to social media (Godey et al., 2016).

The social media marketing effort is a strategic determinant for brand engagement to be strong and long related. Social media is providing importance to brand reputation (e.g.,Tuten and Solomon, 2017; Seo and Park, 2018). For these reasons, giving importance to social media activities is essential for companies to establish customer relations (Mishra et al.,2019). Brands communicate with consumers through these combinations (Algharabat et al., 2019) to gain a positive place in the consumer's mind. The customers strengthen the consumer-brand relationship with the dimensions of the interaction of the social media world, encourage the consumer-brand relationship and share information on social media by creating information flow about the products, thus offering it to more consumers (Valos et al., 2016). Social media marketing efforts provide all these concepts and space provided for the customer to engage in the brand and to establish a strong bond. Consequently, this study suggests the following:

H4: Social media marketing efforts have a positive impact on social media brand engagement.

2.8.5. Social Interactivity

Interactivity is a very versatile concept, and its scope is extensive. The interaction is related to the extent to which the messages in a sequence are related to themselves; to what extent the subsequent messages reflect the relationship of the previous messages (e.g., McLaughlin 1984; Rogers 1986). Bezjian et al. (1998) claim that interactivity is the formation of a previously unrelated communication between consumer and producer, in which new media elements are distinguished. It is explained how the needs respond to each other between the interaction, the

two-way audience, and the communicator (Ha and James,1998) .McMillan and Hwang (2002) described social interactivity as users' ability to communicate in real-time, among others, and the ability to communicate via the internet, including the bulletin board, search engine. Ye et al. (2017) disclosed social interactivity as a representation of communication between the individual and technology. Some studies approach interaction from a personal dimension, look at how it relates to messages, while others examine it mechanically. (e.g., Coyle and Thorson 2001; Steuer 1992). McMillan structured the interaction into three dimensions: human-to-human, human-to-document, and human-to-system interaction.

Furthermore, Hoffman and Novak (1996) claim that there are two levels of interaction, personal interaction between people, and machine interaction between people and machines. Sundar et al. (2003) added a new meaning to the definition of interaction based on the human system concept with the description of Refaeli (1998). This research focused on interactivity from the human system factor. Social interaction consists of user experiences on the website (Ye et al., 2017). Coyle and Thorson (2001) have defined website interaction, fine mapping, customer input, and results to change actions. Heeter (1989) argues that interaction is multidimensional and that there is unity, effort, response, monitoring, engagement, and interpersonal communication.

On the other hand, McMillan (2002) has dimensioned to interactivity as the direction of the user and communication, monologue structure, and that the feedback and encouraging dialogue, mutual discourse. Additionally, social interactivity perception occurs in places such as email, chat, or free phone access between users and the website (McMillan and Hwang, 2002). Moreover, interactivity is a phenomenon related to the concept of communication. Interaction always consists of correspondence. It combines interaction, speaking and listening, and includes person-to-person contact, face-to-face communication forums, and forms (Rafaeli, 1998). Interaction allows brands and users to have more control over the communication process. Two-way communication refers to the interaction between people or people and brands (Liu and Shrum, 2002). It is useful to allow

two-way communication of consumers, to see websites more accessible, and to establish for long-term relationships (Yoon et al. 2008). McMillan and Hwang (2002) explain that users who interact with the website can chat in real-time on the website and other users and communicate via bulletin boards, internet search buttons.

Interactions via websites positively affects the attitudes of consumers (Voorveld et al., 2013). Marketers can increase the interaction by making websites easier for users. The website page, which is easy to use and supports communication, supports the interaction due to the convenient environment it provides to the consumer for communication. Interaction supports communication, enhances bi-directional communication, and makes consumers more effective in the communication process (Voorverld et al., 2013). Bidirectional communication creates mutual relations between the consumer and the brand (Voorveld et al., 2013). When consumers feel that more brands are trying to communicate with them, the link between the brand and the consumer will be more reliable (Kelleher and Miller, 2006). Therefore, interactivity contributes to the relationship between the consumer and the brand (Yoon et al., 2008). With interaction, consumers have more voices on the brand (Voorlveld 2013). The perception of interaction is an investment in the brand's relationship with the consumer (Yoon et al., 2008). The consumer's belief that the brand invests in healthy and long-term interaction positively affects the quality of the relationship between the consumer and the brand (Voolverd et al., 2013). At the same time, Mollen and Wilson (2010) claimed that consumers' experiences could enhance by real-time communication. Thus, it is possible to obtain a unique consumer experience through mutual communication (Nepomuceno et al., 2014)

Social interactivity is supported on social media and social-based websites. There are also vital factors in social-based web site interactions; one of the most important is conceptual representation. Telepresence is also crucial for social interactivity. Suh and Chang (2006) identified consumers who said they felt positive to be more knowledgeable about Telepresence (e.g., Reality image interaction). On the other

hand, Steuer (1992 p. 76) defined "Telepresence as an experience of being in an environment with a communication tool." Interaction can increase the compliance rate that affects customer engagement (for example, active cognitive processing, instrumental and experiential value; Mollen and Wilson, 2010). This concept positively affected attitudes towards the website and increased brand engagement (e.g., Wu, 2005; Coyle and Thorson, 2001).

Along with this, interaction with consumers in social media and functional improvements are realized (for example, chat rooms) (Ott et al., 2016). Since social media platforms contain a high level of interaction and content, they create positive attitudes towards companies or brands (Dou, 2013; Sicilia et al., 2005). Exchange of information on social media supports the establishment of peaceful relations with the consumer (Ott et al., 2016).

At the same time, interaction, which is an essential building block of social interactivity, creates a successful brand experience by adding more value to customers' websites (Ye et al. 2017). As can be seen from research and development, interaction has a positive effect on brand engagement and perception. At the same time, social website interaction allows consumers to select desired parties for desired content and communication and creates real-time communication opportunities (Voorveld et al., 2013). The interaction will enable customers to get more value from their websites, so customers have a positive brand experience. (Ye et al. 2017). Consequently, this study suggests the following:

H5: Social interactivity has a positive impact on social media brand engagement.

2.8.6. Online Interaction Propensity

The trend of social interaction propensity has been defined as different individuality based on the ability to engage in online discussions (Blazevic et al., 2014). Wiertz and De Ruyter (2007) have defined OIP (Online interaction propensity) as a different level of mobility for the desire to interact and interact with others.

Online interaction is a characteristic feature, creating a different situation for each

individual (e.g., Burnett, 2000; Hammond, 2000). In support of this, Balzevic et al. (2014) stated that, despite similar access and motivation conditions, the engagement of one consumer in interaction and the other's absence is a difference that reveals potential levels. Moreover, Shoda et al., (1994) stated that the consistency between the situations will not always provide the same position regardless of the individual, and this will not reveal the same behavior in the consumer. Addionally, Balzevic et al. (2014) stated that even if the same motivation conditions are met, the equal engagement status will not be achieved. However, the interactions of individuals may differ from each other (Liu, 2003). To give an example to OIP (online interaction propensity), may not have been able to interact with people on the internet at all times. Still, they interact online, in newsgroups and discussion areas (Weirtz and Ruyter, 2000). According to Dessert (2017), sharing information and suggestions among people in online groups on Facebook brand pages on Facebook could be an example of the concept of online interaction propensity. Social media is creating positive relationships for customers' propensity. Considering all these effects, OIP determines a relatively consistent area between contexts and advocates that there will be a continuous individual difference (Balzevic et al. 2014).

Consumer engagement is a motivational structure that can express through social behavior (Khan, 1990; Salavona et al. 2005). One of the most important contributions to the development of OIP is consumer engagement and its ability to be explained through online behavior (Balzevic et al. 2014). Also, it provides an essential connection between companies or brands and customers.

Online interaction propensity is associated with consumers' positive personality traits (Salgueira et al., 2012). The main element of engagement is co-creation and partnership (Smith et al., 2009). OIP is a vital and influential driving force in customer brand engagement because it incorporates the concepts of co-creation and dialogue (Ballantyne and Varey 2006). It creates the top priority conditions for engagement in these concepts. However, Libai et al. (2010) argued that online users are an essential source of information for brands and contribute to an online experience. Interacting with others in the online environment positively affects the

sharing of experience, resulting in higher engagement (Balzevic et al., 2014). At the same time, Smith et al. (2009) argue that the main component of engagement is a crucial partnership and approach.

As a result, social media, the most crucial channel of online platforms, offers consumers great opportunities for online interaction, which affects the brand engagement and choices of customers. Consequently, this study suggests the following:

H6: Online interaction propensity has a positive impact on social media brand engagement

2.9. CONSEQUENCES OF BRAND ENGAGEMENT ON SOCİAL MEDİA

In this section, research will be carried out on the outcome influenced by social media brand engagement

2.9.1. Overall Brand Equity

Overall brand equity is an issue that researchers have been working on for years. Much research has done on brand equity, but no clear and collective judgment has emerged (Vazquez et al. 2002; Keller, 2003). The concept of brand value was starting to discuss in the early 1980s (Riezebos, 2003). Consumers adopted the benefits and costs they obtained from brands in the late 1980s with the support of marketing or marketers in this regard (Aaker, 1991). First, Farquhar (1989) defined brand equity as a value offered to the product. Although many different perspectives on brand equity, it is, the most emphasized and comprehensive elements that create value, such as the name or symbol of the brand or company (Aaker, 1991).

Keller (1993) evaluated the brand equity of the brand as a different effect on the consumer's reaction to the brands. Moreover, Aaker explained the brand-related, brand value, and the value offered by the consumer (Aaker 1991, 1996). Accordingly, Keller (1993) defined brand value as the increasing value of the

product depending on the brand. Brand equity initially emerged as a financially managed term (Barwise, 1993; Riezebos, 2003). In addition to these definitions, brand equity examined in two areas as financial and customer-oriented (Atılgan et al., 2005). Financially, brand equity is a value determined by brand owners (Wood, 2000). Simon and Sullivan (1993), one of the prominent pioneers of the financial perspective, define brand value as a cash flow to branded products over non-branded products. Customer-oriented brand value, when the customer reacts to the product faster when it marketed or not, that is to imagine or name the product (Keller, 2009). The customer-oriented brand equity represented as a series of situations related to brand names and images, as well as the benefits of the product or service to customers (Aaker, 1996b). On the other hand, Yasin et al. (2007) associated a brand with its position in the consumer's mind. Gregory and Wiechman (2002) defined brand equity in response to brand information and future buying behavior.

Many variables make up brand value. In the marketing literature, brand equity has divided into two, and these are consumer perception (perceived quality, brand awareness, brand-related benefits, etc.) and consumer behavior (loyalty to the brand, desire to pay for the brand, etc.) (Myres, 2003). Many variables depend on brand equity; these are perceived quality, brand awareness, and brand loyalty. (e.g.: Cobb-Walgren and Donthu, 1995; Yoo et al. 2000). Aaker (1991) claimed that brand equity consists of four components; Brand loyalty, brand awareness, brand associations, perceived quality. First, this part will explain the brand awareness of these components.

2.9.1.1. Brand Awareness

Keller (2003) has explained that the brand name, logo and symbol are associated with different conditions and positions in the consumer memory and is in the customer's mind. On the other hand, Aaker (1991) also raised awareness that the customer is potentially a member of the product or is a method of recognizing the product. To be the first brand that comes to mind in brands with brand awareness

(Aaker, 1996). Konecnik and Gartner (2007) have described this as a compelling concept for brand equity, but it is not sufficient for brand recognition and the purchasing process. Still, it is a big step to create curiosity in brands for the customers.

2.9.1.2. Brand Associations

Aaker (1991) approaches brand association in terms of memory. Brand associations are among the main components of the brand equity which essential component that strengthens loyalty and purpose of purchase (Aaker, 1991). It also responds to the brand's status and why it should purchase, providing a seamless flow of information to the customer (Aaker, 1991). Moreover, the consumer's desire to co-create supports the community's perception, understanding the content engagement created by the users, and the consumer-based brand equity (Chrsitodovlides et al., 2012).

2.9.1.3. Perceived Quality

Perceived quality is wholly related to the customer's subjective point of view and interpreting products and services in this way (Zeithaml, 1988). Low and Lamb (2000) argued that there was a secure door behind the purchasing step of perceived quality. Besides, customers' perception of high quality about the product or brand creates the purchase intention (Collins-Dadd and Lindley, 2003).

2.9.1.4. Brand Loyalty

Brand loyalty is the degree of customer attachment to any brand (Leckie et al., 2016). Oliver (1999) defined brand loyalty as a promise to buy a product in the future continuously. In addition, Dwide (2015) has defined brand loyalty as a capability for companies to increase sales revenue. Brand loyalty encompasses are cognitively, emotionally, and behaviorally connected to the brand (Liu et al., 2012). Behaviorally aspect of loyalty occurs in the consumer's purchase preferences (Tellis, 1988; Keller, 1998). At the same time, the cognitive dimension has a

positive effect on loyalty; moreover, the emotional aspect of engagement occurs in interaction with the focal brand (Hollebeek, 2011a). Brand loyalty is not just keeping the customer loyal to the brand, and it spreads as the customer's loyal attitude to all the brands within the body of that company. Therefore, it plays an extraordinary role in creating brand value (Sanchez- Franco et al., 2009). Moreover, an essential part of brand loyalty is the priority before the intention to purchase (Yoo and Donthu, 2001; Oliver, 1997).

When brand equity is evaluated in terms of social media engagement, it plays a substantial role in creating brand equity. Social media reinforces brand loyalty (Shen and Bissell, 2013) and contributes to brand relationships (Trainor et al., 2014). Social media creates unique opportunities and makes them aware of brand awareness, brand image, and brand (Yazdanparast et al., 2016). Brand value is created on social media in four steps (Ahmed & Zahid, 2014). First, social media creates new ways of communication, secondly, it increases the brand selection and recognition of customers in daily life, thirdly, it supports indirect engage in the brand with its sharing function and finally, it creates a healthy brand bond in social media (Babac, 2011). When analyzed, there are three important reasons for companies to use social media, such as; encouraging social media visits, increasing sales, and keeping the customer and community relationship healthy; these are the main reasons behind the critical brand equity (Dolan et al., 2012).

For the contribution of social media to the brand equity, Keller (2001) has argued about four stages; the first is to create brand awareness with the brand identity. The second is to strengthen the brand's meaning with popular and unique brand communities, thirdly, to develop positive brand returns with consumers and increase brand loyalty by building strong and close relationships.

At the beginning of all this, substantial brand equity starts with creating social media (Keller, 2001). He also argues that companies reach real references with their brand communities. Therefore, those interested in the brand on social media can easily interact and affect each other (Babac, 2011). Brand associations

interacting with products on the Facebook fan page contribute to brand awareness, WOM (word of mouth), and intent to purchase (Hutter et al. 2013). The concept of perceived quality includes the conversations of customers on social media, sharing information, and establishing relationships with groups, that is, all social media activities (Babac, 2011). It creates a positive contribution to perceived quality by increasing brand reputation in social media (Kietzmann et al. 2011). It has a fast and dramatic contribution to the perceived quality brand reputation (Kim and Ko, 2010). The last step, loyalty, is related to how much the customer wants to bond with it (Keller, 2001). Brand loyalty supports brand association's awareness and perceived quality. Brand loyalty is the most important of these components.

Simultaneously, short conversations, instant transmissions, subscription updates, and easy access on social media increase WOM, which is the critical point of brand engagement by increasing brand equity (Henning -Thurau et al., 2014). All this supports real-time communication by influencing the customer's purchase intent and even contributing to the purchasing process.

All of the different platforms on social media contribute to the brand, creating a favorable effect on brand equity. It supports brand value in social media with an intense purchasing process, brand loyalty support. However, if we examine it in detail, social media is where customers find an interest in doing a lot of research. Therefore, social media play a critical role in creating brand equity through customer engagement (Bruhn et al., 2012). Consequently, this study suggests the following:

H7: Social media brand engagement has a positive impact on overall brand equity.

The interaction of consumers with brands on social media contributes to brand equity by expressing the brands offered. (Van Doorn et al. 2010; Calder et al., 2009). At the sime time, consumers have been researching information about brands on social media platforms before making purchases. Aaker (1991, 1996)

argued that he had a positive impact on the concept of purchase intention for brand equity. Social media influences the increase and spread of brand equity through marketing efforts and studies (Bruhn et al., 2012; Kim and Ko 2012). Creating strong brand equity is also valuable for the future of companies. Beside, strong brand equity increases brand preference, makes willing to pay a premium price, and positively affects brand loyalty (e.g., Keller 2003; Keller and Lehman 2006). Therefore, Kim and Ko (2012) argue that social media environments will affect buying behavior with brand equity's dimensions. Overall brand equity increases, consumers' perception of the brand starts to develop positively, so the intention to purchase emerges (Cobb-Walgren et al., 1995). Thanks to brand awareness, it brings the advantage of selection by taking into consideration the concept of brand equity, and this affects the decision-making process of the customer (Jalilvand et al. 2011). Aaker (1991) claims that brand associations create a reason for the purchase of products or services. At the same time, the perceived quality, brand associations, brand loyalty, brand awareness in the brand equity structure creates the same results that positively affect the purchase intention. High brand equity perceptions and involvement always form permanent purchasing behavior (Cobb et al. 1995, and Yoo and Donth 2001). As a result, brand equity influences consumers' buying decisions by improving the brand knowledge of the consumer and establishing a unique and robust relationship (Hutter et al., 2013) and creates brand equity (Schivinski and Dabrowski, 2015). Consequently, this study suggests the following:

H10: Overall brand equity has a positive impact on purchase intention

2.9.2. Purchase Intention

Consumers plan to purchase or be willing to do a specific product or service in the future (Wu et al., 2011). Purchase intention is the totality of consumers' interests and demands towards the product (Kim and Ko, 2012).

Different researchers evaluated the importance and emergence of the purpose of purchase. Laroche and Teng (2001) stated that the brand selection process is taking place gradually, and cognitive state formation is slow. First, the process is created in attitude and confidence, and then the last step of brand selection is the purchasing situation. The purchase intent is established and evaluated according to the behavioral dimension of brand engagement (Eastliek and Lotz, 1999; Szymanski and Hise, 2000). On the other hand, Kotler and Armstrong (2010) and Kowa et al. (2013) examined the purpose of purchasing from a different perspective and dimensioned them as awareness, knowledge, preferences, and intent to purchase. There is a robust pre-behavioral decision-making mechanism behind purchasing. Engel (1995) claim that the consumer decision-making situation consists of five steps these are, recognizing problems, seeking information, evaluating alternatively, making purchasing decisions, and finally the post-purchase process. The alternative evaluation and information-seeking section that is important for these behaviors is the area where brand equity comes into play and affects the purchase intent. Besides, some researchers have identified purchasing intent as a customer-centric purchasing purpose, which has defined the trend as a customer trend that significantly affects purchasing decisions in other consumers (e.g., Reza and Samier, 2012; Chevalier and Mayzlin, 2006).

The rapid development of the Internet has an essential place in the life of consumers of social media. For this reason, social media is also effective in the decision-making mechanisms of consumers. In addition, social media requires consumers to interact individually between products or services (Kozinets, 1999). It increases the interaction of customers on social networking sites with practical information such as indirect product features. It is necessary to know and analyze the customer to create purchasing purpose and brand loyalty. They also learn about lifestyles that can characterize customer habits with the company through online developments (Akar and Nasir, 2005).

The customer's decision-making process brings intention to purchase. Purchase intention, consumers' willingness to communicate and interact individually, and

brand content create interaction on social media and measure the behavioral impact of consumers (Mishra 2019). Consequently, this study propose the following:

H8: Social media brand engagement has a positive impact on purchase intention.

2.9.3. Brand Relationship Quality

Customer brand relations quality is a concept that includes a wide variety of elements. On the other hand, Algesheimer et al. (2005) defined brand relationship quality as a consumer who grasps the brand as a satisfactory partner in an ongoing relationship. Smith et al. (2007) identified BRQ (brand relationship quality) as a customer-based indicator of the firm and deep meaning of the relationship between consumer and brand. As can be understood from these definitions, this concept has been exciting for years (Hudson et al., 2015).

BRQ is a concept that is handled from different dimensions. The emergence of these dimensions took place with Fornier (1994, 1998). These dimensions are proximity to the brand, being a relationship partner about the brand, creating a psychological affinity with the brand, being loyal, and making sacrifices against the brand. Besides, the brand is a part of the emotions in the daily life of the consumer. In the consumer-brand relationship, the relationship gets stronger as long as it takes good care of the consumer.

Brand relationship quality increases the magnetic effect by keeping the relationship between the brand and the person resistant and interactive (Phalm, 2017). BRQ has an important power on brand engagement. It reveals brand engagement in all dimensions and the importance of BRQ. Consumers reflect their personality traits with BRQ concerning the brand (Phau and Lau, 2001). On the other hand, the cognitive state supports the emotional and social-emotional effects that keep the BRQ concept alive to the brand. (Hudson et al. 2015). BRQ contributes to both the customer and the brand in every sense. Therefore, consumers' active partnership

has become increasingly important based on brands, brand, and consumer-oriented relationships (Hudson et al. 2015).

Besides, brand relationship and brand quality have handled in four dimensions: quality of partnership, past connection, self-connection, and predisposition (Hudson et al. 2015). These dimensions enable the consumer to match human characteristics with a brand and conceptualize the brand relationship (Algesheimer et al., 2005). However, this relationship includes essential aspects such as customer sentiment, WOM, loyalty, and has a positive effect on brand engagement.

This study has recently mentioned the power of the concept of social media and its effects on customer brand engagement. When considering the BRQ issue, companies establish robust and reliable relationships with their consumers on social media such as Facebook and Twitter (Park et al., 2009; Park and Kim, 2014). Besides, the interaction of social media users with brands strengthens the brand relationship (e.g., Pentina et al. 2013; Smith et al. 2007). Facebook affect consumers by allowing consumers to start a discussion space about the products or services they want or want to buy, so BRQ ranks first in companies as a buying behavior (234 Finance, 2014). Consequently, this study suggests the following:

H9: Social Media Brand Engagement has a positive impact on brand relationship quality

Allen (1995) claim that customers seeing assets as a part of their self. In order for this concept to be fully formed, it is necessary to establish safe, strong connections between the consumer and the brand. It is necessary to establish safe, strong links between the consumer and the brand. Lo (2020) has defined as BRQ is customer positive behavioral and loyalty factors. The concept of loyalty established with BRQ is a fundamental concept for the brand, creating a turning point for purchase intention. At the same time, with the strong relationship established, the customer will intend to purchase or a repurchase request. Bowden (2009) examined the BRQ concept in terms of service and combined it with restaurant services and conceptualized it as a new or repurchase intention. With this, WOM, the images of

proposal and purchase intention, which are positive behavioral outputs of the BRQ concept with concepts such as online resources and social media, are positively affected. Behavioral results, such as purchasing thoughts emerge with the formation and strengthening of concepts such as brand loyalty and relationship quality (Park et al., 2010; Smith et al., 2007).

Consumers also react positively to stimuli that affect the purchase decision, such as marketing ads. (Karmarkar and Tormola 2010). Kim et al., 2009). Therefore, BRQ has a positive effect on brand engagement. Consequently, this study suggests the following:

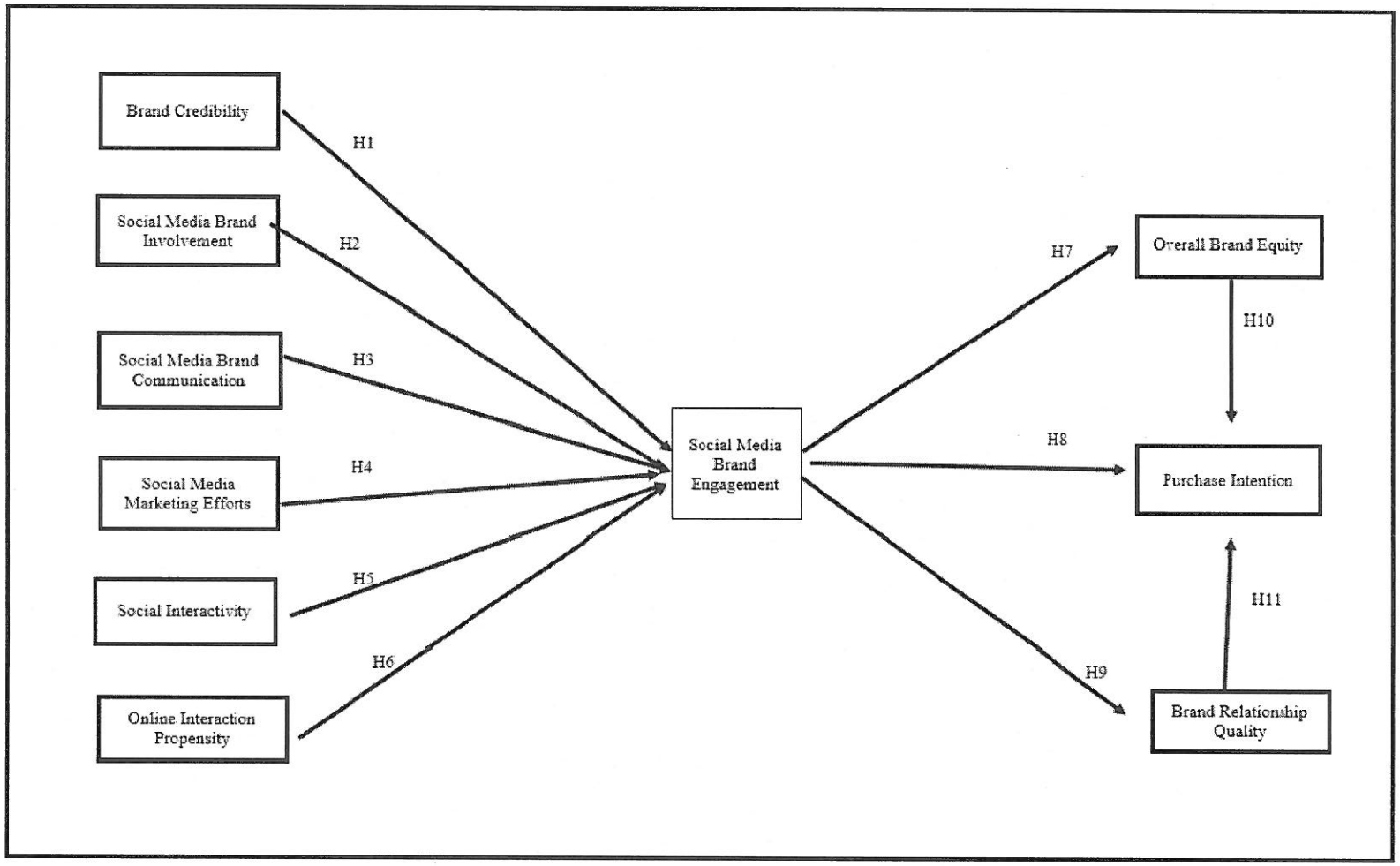
H11: Brand Relationship quality has positive impact on purchase intention

CHAPTER THREE
RESEARCH METHODOLOGY AND DESIGN

3.1. PROPOSED MODEL AND HYPOTHESES

A conceptual model of social media brand engagement is created on the driving forces affecting social media brand engagement and their outcomes. To better understand the effects of the factors affecting social media brand engagement of individuals, the conceptualization of the outcomes and domains that may occur is proposed in Figure 3.1.

Figure 3.1 Proposed Model



3.2. RESEARCH OBJECTIVE

The aim of this study is to examine the possible factors affecting social media brand engagement empirically. It then explores the impact of social media brand engagement on brand value, the purpose of the purchase, and brand relationship quality. This study also synthesizes the effect of overall brand equity and brand relationship quality concepts on purchase intention. At the same time, determining the factors that affect social media brand engagement will provide proactive and effective brand engagement. The effects of all the driving forces that support social media brand engagement are explained in this research.

It is also to fill the literature gaps by investigating the effect of social media brand engagement directly on the overall brand equity and brand relationship quality, purchase intention. In addition, this study reveals the overall brand value and brand relationship quality that you intend to purchase directly.

3.3. RESEARCH DESIGN

Social media is complemental as it determines the effect of the driving forces of the brand engagement on overall brand equity, the purpose of purchase and brand relationship quality, and the impact of overall brand equity and brand relationship quality on purchase intention.

The questionnaire that is prepared online and easily participated by users is chosen because it is fast and always available. At the same time, the survey structure provides access to a large number of users with minimal research costs (Sato, 2005) and contributes an overview of research in terms of management (Swaminathan et al., 2011).

3.4. OPERATIONALIZATION OF VARIABLES

Many researchers suggest that studies should be developed and supported by the literature's multi-scale structure (Beardon and Sharma 2003; Churchill 1979). At the same time, many researchers have adopted multiple scales in their studies; for

example, So et al. (2012) used a twenty-five item scale, and France (2016) supported brand engagement with a 5-item scale. Many researchers have suggested using at least three scales per structure (Cook et al., 1981). Therefore, a multi-item scale is used in this study.

In addition, apart from the questionnaire's demographic questions, the five-item Likert scale is used (absolutely disagree, agree, neither agree nor disagree, agree, and strongly agree). There are also a few open-ended questions: Simple scales are preferred to understand the research better and support the reliability approach (Churchill, 1979). For each question, the extent to which the participants took place or the degree of disagreement is determined. This study, by using the previous research, it has taken the earlier studies as examples in order not to have unnecessary data (Netemeyer et al., 2003).

3.4.1. Brand Credibility

Participants are asked to indicate whether they are participating in the questions asked to reveal brand credibility by considering the brand they follow on social media. The six-item scale and the five-item Likert scale created by Jeng (2009) were applied. In this table, the lowest score is 1, "I strongly disagree," and the highest score is 5, "I strongly agree." This scaling is given in Table 3.1.

Table 3.1. Operationalization of Brand Credibility

Statement
My favourite brand of delivers what it promises
Service claims from my favourite brand of are believable
My favourite brand of is committed to delivering on its claim, no more and no less
My favourite brand of has a name I can trust
My favourite brand of has the ability to deliver what it promises

Sources: Jeng, (2016).

3.4.2. Social Media Brand Involvement

Participants are asked to indicate whether they are participating in the questions asked to reveal social media brand involvement by considering the brand they follow on social media. The five-item scale and five-point Likert scale determined by Gomez et al. (2019) are applied. In this table, the lowest score is 1, "I strongly disagree," and the highest score is 5, "I strongly agree." This scaling is given in Table 3.2.

Table 3.2. Operationalization Social Media Brand Involvement

Statement
IB's FB page means a lot to me.
IB's FB page is significant to me.
For me personally, IB's FB page is important.
I am interested in IB's FB page.
I am involved with IB's FB page.

Sources: Gomez et al., (2019).

3.4.3. Social Media Brand Communication

Participants are asked to indicate whether they are participating in the questions asked to reveal social media brand communication by considering the brand they follow on social media. The six-item scale and five-item Likert scale determined by Gomez et al., (2019) are applied. In this table, the lowest score is 1, "I strongly disagree," and the highest score is 5, "I strongly agree." This scaling is given in Table 3.3.

Table 3.3. Operationalization of Social Media Brand Communication

Statement
My favourite brand of_delivers what it promises
Service claims from my favourite brand of_are believable
My favourite brand of is committed to delivering on its claim, no more and no less

My favourite brand of has a name I can trust
My favourite brand of has the ability to deliver what it promises
Content of X brand's social media is the newest information.

Sources: Gomez et al., (2019).

3.4.4. Social Media Marketing Efforts

Participants are asked to indicate whether they are participating in the questions asked to reveal social media marketing efforts by considering the brand they follow on social media. The eleven-item scale and five-item Likert scale determined by Godey et al. (2016) and Mishra (2019) are applied. In this table, the lowest score is 1, "I strongly disagree," and the highest score is 5, "I strongly agree." This scaling is given in Table 3.4.

Table 3.4. Operationalization of Social Media Marketing Efforts

Statement
Using X brand's social media is fun.
Content of X brand's social media seems interesting.
X brand's social media enable information-sharing with others.
Conversation or opinion exchange with others is possible through X brand's social media
It is easy to provide my opinion through X brand's social media.
Content of X brand's social media is the newest information.
Using X brand's social media is very trendy.
X brand's social media offer a customized information search.
X brand's social media provide customized service.
I would like to pass information on brand, product, or services from X brand's
I would like to upload content from X brand's social media on my blog or micro blog.

Sources: Godey et al., (2019) and Mishra, (2019).

3.4.5. Social Interactivity

Participants are asked to indicate whether they are participating in the questions asked to reveal social interactivity by considering the brand they follow on social media. The five-item scale and the five-item Likert scale created by Ye et al. (2017) are applied. In this table, the lowest score is 1, "I strongly disagree," and the highest score is 5, "I strongly agree." This scaling is given in Table 3.5.

Table 3.5. Operationalization of Social Interactivity

Statement
This online travel agent website is effective in gathering visitor's feedback.
This online travel agent website makes me feel like the company wants to listen to the websites visitors.
This online travel agent website encourages visitors to offer feedback.
This online travel agent website gives visitors the opportunity to talk back.
This online travel agent website facilitates two-way communication between the visitors and the site.

Sources: Ye et al., (2017).

3.4.6. Online Interaction Propensity

Participants are asked to indicate whether they are participating in the questions asked to reveal online interaction propensity by considering the brand they follow on social media. The eight-item scale and the five-item Likert Scale created by Blazevic et al. (2014) are applied. In this table, the lowest score is 1, "I strongly disagree," and the highest score is 5, "I strongly agree." This scaling is given in Table 3.6.

Table 3.6. Operationalization of Online Interaction Propensity

Statement
In general, I am someone who, given the chance, seeks contact with others online
In general, I am someone who answers questions of others in online forums
In general, I am someone who enjoys initiating a dialog online
In general, I like to get involved in online discussions
I find the idea of belonging to an online discussion group pleasant
I am someone who likes actively participating in online discussions
I am someone who likes interaction with like-minded others online
In general, I thoroughly enjoy exchanging ideas with other people online

Sources: Blazevic et al. (2014).

3.4.7. Social Media Brand Engagement

Participants are asked to indicate whether they are participating in the questions asked to reveal social media brand engagement by considering the brand they follow on social media. The twenty-five-item scale and a five-point Likert scale determined by Gomez et al. (2019) are applied. In this table, the lowest score is 1, "I strongly disagree," and the highest score is 5, "I strongly agree." This scaling is given in Table 3.7.

Table 3.7. Operationalization of Social Media Brand Engagement

Statement
When someone criticizes IB's FB page, it feels like a personal insult.
When I talk about IB's FB page, I usually say "we" rather than "they".
IB's FB page successes are my successes.
When someone praises IB's FB page, it feels like a personal compliment.
I am heavily into IB's FB page.
I am passionate about IB's FB page.
I am enthusiastic about IB's FB page.
I feel excited about IB's FB page.
I love IB's FB page.
I like to learn more about IB's FB page.
I pay a lot of attention to IB's FB page.
Anything related to IB's FB page grabs my attention.
I concentrate a lot on IB's FB page.
I spend a lot of time thinking about IB's FB page.
When I am interacting with IB's FB page, I forget everything else around me.
Time flies when I am interacting with IB's FB page.
When I am interacting with IB's FB page, I am carried away.
When I am interacting with IB's FB page, it is difficult to detach myself.
In my interaction with IB's FB page, I am immersed.

When I am interacting with IB's FB page intensely, I feel happy.
I like to interact with IB's FB page community discussions.
I enjoy interacting with like-minded others on IB's FB page.
I like participating in IB's FB page community discussions.
I enjoy exchanging ideas with other people in IB's FB page community.
I often participate in activities of IB's FB page community.

Sources: Gomez et al., (2019).

3.4.8. Overall Brand Equity

Participants are asked to indicate whether they are participating in the questions asked to reveal overall brand equity by considering the brand they follow on social media. The three-item scale and a five-point Likert scale determined by Mishra (2019) are applied. In this table, the lowest score is 1, "I strongly disagree," and the highest score is 5, "I strongly agree." This scaling is given in Table 3.8.

Table 3.8. Operationalization of Overall Brand Equity

Statement
Even if another brand has the same feature as brand X, I would prefer to buy brand X If another brand is not different from brand X, it seems smarter to purchase brand X
If there is another brand as good as brand X, I prefer to buy brand X
It makes sense to buy brand X instead of any other brand, even if they are the same

Sources: Mishra, (2019).

3.4.9. Brand Relationship Quality

Participants are asked to indicate whether they are participating in the questions asked to reveal brand relationship quality by considering the brand they follow on social media. The three-item scale and a five-point Likert scale determined by Gomez et al. (2019) are applied. In this table, the lowest score is 1, "I strongly disagree," and the highest score is 5, "I strongly agree." This scaling is given in Table 3.9.

Table 3.9. Operationalization of Brand Relationship Qaulity

Statement
IB says a lot about the kind of person I am.
The IB brand's image and my self-image are similar in many respects.
The IB brand plays an important role in my life.

Sources: Gomez et al., (2019).

3.4.10. Purchase Intention

Participants are asked to indicate whether they are participating in the questions asked to reveal purchase intention by considering the brand they follow on social media. The three-item scale and a five-point Likert scale determined by Godey et al. (2016) and Mishra (2019) are applied. In this table, the lowest score is 1, "I strongly disagree," and the highest score is 5, "I strongly agree." This scaling is given in Table 3.10.

Table 3.10. Operationalization of Purchase Intention

Statement
I would buy brand X rather than any other brands available.
I am willing to recommend that others buy brand X.
I intend to purchase brand X in the future.

Sources: Godet et al., (2016); Mishra, (2019).

3.5. QUESTIONNAIRE DEVELOPMENT AND DESIGN

In this study, which is created in detail in the current literature, the necessary information is obtained in this study. The questionnaire used in the research is obtained because of the researches in the literature.

During this study, a standard questionnaire form with closed-ended questions for the participants is used. There are also have managed to a few open-ended questions to the participants. The survey consists of 17 chapters and demographic questions. Except for the demographic questions directed to the participants, there are 106

questions in the survey. Personal questions (age, marital status, educational status, employment status, income) are asked to the participants in the demographic section of the created questionnaire. Then, considering the subject and scales of the research, participants are asked an open-ended question about how much time they spent in social media, the information of the brands they follow in social media, and the brand information they engage in social media.

When filling out the questionnaire, participants are not allowed to answer or leave questions uncertain to ensure that all answers are fully answered. In the ongoing sections of the survey, first, five questions about social media brand interest, six questions about social media brand communication, eleven questions about social media marketing efforts, five questions about brand credibility, five questions about social interactivity, eight questions about online interaction propensity, twenty-five questions about social media brand engagement, fourteen questions about consumption, contribution, creation, three questions about brand relationship quality, four questions about overall brand value, three about purchase intention, seventeen questions about content engagement, co-creation, defense, and negative engagement sections, but there are a total of 106 questions and seventeen sections.

All these sections are measured on the Likert scale and, the lowest score is 1, "I strongly disagree," and the highest score is 5, "I strongly agree." In this study, questionnaires have conducted with participants in Turkey. After that, the survey prepared in English is translated into Turkish.

3.6. QUESTIONNAIRE ADMINISTRATION AND DATA COLLECTION

Google Forms, the reliability of which has been proven on online platforms, are used to create the questionnaire and the questions of the research were prepared on this platform. The questionnaire is shared with the support of e-mail, social media platforms, and other social media. In the first part of the survey, it is reported that the questions answered by the participants will be used within the scope of academic and scientific studies and will never be shared with another institution or organization. The survey has several repeatable features. The survey takes about

fifteen minutes. Finally, all participants are informed that you have participated in the survey. The survey took about six weeks to collect.

3.7. SAMPLING AND DATA ANALYSES

The questionnaire form is created on the online platform, which the participants can access easily and quickly. The survey is created on real participation and consumers and supported by the convenience-sampling model. At the same time, this questionnaire is collected from the participants with the snowball-sampling model. When starting the survey, the participants are asked about how often they spend time on social media, whether there are brands they follow on social media, and the details of the brand names they follow.

When the sample size suitable for the study is examined, Anderson and Gerbing (1988) stated that one- hundred -fifty and above samples provide adequate estimates for the parameter with simple and normal errors, and this will produce a healthy result for the research model. For this reason, the survey is sent to 250 participants. The total number of respondents to the questionnaire is 230. However, 24 participants are excluded from the questionnaire because they did not follow the brand on social media, and three participants are eliminated because they did not respond to the brand name they followed as usable data in the research. Thus, the last figure is determined as 203 participants.

CHAPTER FOUR
DATA ANALYSES AND RESULT

4.1. BRAND'S FOLLOWED ON SOCIAL MEDIA

Information of the brands that the participants are following on social media brands is shown in Table 4.1.

Table 4.1. Brand's Followed On Social Media Respondents

Items	Frequency	Sample
Adidas	5	2,46
Altın yıldız	1	0,49
Anticart	1	0,49
Apple	1	0,49
Arçelik	5	2,46
Audi	3	1,48
Bershka	6	2,94
Beymen	13	6,40
Biletix	3	1,48
Bottega-Vanetta	1	0,49
Bmw	2	0,99
Boyner	3	1,48
Chanel	1	0,49
Coca Cola	1	0,49
Dior	1	0,49
Dogalist	1	0,49
Ebebek	1	0,49
Evidea	1	0,49
Filli Boya	1	0,49
Gratis	4	1,97
Gues	2	0,99
H&M	1	0,49
Hammdesign	1	0,49
Huda_Beauty	1	0,49
İpekyol	9	4,43
JointIdea	1	0,49
Joker_baby	1	0,49
Jordan	1	0,49
Karaca	1	0,49
LCW	1	0,49
Loccitane	1	0,49
Loreal_Paris	1	0,49
Luvaderm	1	0,49
Mac	2	0,99
Mango	1	0,49

Table 4.1. (Following). Brand's Followed On Social Media Respondents

Marwel	2	0,99
MassimoDutti	3	1,48
Mavi	2	0,99
Mercedes	3	1,48
Micheal Kors	6	2,96
Moncler	1	0,49
My Best Friends	1	0,49
N11	3	1,48
Netflix	2	0,99
Nike	13	6,40
Penti	2	0,99
Raissa Vanessa	1	0,49
Redbull	1	0,49
Rouje	1	0,49
Sephora	3	1,48
The Gracebrands	1	0,49
Touche	3	1,48
Trendyol	35	17,24
Turkısh Airlines	1	0,49
Turkcell	6	2,96
Vakko	3	1,48
Yves_Rocher	1	0,49
Zara	26	12,81
Zara Home	3	1,48

Brand information is asked as an open-ended question to reveal which brand the participants follow on social media. Then 17.4% of the participants stated the Trendyol brand, 17.23% (Nike, Beymen, Ipekyol), while 15.1% (Altın yıldız, Apple Bottega-Vanetta Chanel, Coca Cola, Dior, Naturalist, Ebebek, Evidea, Filli Boya, H&M, Hammdesign, Huda_Beauty, JointIdea, Joker_baby, Jordan, Karaca, LCW, Loccitane, Loreal_Paris, Luvaderm, Mango, Moncler, My Best Friends, Raissa-Vanessa, Redbull, Rouje, The Gracebrands, Turkish Airlines, Yves_Rocher) and 14.8% (Audi, Biletix, Boyner, Massimo Dutti, Mercedes, N11, Sephora, Touche, Vakko, Zara Home) then Zara 12.81% alone, 8.86% (Micheal Kors, Turkcell, Bershka), 6.93% (Bmw, Gues, Mac, Marvel, Blue, Netflix, Penti), (Adidas, Arçelik and Gratis) follow the brands with a rate of 6.89%.

4.2. DEMOGRAPHIC PROFILE

Demographic properties related to data are shown in table 4.2.

Table 4.2. Demographic Profile of Respondents

Characteristic	Frequency	Sample
Gender		
Men	63	31.0%
Woman	140	69.0%
Age(in years)		
18-25	37	18.2%
26-34	130	64.0%
35-44	32	15.8%
45-54	0	0.0%
55 and over	4	2.0%
Marital Status		
Single	120	59.1%
Married	83	40.9%
Education		
Primary school	12	5.9%
High school	29	14.3%
Associate degree	18	8.9%
Bachelor	93	45.8%
Postgraduate	51	25.1%
Working Status		
Public sector	12	5.9%
Private sector	104	57.1%
Own business	18	8.9%
Unemployed /looking for job	7	3.4%
Housewife	23	18.7%
Student	21	11.8%
Income		
Less than 2500TL	39	19.2%
2500TL-4000TL	55	27.1%
4000TL-10000TL	89	43.8%
1000TL over	20	9.9%

Of the 203 social media brand participants, 69% of the female participants are highly engaged, while 31% are male participants. The age ranges of the participants are determined to be 18 the smallest, the highest 55 and above. Here, 18.2% are between the ages of 18 and 25, 64% are between the ages of 26 and 44, 15.8% are between the ages of 35 and 44, and finally, 2% are 55 and over. In terms of marital status, 59.1% of the participants are single, 40.9% are married. Primary school and postgraduate intervals are determined for educational status. The education level is 5.9% for primary school, 14.3% for high school, 8.9% for an associate degree, 45.8% for undergraduate, and 25.1% for the graduate degree. When we examine the working status of the participants, 5.9% are public sector, 57.1% are private sector, 8.9% are own business, or looking for a job, 18.7% are housewife, and finally, 11.8% are students. The majority of private-sector employees examined in our analysis. When we examine the income levels of the participants, less than 2500TRY is 19.2%, 27.1% between 2500TRY and 4000TRY, 43.8% between 4000TRY and 10000TRY, and 9.9% over 10000TRY. The majority of the analyzed researches are participants with an income of 4000TRY and 10000TRY.

4.3. FACTOR ANALYSIS AND RELIABILITY

Hair et al. (2010) claim that factor analysis identifies related aspects that are qualified as factors. Sampling competence is measured in order to reveal the suitability of the data created before starting the factor analysis (Durmuş et al., 2011).

The determination of the suitability of the data occurs with the Kaiser-Meyer-Olkin (KMO) and Bartlett test. It shows that the data used in the analysis has a transparent variability according to the KMO result. Hair et al. (2010) suggested the lower limit for KMO is 0.50. For the Bartlett test, the upper limit is set at 0.05, however, the statistical significance of mutual correlation with each other is provided (Hair et al., 2016).

A number of elements are advocated, where a concept of size means a single concept of configuration (Hair et al., 2010). Simultaneously, the proposed model contains more than two dimensions that contribute to the importance of one-dimensionality. However, Hattie et al. (1989) suggest at least 0.50 for items with factor loads. After one-dimensionality is completed, reliability analyzes begin to be measured. Cronbach's Alpha found to be the most crucial reliability predictor known (Neteyemer et al. 2003). There is no upper or lower limit accepted by Cronbach's Alpha for everyone. In addition, It is suggested that the lower limit should be 0.70 (Nunnally and Bernstein,1994)

4.3.1. Factor and Reliability Analyses of Brand Credibility

Indications for KMO and Bartlett produced satisfactory test results with KMO = 0.784, χ^2 Bartlett test = 575.851 and p = 0.000.

Table 4.3. KMO and Bartlett's Test Results for Brand Credibility

KMO and Bartlett's Test		Result
Kaiser-Meyer-Olkin Measure of Sampling Adequacy		0.784
Bartlett's Test of Sphericity	Approx. Chi-Square	575.851
	df	10
	Sig.	0.000

The diagonals of the anti-correlation matrix gave a result above 0.50, which allowed all items to be captured during factor analysis. A varimax return is then used with component analysis. Then, it is aimed to check the internal consistency by performing reliability analysis and Cronbach's alpha value is 0.877. However, this factor analysis explain 67,435% of the total variance shown in Table 4.4

Table 4.4. Factor Analyses Results for Brand Credibility

Items	Factor Loading	% Variance	Reliability
BCRE2	0.877		
BCRE5	0.861		
BCRE3	0.84	67.435	0.877
BCRE1	0.826		
BCRE4	0.688		

4.3.2. Factor and Reliability Analyses for Social Media Brand Involvement

Indications for KMO and Bartlett produced satisfactory test results with KMO = 0.868, χ^2 Bartlett test = 1124.384 and p = 0.000.

Table 4.5. KMO and Bartlett's Test Results for Social Media Brand Involvment

KMO and Bartlett's Test		Result
Kaiser-Meyer-Olkin Measure of Sampling Adequacy		0.868
Bartlett's Test of Sphericity	Approx. Chi-Square	1124.384
	df	10
	Sig.	0.000

The diagonals of the anti-correlation matrix gave a result of over 0.50 that supported the retention of all items during factor analysis. A varimax return is then used with component analysis. Then, it is aimed to check the internal consistency by performing reliability analysis and Cronbach's alpha value is 0.952. However, this factor explain 84.208% of the total variance shown in Table 4.6.

Table 4.6. Factor Analyses Results for Social Media Brand Involvement

Items	Factor Loading	% Variance	Reliability
SMBI2	0.942		
SMBI3	0.934		
SMBI5	0.911	84.208	0.952
SMBI4	0.909		
SMBI1	0.891		

4.3.3. Factor and Reliability Analyses for Social Media Brand Communication

Indications for KMO and Bartlett produced satisfactory test results with KMO = 0.879,χ^2 Bartlett test = 972.989 and p = 0.000.

Table 4.7. KMO and Bartlett's Test Results for Social Media Brand Communication

KMO and Bartlett's Test		Result
Kaiser-Meyer-Olkin Measure of Sampling Adequacy		0.879
Bartlett's Test of Sphericity	Approx. Chi-Square	972.989
	df	15
	Sig.	0.000

The diagonals of the anti-correlation matrix gave a result of over 0.50 that supported the retention of all items during factor analysis. A varimax return is used with component analysis. Then, it is aimed to check the internal consistency by performing reliability analysis and Cronbach's alpha value is 0.929. However, the this factor explain 74.013% of the total variance shown in Table 4.8

Table 4.8. Factor Analyses Results for Social Media Brand Communication

Items	Factor Loading	% Variance	Reliability
SMBC3	0.889		
SMBC2	0.873		
SMBC5	0.87	74.013	0.929
SMBC1	0.863		
SMBC4	0.853		
SMBC6	0.812		

4.3.4 Factor and Reliability Analyses for Social Media Marketing Efforts

Indications for KMO and Bartlett produced satisfactory test results with KMO = 0.899,χ^2 Bartlett test = 1295.346 and p = 0.000.

Table 4.9. KMO and Bartlett's Test Results for Social Media Marketing Efforts

KMO and Bartlett's Test		Result
Kaiser-Meyer-Olkin Measure of Sampling Adequacy		0.899
Bartlett's Test of Sphericity	Approx. Chi-Square	1295.346
	Df	55
	Sig.	0.000

The diagonals of the anti-image correlation matrix are above 0.50, which allows them to be included in the factor analysis for all items. Then component analysis and varimax rotation are performed. In the rotated component analysis, the SMMBE5 value is excluded from the analysis because it is close to 627 and 539 when viewed on the same line. No problem appeared when the analysis is repeated. At the same time, a two-factor dimension occurred for this variable.

The first dimension is, it consists of social media marketing efforts content-based consist of SMMECONT1, SMMECONT2, SMMECONT10, SMMECONT11, SMMECONT4, SMMECONT3, SMMECONT6. The second dimension is social media marketing efforts function-based consist of SMMEFUNC8, SMMEFUNC9, SMMEFUNC7. Factor analyzes are reconstructed for both groups. The last remaining factors of social media marketing efforts are created in two dimensions with the latest factor analysis to test consistency. First, Cronbach's Alpha of content-based is found as 0.869 for social media marketing efforts. Secondly, Cronbach's Alpha is found as 0.853 for the function-based. However, content base factor analysis explain 53.437% and function-based 11.362 %of the total variance shown in Table 4.10.

Table 4.10. Factor Analyses Results for Social Media Marketing Efforts

Items	Factor Loading	% Variance	Reliability
SMMECONT1	0.822		
SMMECONT10	0.745		
SMMECONT2	0.741		
SMMECONT11	0.701		
SMMECONT4	0.664	53.437	0.869
SMMECONT3	0.647		
SMMECONT6	0.576		
SMMEFUNC8	0.879		
SMMEFUNC9	0.859	11.362	0.853
SMMEFUNC7	0.759		

4.3.5. Factor and Reliability Analyses for Social Interactivity

Indications for KMO and Bartlett produced satisfactory test results with KMO= 0.865,χ^2 Bartlett test = 786.556 and p = 0.000

Table 4.11. KMO and Bartlett's Test Results for Social Interactivity

KMO and Bartlett's Test		Result
Kaiser-Meyer-Olkin Measure of Sampling Adequacy		0.865
Bartlett's Test of Sphericity	Approx. Chi-Square	786.556
	df	10
	Sig.	0.000

The diagonals of the anti-correlation matrix gave a result of over 0.50 that supported the retention of each item during factor analysis. A varimax return is then used with component analysis. Then, it is aimed to check the internal consistency by performing reliability analysis and Cronbach's alpha value is 0.925. However, the this factor explain 7.107% of the total variance shown in Table 4.12.

Table 4.12. Factor Analyses Results for Social Interactivity

Items	Factor Loading	% Variance	Reliability
SINTER4	0.904		
SINTER3	0.896		
SINTER2	0.886	77.107	0.925
SINTER1	0.874		
SINTER5	0.83		

4.3.6. Factor and Reliability Analyses for Online Interaction Propensity

Indications for KMO and Bartlett produced satisfactory test results with KMO = 0.932, χ^2 Bartlett test = 1950.167 and p = 0.000.

Table 4.13. KMO and Bartlett's Test Results for Online Interaction Propensity

KMO and Bartlett's Test		Result
Kaiser-Meyer-Olkin Measure of Sampling Adequacy		0.932
Bartlett's Test of Sphericity	Approx. Chi-Square	1950.167
	Df	28
	Sig.	0.000

The diagonals of the anti-correlation matrix gave a result of over 0.50 that supported the retention of each item during factor analysis. A varimax return is then used with component analysis. Then, it is aimed to check the internal consistency by performing reliability analysis and Cronbach's alpha value is 0.966. However, the this factor explain 81.026% of the total variance shown in Table 4.14.

Table 4.14. Factor Analyses Results for Online Interaction Propensity

Items	Factor Loading	% Variance	Reliability
OIP4	0.933		
OIP3	0.924		
OIP5	0.918		
OIP6	0.917		
OIP2	0.894	81.026	0.966
OIP7	0.891		
OIP8	0.862		
OIP1	0.860		

4.3.7. Factor and Reliability Analyses for Social Media Brand Engagement

Indications for KMO and Bartlett produced satisfactory test results with KMO = 0.958, χ^2 Bartlett test = 6857.194 and p = 0.000.

Table 4.15. KMO and Bartlett's Test Results for Social Media Brand Engagement

KMO and Bartlett's Test		Result
Kaiser-Meyer-Olkin Measure of Sampling Adequacy		0.958
Bartlett's Test of Sphericity	Approx. Chi-Square	6857.194
	df	55
	Sig.	0.000

Since the diagonals of the anti-image correlation matrix are above 0.50, each item is included in the analysis. Then component analysis and then varimax rotation is applied. In the second-factor analysis, the SMBE8 item is excluded because the analysis of the components could not provide the appropriate data. Then, third-factor analysis, SMBE18 is excluded from the study because it could not provide the proper value. In the fourth factor analysis applied again, SBBE14 is excluded because it could not provide the appropriate value. Then, the fifth-factor analysis, SMBE19 is excluded from the analysis because it could not provide the appropriate data. Then, the sixth-factor analysis is applied, and SMBE6 is excluded from the analysis because it could not provide the appropriate data. SMBE 17 and SMBE19 are excluded from the seventh-factor analysis that is repeated. Then the eighth-factor analysis is applied to provide the appropriate data, but SMBE7 is excluded from the analysis because it does not generate the appropriate data. The ninth-factor analysis is carried out again, and SMBE16 is removed because it could not provide the appropriate data, and the results are obtained according to the rules.

With factor analysis, two dimensions are formed for social media brand engagement. These dimensions are internalization and enthusiastic interaction. The first dimension is to create the internalization scope for social media brand engagement, which consists of SMBE23, SMBE21, SMBE22, SMBE3, SMBE1, SMBE24, SMBE2, SMBE4, SMBE25, SMBE15. The second dimension examines social media brand engagement, which consists of SMBE12, SMBE10, SMBE11, SMBE9, MBE13, SMBE5, SMBE20, from the enthusiastic interaction dimension. The final remaining factors of social media brand engagement are formed in two

dimensions with the latest factor analysis to test consistency. Cronbach's Alpha is found as 0.970 is found for the internalization dimension of the first dimension, social media brand engagement. Then, it is aimed to check the internal consistency by performing reliability analysis and Cronbach's alpha value is 0.940 from the handling of social media brand engagement with an enthusiastic interaction dimension. 68,654% of the total variance is found as social media brand engagement internalization and 8,601% as enthusiastic interaction. It is shown in Table 4.16.

Table 4.16. Factor Analyses Results for Social Media Brand Engagement

Items	Factor Loading	Variance%	Reliability
SMBEINT23	0,879		
SMBEINT21	0,831		
SMBEINT22	0,829		
SMBEINT3	0,824		
SMBEINT1	0,821		
SMBEINT24	0,807	68,654	0.970
SMBEINT2	0,804		
SMBEINT4	0,779		
SMBEINT25	0,771		
SMBEINT15	0,727		
SMBEENTH12	0,836		
SMBEENTH10	0,789		
SMBEENTH11	0,782		
SMBEENTH9	0,781	8,601	0.940
SMBEENTH13	0,771		
SMBEENTH5	0,713		
SMBEENINT20	0,683		

4.3.8. Factor and Reliability Analyses for Brand Relationship Quality

Indications for KMO and Bartlett produced satisfactory test results with KMO = 0.747, χ^2 Bartlett test = 346.405 and p = 0.000

Table 4.17. KMO and Bartlett's Test Results for Brand Relationship Quality

KMO and Bartlett's Test		Result
Kaiser-Meyer-Olkin Measure of Sampling Adequacy		0.747
Bartlett's Test of Sphericity	Approx. Chi-Square	346.405
	df	3
	Sig.	0.000

The diagonals of the anti-correlation matrix gave a result of over 0.50 that supported the retention of all items during analysis. A varimax return is then used with component analysis. Then, it is aimed to check the internal consistency by performing reliability analysis and Cronbach's alpha value is 0.899. However, the factor explain explain 82.038% of the total variance shown in Table 4.18.

Table 4.18. Factor Analyses Results for Brand Relationship Quality

Items	Factor Loading	% Variance	Reliability
BRQ3	0.911	82.038	0.899
BRQ1	0.911		
BRQ2	0.895		

4.3.9. Factor and Reliability Analyses for Overall Brand Equity

Indications for KMO and Bartlett produced satisfactory test results with KMO = 0.842, χ^2 Bartlett test = 513.130 and p = 0.000.

Table 4.19. KMO and Bartlett's Test Results for Overall Brand Equity

KMO and Bartlett's Test		Result
Kaiser-Meyer-Olkin Measure of Sampling Adequacy		0.842
Bartlett's Test of Sphericity	Approx. Chi-Square	513.130
	Df	6
	Sig.	0.000

The diagonals of the anti-correlation matrix gave a result of over 0.50 that supported the retention of each item during factor analysis. A varimax return is then used with component analysis. Then, it is aimed to check the internal consistency by

performing reliability analysis and Cronbach's alpha value is 0.904. However, the this factor explain 77.776% of the total variance shown in Table 4.20.

Table 4.20. Factor Analyses Results for Overall Brand Equity

Items	Factor Loading	% Variance	Reliability
OBE4	0.907		
OBE3	0.884		
OBE2	0.873	77.776	0.904
OBE1	0.864		

4.3.10. Factor and Reliability Analyses for Purchase Intention

Indications for KMO and Bartlett produced satisfactory test results with KMO = 0.733, χ^2 Bartlett test = 311.381 and p = 0.000.

Table 4.21. KMO and Bartlett's Test Results for Purchase Intention

KMO and Bartlett's Test		Result
Kaiser-Meyer-Olkin Measure of Sampling Adequacy		0.733
Bartlett's Test of Sphericity	Approx. Chi-Square	311.381
	Df	3
	Sig.	0.000

The diagonals of the anti-correlation matrix gave a result of over 0.50 that supported the retention of each item during factor analysis. A varimax return is then used with component analysis. Then, it is aimed to check the internal consistency by performing reliability analysis and Cronbach's alpha value is 0.875. However, the factor explain explain 79.942% of the total variance shown in Table 4.22.

Table 4.22. Factor Analyses Results for Purchase Intention

Items	Factor Loading	% Variance	Reliability
PURINT2	0.914	79.942	0.875
PURINT1	0.890		
PURINT3	0.878		

The new hypotheses formed according to factor analyzes are as follows;

Table 4.23. New Hypotheses

Hypotheses
H1a: Brand credibility has a positive impact on the internalization dimension of social media brand engagement.
H1b: Brand credibility has a positive impact on the enthusiastic interaction dimension of social media brand engagement.
H2a: Social media brand involvement has a positive impact on the internalization dimension of social media brand engagement.
H2b: Social media brand involvement has a positive impact on the enthusiastic interaction dimension of social media brand engagement.
H3a: Social media brand communications have a positive impact on the internalization dimension of social media brand engagement.
H3b: Social media brand communications have a positive impact on the enthusiastic interaction dimension of social media brand engagement.
H4a: Content based social media marketing efforts have a positive impact on the internalization dimension of social media brand engagement.
H4b: Function based social media marketing have a positive impact on the internalization dimension of social media brand engagement.
H4c: Content based social media marketing efforts have a positive impact on the enthusiastic interaction dimension of social media brand engagement.
H4d: Function based social media marketing have a positive impact on the enthusiastic interaction dimension of social media brand engagement.
H5a: Social interactivity has a positive impact on the internalization dimension of social media brand engagement.
H5b: Social interactivity has a positive impact on the enthusiastic interaction dimension of social media brand engagement.
H6a: Online interaction propensity has a positive impact on the internalization dimension of social media brand engagement.
H6b: Online interaction propensity has a positive impact on the enthusiastic interaction dimension of social media brand engagement.
H7a: The internalization dimension of social media brand engagement has a positive impact on overall brand equity.
H7b: The enthusiastic interaction dimension of social media brand engagement has a positive impact on overall brand equity.
H8a: The internalization dimension of social media brand engagement has a positive impact on purchase intention.

H8b: The enthusiastic interaction dimension of social media brand engagement has a positive impact on purchase intention.
H9a: The internalization dimension of social media brand engagement has a positive impact on brand relationship quality.
H9b: The enthusiastic interaction dimension of social media brand engagement has a positive impact on brand relationship quality.
H10: Overall brand equity has positive impact on purchase intention.
H11: Brand relationship quality has positive impact on purchase intention.

4.4. CORRELATION ANALYSIS

The purpose of the correlation analysis is to reveal the relationship between the independent variables. Kline (2005) claims that the correlation in studies and literature should not exceed 0.85. Supporting this, Hair et al. (2010) argue that different analyzes or theories support correlations above 0.85.

Table 4.24. Correlation Analysis Results

	SMBI	SMBC	SMMECONT	SMMEFUNC	BCRE	SINTER	OIP	SMBEINT	SMBEENTH	BRQ	OBE	PURINT
SMBI	1											
SMBC	,712**	1										
SMMECONT	,757**	,726**	1									
SMMEFUNC	,439**	,507**	,633**	1								
BCRE	,452**	,581**	,566**	,390**	1							
SINTER	,512**	,628**	,697**	,686**	,588**	1						
OIP	,461**	,472**	,534**	,570**	,283**	,559**	1					
SMBEINT	,483**	,417**	,573**	,641**	,178*	,534**	,785**	1				
SMBEENTH	,648**	,588**	,694**	,568**	,423**	,628**	,644**	,780**	1			
BRQ	,531**	,418**	,454**	,484**	,316**	,479**	,590**	,763**	,696**	1		
OBE	,543**	,482**	,506**	,412**	,413**	,461**	,479**	,555**	,565**	,663**	1	
PURINT	,466**	,487**	,428**	,310**	,397**	,376**	,431**	,478**	,477**	,607**	,848**	1

As it is shown on Table 4.24., the relationship between purchase intention and overall brand equity is statistically significant with r = 0.848. At the same time, social media brand communication and social media brand engagement connections are considered significant with r = 0.712. Then, it is seen that social media marketing studies have a favorable relationship with r = 0.757 on content-based and social media brand engagement connection. Social media marketing efforts function- based and social media brand communication connection is important with r = 0.726. Social media brand engagement internalization and online interaction propensity linkage are statistically substantial with r = 0.785. Social media brand engagement internalization is linked to enthusiastic interaction with r = 0.780. Finally, the favorable relationship between brand relationship quality and social media brand engagement internalization with r = 0.763.

For the analysis to occur strongly between the independent variables, there should be no correlation. Kalaycı (2010) argued that multicollinearity could be avoided by correlation with independent variables occurring below 0.80. However, to establish discriminant validity among other structures, r values determined close to 0.80 should be taken as the basis. Therefore, the variance inflation factor (VIF) finding should be checked to assess multiple linearities before removing structures. It is claimed that if any of the variables formed has a VIF value of more than 10, it will result in multicollinearity.

4.5 REGRESSION ANALYSES

The effects of independent variables can be observed on dependent variables by applying regression analysis. In this part of the study, stepwise regression analysis is applied to find out whether the hypotheses proposed on the model previously determined are supported.

4.5.1 (Multiple) Regression Analysis of Independents and Social Media Brand Engagement Internalization

While the dependent variable consists of the internalization dimension of brand engagement in social media, critical determinants are created with independent variables, and multiple critical regression analysis is applied. Then there is the VIF and tolerance value to complete the analysis.

The number of R squares (coefficient of determination) is shown in the table results in Table 4.25. The Coefficient of Determination (R square) gives the reflection of the created effect of the independent variables in the dependent variable. The number of R squares increases with the increase in the number of variables that appear in the analysis, so the R squares should be corrected (Kalaycı, 2010). In this analysis, the dependent variable, which is 70.4%, was explained by the internalization of social media brand engagement. With all this, the presence of autocorrelation, which is an important element in the analysis, is determined by the Durbin Watson coefficient. The Durbin Watson coefficient range varies between the lowest 0 and the highest 4, where the "0" number results in a positive correlation between the independent variables and no autocorrelation between the "4" variables. It has been argued that Durbin Watson's emerging value should be the lowest 1.5 and the highest 2.5 (Kalaycı, 2010).

Table 4.25. Model Summary of Regression Analysis Between Key Drivers and Social Media Brand Engagement Internalization

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.845a	.714	.704	.68922

I.V: OIP, BCRE, SMBI, SMMEFUNC, SMBC, SINTER, SMMECONT
D.P: SMBEINT

Analysis of variance that results from ANOVA findings is given in Table 4.26. Durmuş et al. (2013) claimed that in cases where the number of independent groups is high, that is, when the one-way variance test is available, the ANOVA test could be used to determine whether the elements forming the independent variables have

anything in common. In order for this test to be formed in a healthy way, the compared groups must consist of independent variables (Durmuş et al. 2013). The explanatory power of this model is determined by 70.4% (R = 0.845, R2 = 0.714, F = 69.59, p = 0.000).

Table 4.26. ANOVA Result of Regression Analysis Between Key Drivers and Social Media Brand Engagement Internalization

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	231,398	7	33.057	69.590	.000b
	Residual	92,629	195	.475		
	Total	324,027	202			

D.P: SMBEINT
I.V:OIP, BCRE, SMBI, SMMEFUNC, SMBC, SINTER, SMMECONT

Table 4.27 shows the results of the coefficient. In Table 4.27, Beta value explains the trends of the variables to determine the effect of independents on addicts. The higher the beta, the higher the impact on addicts (Kalaycı, 2010). However, a T number of less than 0.5 provides the importance of any variable whose significance level is statistically significant (Kalaycı, 2010). At the same time, the VIF value indicates whether there are multiple connections.

The VIF that occurs in this regression model is between 1.724 and 2.801, and the tolerance is between 0.257 and 0.58 since there is no VIF value higher than 10, however, because the tolerance value results above 0.10, the concurrency between variables is remarkable.

In this model, social media marketing efforts with online interaction tendency β = 0.577 were function based based = 0.254, social media content based β = 0.182, brand reliability β = -0.199, statistically significant (sig values below 0.05) brand engagement internalization.

Social media brand involvement, social media brand communication, and social interaction are not linked to the dependent variable (greater than sig 0.05).

Table 4.27. Coefficients of Regression Analysis Between Key Drivers and Social Media Brand Engagement Internalization

Model		Unstandardized Coefficients		Std. Coefficients	T	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	0.275	0.284		0.97	0.333		
	SMBI	0.131	0.074	0.113	1.768	0.079	0.357	2.801
	SMBC	-0.155	0.097	-0.103	-1.602	0.111	0.356	2.806
	SMMECONT	0.251	0.104	0.182	2.406	0.017	0.257	3.898
	SMMEFUNC	0.295	0.067	0.254	4.412	0	0.443	2.256
	BCRE	-0.335	0.087	-0.199	-3.856	0	0.553	1.808
	SINTER	0.043	0.084	0.034	0.515	0.607	0.341	2.929
	OIP	0.581	0.051	0.577	11.472	0	0.58	1.724

D.V: SMBEINT

In this case, it is concluded that H1a, H4a, H4b and H6a, are supported according to the analysis results. H2a, H3a and H5a are not supported. When the effects are explained the biggest impact on the social media brand engagement internalization, which is the dimension of social media brand engagement, takes place with the OIP, secondly, social media marketing efforts are function-based effects, third, content-based and fourth brand credibility is the least effective.

4.5.2. (Multiple) Regression Analysis of Independents and Social Media Brand Engagement Enthusiastic Interaction

The enthusiastic interaction dimension dependence of brand engagement in social media, other key factors used are determined as independent and multiple regression is suitable for this analysis. Then VIF and tolerance values are determined. In the model of this study, 61.2% dependent variable is expressed with independent key factors.

Table 4.28. Model Summary of Regression Analysis Between Key Drivers and Social Media Brand Engagement Enthusiastic Interaction

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.791[a]	.626	.612	.66081

I.V: OIP,BCRE,SMBI, SMMEFUNC, SMBC, SINTER,SMMECONT
D.V : SMBEENTH

Analysis of variance that results from ANOVA findings is given in Table 4.29. The descriptive aspect of this model is 61.2% (R = 0.791, R2 = 0.626, F = 66.081, p = 0.000).

Table 4.29. ANOVA Result of Regression Analysis Between Key Drivers and Social Media Brand Engagement Enthusiastic Interaction

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	142.478	7	20.354	46.612	.000[b]
	Residual	85.150	195	.437		
	Total	227.628	202			

D.P: SMBEENTH
I.V:OIP, BCRE, SMBI, SMMEFUNC, SMBC, SINTER, SMMECONT

Table 4.30 shows the coefficient results. In this regression model. The tolerance occurs between 0.257 and 0.553, while the VIF value occurs between 1.808 and 3.898. Since the VIF value does not exceed 10, the synchronicity between the variables is remarkable as the value of tolerance bigger than 0.10. In this model, with online interaction propensity $\beta = 0.306$, social media brand involvement $\beta = 0.264$, social media marketing efforts content-based $\beta = 0.198$, social interactivity $\beta = 0.156$, statistically significant (sig. values smallest than 0.05) is found on social media brand engagement enthusiastic interaction.

There is no relationship because social media brand communication, social media marketing efforts function-based, brand credibility (sig greater than 0.05).

Table 4.30. Coefficients of Regression Analysis Between Key Drivers and Social Media Brand Engagement Enthusiastic Interaction

Model		Unstandardized Coefficients		Std. Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	.018	.272		.066	.948		
	SMBI	.256	.071	.264	3.598	.000	.357	2.801
	SMBC	-.017	.093	-.014	-.188	.851	.356	2.806
	SMMECONT	.229	.100	.198	2.295	.023	.257	3.898
	SMMEFUNC	.050	.064	.052	.785	.433	.443	2.256
	BCRE	.002	.083	.001	.021	.983	.553	1.808
	SINTER	.168	.080	.156	2.084	.038	.341	2.929
	OIP	.258	.049	.306	5.325	.000	.580	1.724

D.V:SMBEENTH

Considering the hypotheses suggested in the analysis, H2b, H4c, H5b and H6b are supported according to the analysis results. H1b, H3b and H4d are not supported. At the same time, online interaction propensity is the most effective on the enthusiastic interaction. Then, social media brand involvement, after which marketing efforts content-based, at the same time, the fourth most influential factor is social interactivity.

4.5.3. Simple Regression Analysis for Social Media Brand Engagement Internalization and Overall Brand Equity

While the overall brand equity is a dependent variable, the internalization dimension of social media brand engagement is independent, and then simple regression analysis is created. However, VIF and tolerance values occur.

The coefficient of determination (also known as R squared) is given in the findings in Table 4.31. In this model, a 30.4% dependent key factor is expressed by social

media brand engagement internalization.

Table 4.31. Model Summary of Regression Analysis Between Social Media Brand Engagement Internalization and Overall Brand Equity

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.555[a]	0.308	0.304	0.94715

I.V SMBEINT
D.V: OBE

Analysis of variance that results from ANOVA findings, is given in Table 4.32 The descriptive power of this model is determined by 30.4%(R=0.555, R2=0.308, F=80.077, p=0.000)

Table 4.32. Anova Result of Regression Analysis Between Social Media Brand Engagemnt Internalization and Overall Brand Equity

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression Residual Total	80.077 180.315 260.391	1 201 202	80.077 0.897	89.263	.000[b]

D.V: OBE
I.V: SMBEINT

VIF and tolerance values are equivalent to 1.00. Since the VIF value does not exceed 10, the synchronicity between the variables is remarkable as the tolerance values are higher than 0.10. In this model, the internalization of social media brand engagement internalization = 0.497 is found to be statistically significant (sig. smallest than 0.05) on the overall brand equity.

Table 4.33. Coefficients of Regression Analysis Between Social Media Brand Engagement Internalization and Overall Brand Equity

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	2.108	0.147		14.341	.000		
	SMBEINT	0.497	0.053	0.555	9.448	.000	1	1

D.V: OBE

Considering the hypotheses suggested in the analysis H7a is supported. Social media brand engagement internalization, which is one of the dimensions of social media brand engagement, has a positive effect on overall brand equity.

4.5.4 Simple Regression Analysis for Social Media Brand Engagement Enthusiastic Interaction and Overall Brand Equity

Overall brand equity is a dependent v; social media brand engagement enthusiastic interaction, is an independent key factor. A simple regression analysis is applied and then VIF as well as tolerance results appear.

The coefficient of determination (also known as R squared) is given in the findings on Table 4.34. In model 31.5%, dependent key factor is expressed by social media brand engagement enthusiastic interaction.

Table 4.34. Model Summary of Regression Analysis Between Social Media Brand Engagement Enthusiastic Interaction and Overall Brand Equity

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.565a	.319	.315	.93940

I.V: SMBEENTH
D.V: OBE

Analysis of variance that results from ANOVA findings, is given in Table 4.35 the descriptive power of model is determined by 31.5% (R=0.565, R2=0.319, F=93.940, p=0.000).

Table 4.35. Anova Result of Regression Analysis Between Social Media Brand Engagement Enthusiastic Interaction and Overall Brand Equity

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	83.016	1	83.016	94.073	.000[b]
	Residual	177.375	201	.882		
	Total	260.391	202			

D.V: OBE
I.V SMBEENTH

VIF value and tolerance are equivalent to 1.00. Since the VIF value does not exceed 10, the synchronicity between the variables is remarkable as the tolerance values are highest than 0.10. In this model, social media brand engagement enthusiastic interaction with β =0.604 is found statistically significant (sig value below 0.05) on overall brand equity.

Table 4.36. Coefficients of Regression Analysis Between Social Media Brand Engagement Enthusiastic Interaction and Overall Brand Equity

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	1.417	.210		6.755	.000		
	SMBEENTH	.604	.062	.565	9.699	.000	1.000	1.000

D.V: OBE

Considering the hypotheses suggested in the analysis, it is seen that H7b is supported. Social media brand engagement enthusiastic has a favorable relationship with overall brand equity.

4.5.5. Simple Regression Analysis for Social Media Brand Engagement Internalization and Purchase Intention

Purchase intention is a dependent and social media brand engagement internalization independent key factor. A simple regression analysis is applied and then VIF as well as tolerance results appear.

The coefficient of determination (also known as R squared) is given in the findings on Table 4.37. In this model, a 22.4% dependent factor is expressed by social media brand engagement internalization.

Table 4.37. Model Summary of Regression Analysis Between Social Media Brand Engagement Internalization and Purchase Intention

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.478a	.228	.224	.92830

I.V SMBEINT
D.V PURINT

Analysis of variance that results from ANOVA findings is given in Table 4.38 The descriptive power of model is determined by 22.4% (R=0.478, R2=0.228, F=92.830, p=0.000)

Table 4.38. Anova Result of Regression Analysis Between Social Media Brand Engagement Internalization and Purchase Intention

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	51.186	1	51.186	59.399	.000b
	Residual	173.208	201	.862		
	Total	224.394	202			

a. D.V: PURINT
b. I.V: SMBEINT

VIF value and tolerance are equivalent to 1.00. Since the VIF value does not exceed 10, the synchronicity between the variables is remarkable as the tolerance values are highest than 0.10. Social media brand engagement internalization with β =0.397 is found statistically significant (sig value below 0.05) on purchase intention.

Table 4.39. Coefficients of Regression Analysis Between Social Media Brand Engagement Internalization and Purchase Intention

Model		Unstandardized Coefficients		Std. Coefficients	T	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	2.563	.144	.478	17.787	.000	1.000	1.000
	SMBEINT	.397	.052		7.707	.000		

D.V PURINT

Considering the hypotheses suggested in the analysis, it is seen that H8a is supported. Social media brand engagement internalization, has a favorable relationship with the purchase intention

4.5.6. Simple Regression Analysis for Social Media Brand Engagement Enthusiastic Interaction and Purchase Intention

Purchase intention is a dependent social media brand engagement enthusiastic interaction, independent factor. A simple regression analysis is applied and then VIF as well as tolerance results appear.

The coefficient of determination (also known as R squared) is given in the summary findings on 4.40. In this model, a 22.4% dependent variable is explained by social media brand engagement enthusiastic interaction.

Table 4.40. Model Summary of Regression Analysis Between Social Media Brand Engagement Enthusiastic Interaction and Purchase Intention

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.477[a]	.227	.224	.92873

I.V: SMBEENTH
D.V: PURINT

Analysis of variance that results from ANOVA findings is given, is given in Table 4.41 The explanatory power of model is determined by 22.4% (R=0.477, R2=0.227, F=59.155, p=0.000)

Table 4.41. Anova Results of Regression Analysis Between Social Media Brand Engagement Enthusiastic Interaction and Purchase Intention

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	51.023	1	51.023	59.155	.000[b]
	Residual	173.371	201	.863		
	Total	224.394	202			

D.V: PURINT
I.V: SMBEENTH

VIF and tolerance values are equal to 1.00. Since the VIF value does not exceed 10, the synchronicity between the variables is remarkable as the tolerance values are greater than 0.10. In this model, social media brand engagement enthusiastic interaction with β =0.473 is found statistically significant (sig value below 0.05) on purchase intention.

Table 4.42. Coefficients of Regression Analysis Between Social Media Brand Engagement Enthusiastic Interaction and Purchase Intention

Model		Unstandardized Coefficients		Std. Coefficients	T	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	2.040	.207		9.839	.000	1.000	1.000
	SMBEENTH	.473	.062	.477	7.691	.000		

D.V: PURINT

Considering the hypotheses suggested in the analysis, it is seen that H8b is supported. Social media brand engagement enthusiastic interaction, which is one of the dimensions of social media brand engagement, has a favorable relationship with purchase intention.

4.5.7. Simple Regression Analysis for Social Media Brand Engagement Internalization and Brand Relationship Quality

Brand relationship quality is a dependent social media brand engagement internalization is an independent. A simple regression analysis is applied and then VIF as well as tolerance results appear.

The coefficient of determination (also known as R squared) is given in the findings on Table 4.43. In this model, 58 % dependent factor is explained by social media brand engagement internalization.

Table 4.43. Model Summary of Regression Analysis Between Social Media Brand Engagement Internalization and Brand Relationship Quality

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.763a	.582	.580	.83256

I.V:SMBEINT
D.V: BRQ

Analysis of variance that results from ANOVA findings, is given in Table 4.44 The descriptive power of model is determined by 58% (R=0.763, R2=0.580, F=279.879, p=0.000).

Table 4.44. Anova Results of Regression Analysis Between Social Media Brand Engagement Internalization and Brand Relationship Quality

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	193.998	1	193.998	279.879	.000[b]
	Residual	139.323	201	.693		
	Total	333.321	202			

D.V: BRQ
I.V: SMBEINT

VIF and tolerance values are equal to 1.00. Since the VIF value does not exceed 10, the synchronicity between the variables is remarkable as the tolerance values are greater than 0.10. In this model, social media brand engagement internalization with β =0.774 is found statistically significant (sig value below 0.05) on brand

relationship quality.

Table 4.45. Coefficients of Regression Analysis Social Media Brand Engagement Internalization and Brand Relationship Quality

Model		Unstandardized Coefficients		Std. Coefficients	T	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	1.001	.129		7.747	.000		
	SMBEINT	.774	.046	.763	16.730	.000	1.000	1.000

D.V: BRQ

Considering the hypotheses suggested in the analysis, it is seen that H9a is supported. Social media brand engagement internalization, which is one of the dimensions of social media brand engagement, has a favorable relationship with brand relationship quality.

4.5.8. Simple Regression Analysis for Social Media Brand Engagement Enthusiastic Interaction and Brand Relationship Quality

Brand relationship quality is a dependent; social media brand engagement enthusiastic interaction is an independent A simple regression analysis is applied and then VIF as well as tolerance results appear.

The coefficient of determination (also known as R squared) is given in the summary findings on Table 4.46. In this model, a 48.2 % dependent variable is explained by social media brand engagement enthusiastic interaction.

Table 4.46. Model Summary of Regression Analysis Between Social Media Media Brand Engagement Enthusiastic Interaction and Brand Relationship Quality

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.696a	.485	.482	.92438

I.V: SMBEENTH
D.V: BRQ

Analysis of variance that results from ANOVA findings, is given in Table 4.47 the descriptive power of model is determined by 48.2% (R=0.696, R2=0.485, F=189.089, p=0.000).

Table 4.47. Anova Results of Regression Analysis Between Social Media Brand Engagement Enthusiastic Interaction and Brand Relationship Quality

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	161.572	1	161.572	189.089	.000[b]
	Residual	171.750	201	.854		
	Total	333.321	202			

D.V: BRQ
I.V: SMBEENTH

VIF and tolerance values are equal to 1.00. Since the VIF value does not exceed 10, the synchronicity between the variables is remarkable as the tolerance value is greater than 0.10. In this model, social media brand engagement enthusiastic interaction with β =0.842 is found statistically significant (sig value below 0.05) on brand relationship quality.

Table 4.48. Coefficients of Regression Analysis Social Media Brand Engagement Enthusiastic Interaction and Brand Relationship Quality

Model		Unstandardized Coefficients		Standardized Coefficients			Collinearity Statistics	
		B	Std. Error	Beta	t	Sig.	Tolerance	VIF
1	(Constant)	.236	.206		1.143	.254		
	SMBEENTH	.842	.061	.696	13.751	.000	1.000	1.000

D.V: BRQ

Considering the hypotheses suggested in the analysis, it is seen that H9b is supported. Social media brand engagement enthusiastic interaction, which is one of the dimensions of social media brand engagement, has a favorable relationship with brand relationship quality.

4.5.9. Simple Regression Analysis for Overall Brand Equity and Purchase Intention

Purchase intention is a dependent; overall brand equity is an independent. A simple regression analysis is applied and then VIF as well as Tolerance results appear.

The coefficient of determination (also known as R squared) is given in the findings on Table 4.49. In this model, 71.8 % dependent factor is explained by overall brand equity.

Table 4.49. Model Summary of Regression Analysis Between Purchase Intention and Overall Brand Equity

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	848a	.720	.718	.55936

I.V: OBE
D.V:PURINT

Analysis of variance that results from ANOVA findings, is given in Table 4.50 the descriptive power of model is determined by 71.8% (R=0.848, R2=0.720, F=516.172 p=0.000).

Table 4.50. Anova Results of Regression Analysis Between Overall Brand Equity and Purchase Intention

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	161.504	1	161.504	516.172	.000[b]
	Residual	62.890	201	.313		
	Total	224.394	202			

D.V: PURINT
I.V: OBE

VIF and tolerance values are equal to 1.00. Since the VIF value does not exceed 10, the synchronicity between the variables is remarkable as the tolerance values are greater than 0.10. In this model, overall brand equity with β =0.848 is found

statistically significant (sig value below 0.05) on purchase intention.

Table 4.51. Coefficients of Regression Analysis Overall Brand Equity and Purchase Intention

Model		Unstandardized Coefficients		Std. Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	.917	.122		7.488	.000		
	OBE	.788	.035	.848	22.719	.000	1.000	1.000

D.V: PURINT

Considering the hypotheses suggested in the analysis, it is seen that H10 is supported. Overall brand equity has a favorable relationship with purchase intention.

4.5.10. Simple Regression Analysis for Purchase Intention and Brand Relationship Quality

Purchase intention is a dependent v, brand relationship quality is an independent .A simple regression analysis is applied and then VIF as well as tolerance results appear.

The coefficient of determination (also known as R squared) is given in the summary findings on Table 52. In this model, 36.5 % dependent variable is explained by brand relationship quality.

Table 4.52. Model Summary of Regression Analysis Between Brand Relationship Quality and Purchase Intention

Model	R	R Square	Adjusted R Square	ERStd. Error of the Estimate
1	.607a	.368	.365	.83990

I.V: BRQ
D.V: PURINT

Analysis of variance that results from ANOVA findings, is given in Table 4.53 The descriptive power of model is determined by 36.5% (R=0.607, R2=0.368, F=117.096 p=0.000).

Table 4.53. Anova Results of Regression Analysis Between Brand Relationship Quality and Purchase İntention

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	82.603	1	82.603	117.096	.000[b]
	Residual	141.791	201	.705		
	Total	224.394	202			

D.V: PURINT
I.V: BRQ

VIF and tolerance values are equal to 1.00. Since the VIF value does not exceed 10, the synchronicity between the variables is remarkable as the tolerance values are greater than 0.10. In this model, brand relationship quality with β =0.607 is found statistically significant (sig value below 0.05) on purchase intention.

Table 4.54. Coefficients of Regression Analysis Brand Relationship Quality and Purchase Intention

Model		Unstandardized Coefficients		Std. Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	2.095	.147		14.243	.000	1.000	1.000
	BRQ	.498	.046	.607	10.821	.000		

D.V: PURINT

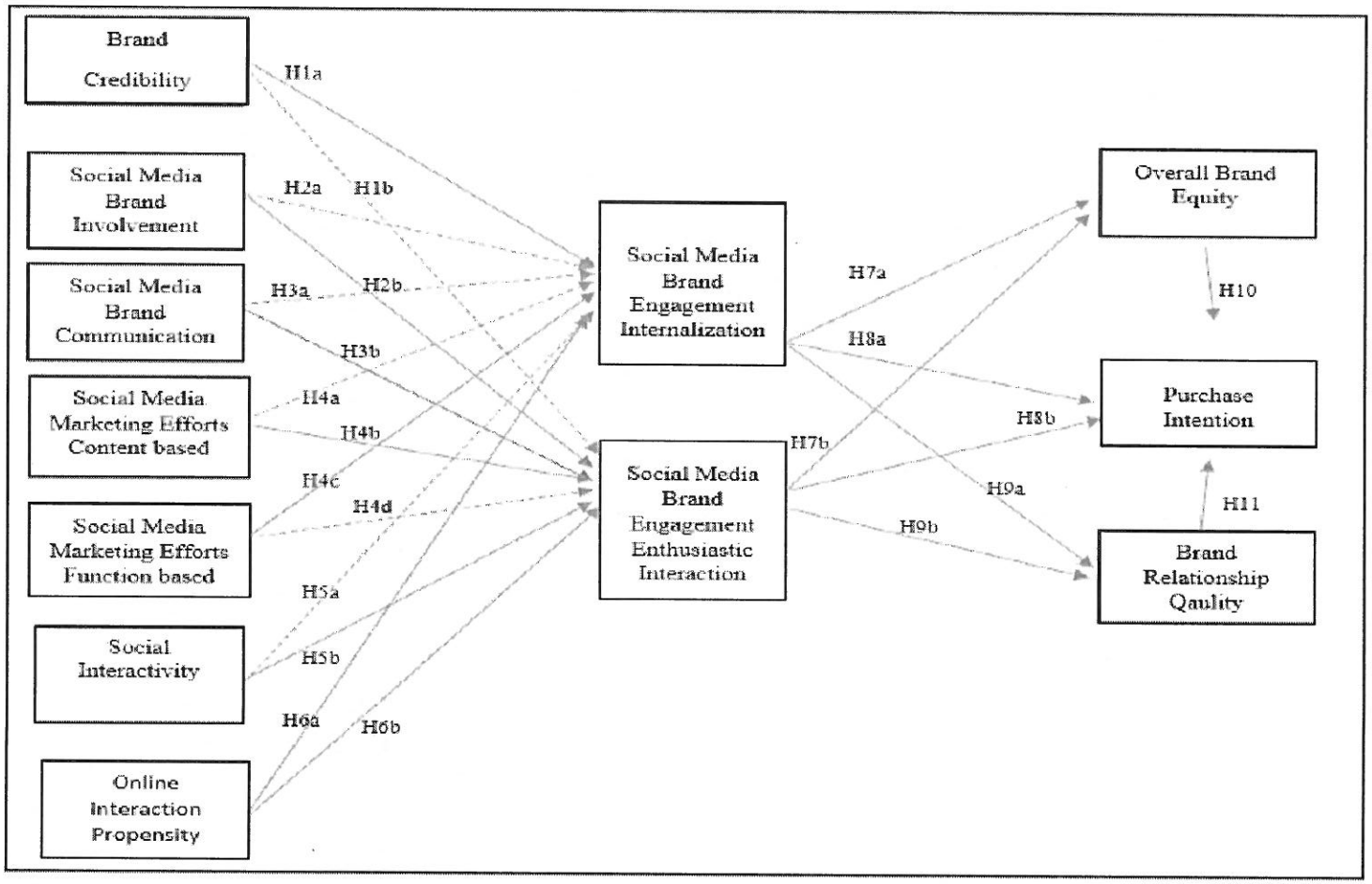
Considering the hypotheses suggested in the analysis, it is seen that H11 is supported. Brand relationship quality has a favorable relationship with purchase intention.

Table 4.55. Test Results Hypotheses

Hypotheses	Result
H1a: Brand credibility has a positive impact on the internalization dimension of social media brand engagement.	Supported

H1b: Brand credibility has a positive impact on the enthusiastic interaction dimension of social media brand engagement.	Not Supported
H2a: Social media brand involvement has a positive impact on the internalization dimension of social media brand engagement.	Not Supported
H2b: Social media brand involvement has a positive impact on the enthusiastic interaction dimension of social media brand engagement.	Supported
H3a: Social media brand communications have a positive impact on the internalization dimension of social media brand engagement.	Not Supported
H3b: Social media brand communications have a positive impact on the enthusiastic interaction dimension of social media brand engagement.	Not Supported
H4a: Content based social media marketing efforts have a positive impact on the internalization dimension of social media brand engagement.	Supported
H4b: Function based social media marketing have a positive impact on the internalization dimension of social media brand engagement.	Supported
H4c: Content based social media marketing efforts have a positive impact on the enthusiastic interaction dimension of social media brand engagement.	Supported
H4d: Function based social media marketing have a positive impact on the enthusiastic interaction dimension of social media brand engagement.	Not Supported
H5a: Social interactivity has a positive impact on the internalization dimension of social media brand engagement.	Not Supported
H5b: Social interactivity has a positive impact on the enthusiastic interaction dimension of social media brand engagement.	Supported
H6a: Online interaction propensity has a positive impact on the internalization dimension of social media brand engagement.	Supported
H6b: Online interaction propensity has a positive impact on the enthusiastic interaction dimension of social media brand engagement.	Supported
H7a: The internalization dimension of social media brand engagement has a positive impact on overall brand equity.	Supported
H7b: The enthusiastic interaction dimension of social media brand engagement has a positive impact on overall brand equity.	Supported
H8a: The internalization dimension of social media brand engagement has a positive impact on purchase intention.	Supported
H8b: The enthusiastic interaction dimension of social media brand engagement has a positive impact on purchase intention.	Supported
H9a: The internalization dimension of social media brand engagement has a positive impact on brand relationship quality.	Supported
H9b: The enthusiastic interaction dimension of social media brand engagement has a positive impact on brand relationship quality.	Supported
H10: Overall brand equity has positive impact on purchase intention.	Supported
H11: Brand relationship quality has positive impact on purchase intention.	Supported

Figure 4.1. Final Model



CHAPTER FIVE
DISCUSSION AND CONCLUSION

5.1. DISCUSSION

The main purpose of this study is to examine the driving forces and results of joining the customer brand on social media. The importance of this study is to investigate the changes between approaches, to review their effects, and to show other important elements in the presented model.

The findings of this study are the formation of two dimensions that impact social media brand engagement; these dimensions are the internalization and enthusiastic interaction. Then shows the effects on overall brand equity, purchase intention, and brand relationship quality separately in both dimensions. Moreover, the factors that are affecting the purchase intention are discussed in following argument of this study.

According to data analysis results, the most influential factor online interaction propensity on social media brand engagement internalization. Accompanied by more established and supported research (Blazevic et al., 2014), the positive effect of the OIP on social media brand engagement is explained empirically. Then social media marketing efforts are identified as the second most effective factor. Social media marketing effort is divided into two dimensions. These dimensions are functional-based and content-based. These dimensions are the most effective second factors on social media brand engagement internalization. Along with the previous research findings (Godey et al., 2016; Mishra 2019), the positive effect of the social media marketing efforts factor on social media brand engagement is conceptualized. The last affective, brand credibility factor is determined as the concepts that have little impact on social media brand engagement internalization.

For social media brand engagement, enthusiastic interaction, all factors' effects are examined. As a result, the most critical factor, which affects social media brand engagement enthusiastic interaction, is online interaction propensity. In line with

the supported research (Blazevic et al., 2014), the positive effect of online interaction propensity on social media brand engagement is explained empirically. The second most influential factor that followed is social media brand involvement. In line with previous researches (Gomez et al., 2019), the positive relationship of social media brand involvement on social media brand engagement has been conceptualized. Then social media marketing efforts content-based have been found the most effective third factor for social media brand engagement enthusiastic interaction.

Along with the previous research findings (Godey et al., 2016; Mishra 2019), the positive effect of the social media marketing efforts factor on social media brand engagement is conceptualized. Social interactivity is found to be the fourth most important factor affecting social media brand engagement enthusiastic interaction. One of the previous studies (Ye et al. 2017) supported the positive relationship between social interactivity and social media brand engagement.

When we examine the impact of social media brand engagement on the overall brand equity, purchasing intention and brand relationship quality, both dimensions (internalization and enthusiastic interaction) for social media brand engagement are examined separately.

Considering the effects of overall brand value and social media brand engagement (internalization and enthusiastic interaction), the overall brand equity is explained by the internalization of social media brand engagement with a 31.5% explanatory power that supports previous studies (Mishra 2019), moreover, 30.5% explanatory power is explained by social media brand engagement enthusiastic interaction.

When research is conducted on the relationship between social media brand engagement (internalization and enthusiastic interaction) and purchase intention, purchase intention is explained with social media brand engagement with a 22.4% explanatory power that supports previously created research. (Godey et al., 2016; Mishra 2019).

When looking at the relationship between social media brand engagement (internalization and enthusiastic interaction) and brand relationship quality, brand relationship quality is explained with social media brand engagement internalization with 58% explanatory power supporting previous studies (Gomez et al., 2019), while social media brand engagement enthusiastic interaction is 48.2% explained by explanatory power by force.

Considering the relationship between overall brand equity and purchase intention, the purchase intention is explained by overall brand equity, with an illustrative power of 71.8% supporting previous studies (Godey et al., 2019; Mishra 2019). When the relationship between brand relationship quality and purchase intention is investigated, purchase intention is explained with brand relationship quality with 36.5% explanatory power supporting previous researches. (Godey et al., 2016; Mishra 2019; Gomez et al., 2019).

5.2. THEORETICAL IMPLICATIONS

This study provides the results with some theoretical inference to the existing academic literature. First, in order to enrich social media brand engagement, the factors affecting social media brand engagement contribute to social media brand engagement research by providing a broad perspective with overall brand equity, purchase intention, and brand relationship quality. Broad perspective is synthesized by influencing individual approaches the results revealed that social media brand engagement is a multi-dimensional structure; these dimensions are internalization and enthusiastic interactions. The factors affecting both dimensions are the same, but the degree of their impact is different. For the , social media brand engagement internalization, online interactivity propensity, social media marketing efforts content, and functional based, brand credibility are listed as the most influential ones. For the Social media brand engagement enthusiastic interaction, online interaction propensity, social media brand involvement, social media marketing efforts content-based, social interaction are most effective in order of factors.

At the same time, the effect of each dimension of social media brand engagement

purchase intention, overall brand equity, also brand relationship quality is included in this study and it is seen that it contributes positively to brand engagement. Also included in this study for the effect of overall brand equity and brand relationship quality on purchase intention. As a result, it is concluded that these two factors affect purchase intention positively.

5.3. MANAGERIAL IMPLICATIONS

This study offers essential outputs for marketers. With this study, first, an overview of social media brand engagement based on demographic characteristics is created for managers. Given the profile of the participants, it provides companies with enlightening information about the profiles they need to focus on to develop or increase social media brand engagement. This study will create an opportunity and information flow for companies to review their social media brand engagement.

To develop a managerial perspective, companies should know all the factors affecting social media brand engagement. It is a multi-dimensional structure when the results related to the study are generated, and the multiplicity of the affected elements should be considered. The dimensions of social media brand engagement emerged during this study as internalization and enthusiastic interaction.

The online interaction propensity, which is an area to focus on, is the most critical factor affecting social media brand engagement internalization. With online interaction propensity, individuals are meant to provide the necessary environments for individuals to create interactive communication in online environments. Another critical factor affecting social media brand engagement internalization is social media marketing efforts. Social media marketing efforts are examined in two dimensions as content-based and functional based in this research. With Function-based marketing efforts, managers should create personalized marketing strategies that support communication in brands' social media pages. When managers desire content-based marketing efforts, they can provide brand engagement to individuals

by providing fun and exciting content on brands' social media pages. The last factor affecting social media brand engagement internalization is brand credibility. With this previous important factor, it is meant that brands offer what they promise and create a trusting perception in the individual.

Considering social media brand engagement enthusiastic interaction, the most important factor affecting this is the online interaction propensity. Social media brand involvement is the second most important factor affecting social media brand engagement. Managers who want to increase brand engagement in social media can have positive effects on social media brand engagement by creating effects that stimulate consumers' relevance to the brand page. The third most influential factor that followed is content-based social media marketing efforts. The fourth influential factor in social media brand engagement enthusiastic interaction is social interactivity. To provide this factor; on the social media brand page, it is meant to create a space that provides feedback from individuals through interactive two-way communication and supports the creation of areas where individuals can easily express their views with the brand.

As argued in this study, companies must create overall brand equity, purchase intention, and brand relationship quality to have an impact for long periods. At the same time, it is necessary to focus on the factors affecting these elements. However, users who want to enhance their purchase intention should also add weight to the overall brand equity and brand relationship quality factors.

5.4. LIMITATIONS AND SUGGESTIONS FOR FUTURE RESEARCH

This work contributes to society, corporate executives, and marketers whenever they want to increase social media brand engagement. Although various administrative outcomes have been created in this study, the resulting limitations should be taken into consideration. Data collection included in this study presents a cross-sectional structure. Therefore, it is not possible to provide broader information about whether the factors affecting the subject will remain the same. At the same time, this study is carried out on social media brand in Turkey by

providing participants inclusion, so that this work can be applied to different countries or cultures.

Participants are asked to respond by selecting the brand focus they followed on social media. Still, since each social media page may have different effects on individuals, the research can be repeated by determining a specific brand.

On the other hand, in this study, individuals who positively viewed brand engagement in social media carried out the participants, the subsequent studies can be repeated in two groups as those who follow and do not follow the brand on social media.

Besides, the factors affecting the social media used in this study can be expanded and included different factors for future researchers. The sample size in this study is applied to 203 participants due to limited time and situations, and future research should be tested on larger sample groups.

At the same time, more interactive technological advances can change the results affected by social media brand engagement. In this study, outcomes are determined as overall brand equity, purchase intention, and brand relationship quality. However, negative customer engagement, WOM, specifically loyalty (Dwide 2015; Harrigan 2017), can be added to this section.

Online interaction propensity, which also affects social media brand engagement, can be divided into different dimensions. On the other hand, dimensions such as consumption and creation (Schiwinski et al., 2016) can be added to the factors that affect engagement.

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APPENDICES

APPENDIX A: QUESTIONNARIE IN TURKISH

İstanbul Bilgi Üniversitesi LAUREATE INTERNATIONAL UNIVERSITIES	**Anket no**	
	Anketör	
	Tarih	

Bu anket çalışması yukarıda başlıkta adı yer alan yüksek lisans tezi kapsamında yapılmaktadır. Bu ankete vereceğiniz cevaplar bilimsel açıdan çok değerli olacaktır. Ancak çalışmanın verimliliği için tüm soruları eksiksiz yanıtlamanız çok önemlidir. Anket, anonim bir şekilde cevaplandırılacağı için anket sahibi de dahil olmak üzere yanıtların kime ait olduğu asla bilinmeyecektir. Paylaştığınız tüm bilgiler gizli tutulacak, asla 3. şahıslarla paylaşılmayacak ve sadece akedemik amaçla kullanılacaktır.

Katılımınız ve katkılarınız için teşekkür ederim.

İffet Albayrak
İstanbul Bilgi Üniversitesi
Pazarlama Yüksek Lisans Program Öğrencisi

---

1. Cinsiyetiniz

1> Erkek

2> Kadın

---

2. Yaşınız

1> 18-25

2>26-34

3> 35-44

4> 45-54

5> 55 ve üzeri

---

3. Medeni Durumunuz

1> Bekar

2>Evli

---

4. Eğitim Durumunuz

1>İlköğretim mezunu

2>Lİse mezunu

3>Ön lisans mezunu

4>Lisans mezunu

5>Lisansüstü mezunu

---

5. Çalışma Durumunuz

1>Kamuda Ücretli Çalışıyor

2>Özel sektörde ücretli çalışıyor

3>Kendi işinde çalışıyor

4>İşsiz / İş arıyor

5>Ev hanımı

6>Emekli

7>Öğrenci

8>Diğer

---

6. Aylık Kişisel Geliriniz

1>2.500 TL'den az

2>2500TL - 4000TL

3>4000TL-10.000TL

4>10.000 TL'den fazla

---

7. Sosyal Medyada ne sıklıkla zaman geçirirsiniz ?

1>1 satten az

2>1 - 4 saat

3>4 - 8 saat

4>8-12 saat

5>12 den fazla

Sosyal medyada Instagram veya Facebook sayfasını takip ettiğiniz markalar var mı ?

1>Evet

2> Hayır

9.Sosyal medyada (Instagram veya Facebook) sıklıkla sayfasını takip ettiğiniz bir markayı belirtiniz.

Açık uçlu soru olarak katılımcılara yönetilmiş olup takipte bulundukları markayı belirtmeleri istendi

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Bölüm 2: Lütfen aşağıdaki ifadelere ne derece katıldığınızı yukarda belirttiğiniz markayı düşünürek cevap verebilir misiniz?

Katılımcılardan sosyal medyada takip ettikleri markayı düşünerek aşağıdaki sorulara yanıt vermesi beklendi.

	Bölüm 2 .1- Sosyal Medya Marka İlgilenimi	Kesinlikle Katılmıyorum				Kesinlikle Katılıyorum
SMBIQ1	Bu markanın sosyal medya sayfası benim için çok şey ifade ediyor.	1	2	3	4	5
SMBIQ2	Bu markanın sosyal medya sayfası benim için anlamlıdır.	1	2	3	4	5
SMBIQ3	Şahsen benim için bu markanın sosyal medya sayfası önemlidir.	1	2	3	4	5
SMBIQ4	Bu markanın sosyal medya sayfasına ilgi duyuyorum.	1	2	3	4	5
SBMIQ5	Bu markanın sosyal medya sayfasıyla ilgileniyorum.	1	2	3	4	5

	Bölüm 2.2- Sosyal Medya Marka İletişimi	Kesinlikle Katılmıyorum				Kesinlikle Katılıyorum
SMBCQ1	Bu markanın sosyal medya sayfasındaki iletişimlerinden memnunum.	1	2	3	4	5
SMBCQ2	Bu markanın sosyal medya sayfasındaki iletişim düzeyi beklentilerimi karşılıyor.	1	2	3	4	5
SMBCQ3	Karşılaştırıldığında, bu markanın sosyal medya sayfasındaki iletişimi iyi performans gösterir.	1	2	3	4	5
SMBCQ4	Diğer kullanıcılar tarafından bu markanın sosyal medya sayfasında marka hakkında yapılan paylaşımlardan/ iletişimden memnunum.	1	2	3	4	5
SMBCQ5	Diğer kullanıcılar tarafından bu markanın sosyal medya sayfasında marka hakkında yapılan paylaşım/ iletişim düzeyi beklentilerimi karşılıyor.	1	2	3	4	5

SMBCQ6	Karşılaştırıldığında, kullanıcıların markanın sosyal medya sayfasında marka hakkında yaptıkları paylaşımlar/ iletişim iyi performans gösterir.	1	2	3	4	5

	Bölüm 2.3- Sosyal medyada pazarlama çabaları	Kesinlikle Katılmıyorum				Kesinlikle Katılıyorum
SMMEQ1	Bu markanın sosyal medyasını kullanmak eğlencelidir.	1	2	3	4	5
SMMEQ2	Bu markanın sosyal medya içeriği ilginç görünüyor.	1	2	3	4	5
SMMEQ3	Bu markanın sosyal medyası başkalarıyla bilgi paylaşımına olanak sağlamaktadır.	1	2	3	4	5
SMMEQ4	Bu markanın sosyal medyası aracılığı ile başkalarıyla sohbet veya fikir alışverişi yapmak mümkünüdür.	1	2	3	4	5
SMMEQ5	Düşüncemi bu markanın sosyal medyası aracılığıyla dile getirmem kolaydır.	1	2	3	4	5
SMMEQ6	Bu markanın sosyal medya içeriği en yeni bilgilerden oluşur.	1	2	3	4	5
SMMEQ7	Bu markanın sosyal medyasını kullanmak cok modadır.	1	2	3	4	5
SMMEQ8	Bu markanın sosyal medyası kişiselleştirilmiş şekilde bilgi arama imkanı sunar.	1	2	3	4	5
SMMEQ9	Bu markanın sosyal medyası kişiselleştirilmiş hizmet sunar.	1	2	3	4	5
SMMEQ10	Bu markanın ürün ve hizmetleri hakkında bilgi aktarmak isterim.	1	2	3	4	5
SMMEQ11	Bloguma veya mikro bloguma bu markasının sosyal medyasından içerik yüklemek isterim.	1	2	3	4	5

	Bölüm 2.4- Marka Güvenirliği	Kesinlikle Katılmıyorum				Kesinlikle Katılıyorum
BCREQ1	Bu marka vaat ettiklerini sunar.	1	2	3	4	5
BCREQ2	Bu markanın hizmet vaadleri inandırıcıdır.	1	2	3	4	5
BCREQ3	Bu marka vaat ettiklerini,ne az ne çok olacak şekilde,yerine getirmeyi taahhüt eder.	1	2	3	4	5
BCREQ4	Bu markanın güvenebileceğim bir adı var.	1	2	3	4	5
BCREQ5	Bu marka vaat ettiklerini yerine getirme yeteneğine sahiptir.	1	2	3	4	5

	Bölüm 2.5 Sosyal Etkileşim	Kesinlikle Katılmıyorum				Kesinlikle Katılıyorum
SINTERQ1	Bu markanın sosyal medya sayfası, ziyaretçinin geri bildirimlerini toplama konusunda etkilidir.	1	2	3	4	5
SINTERQ2	Bu markanın sosyal medya sayfası, ziyaretçilerini dinlemek istiyormuş gibi hissettirir.	1	2	3	4	5
SINTERQ3	Bu markanın sosyal medya sayfası, ziyaretçileri geri bildirimde bulunmaya teşvik eder.	1	2	3	4	5
SINTERQ4	Bu markanın sosyal medya sayfası, ziyaretçilere karşılık verme fırsatı sunar.	1	2	3	4	5
SINTERQ5	Bu markanın sosyal medya sayfası, ziyaretçiler ve site arasında çift yönlü iletişimi kolaylaştırır.	1	2	3	4	5

	Bölüm 2.6- Çevrimiçi etkileşim eğilitmi	Kesinlikle Katılmıyoru				Kesinlikle Katılıyorum
OIPQ1	Genel olarak, şans verildiğinde, çevrimiçi ortamda başkalarıyla iletişim kurmak isteyen biriyim.	1	2	3	4	5
OIPQ2	Genel olarak, çevrimiçi forumlarda başkalarının sorularını yanıtlayan biriyim.	1	2	3	4	5
OIPQ3	Genel olarak, çevrimiçi bir diyalog başlatmaktan hoşlanan biriyim.	1	2	3	4	5
OIPQ4	Genel olarak, çevrimiçi tartışmalara katılmayı severim.	1	2	3	4	5
OIPQ5	Çevrimiçi bir tartışma grubuna ait olma fikrini hoş bulurum.	1	2	3	4	5
OIPQ6	Çevrimiçi tartışmalara aktif olarak katılmayı seven biriyim.	1	2	3	4	5
OIPQ7	Benimle benzer düşünen başkalarıyla çevrimiçi ortamlarda etkileşimi seven biriyim.	1	2	3	4	5
OIPQ8	Genel olarak, çevrimiçi ortamlarda diğer insanlarla fikir alışverişinde bulunmaktan zevk alırım.	1	2	3	4	5

	Bölüm 2.7- Sosyal Medya Marka Katılımı	Kesinlikle Katılmıyorum				Kesinlikle Katılıyorum
SMBEQ1	Birisi bu markanın sosyal medya sayfasını eleştirdiğinde bu bana kişisel bir hakaret gibi gelir.	1	2	3	4	5
SMBEQ2	Bu markanın sosyal medya sayfası hakkında konustuğumda genellikle "onlar" yerine "biz" derim.	1	2	3	4	5
SMBEQ3	Bu markanın sosyal medya sayfasındaki başarılar benim başarımdır.	1	2	3	4	5
SMBEQ4	Birisi bu markanın sosyal medya sayfasını övdüğünde bu bana kişisel bir iltifat gibi gelir.	1	2	3	4	5
SMBEQ5	Bu markanın sosyal medya sayfasına yoğun bir şekilde girerim.	1	2	3	4	5
SMBEQ6	Bu markanın sosyal medya sayfası hakkında tutku duyarım.	1	2	3	4	5

SMBEQ7	Bu markanın sosyal medya sayfası hakkında heves duyarım.	1	2	3	4	5
SMBEQ8	Bu markanın sosyal medya sayfası hakkında heyecanlanırım..	1	2	3	4	5
SMBEQ10	Bu markanın sosyal medya sayfasını seviyorum.	1	2	3	4	5
SMBEQ11	Bu markanın sosyal medya sayfası hakkında daha fazla bilgi edinmek isterim.	1	2	3	4	5
SMBEQ12	Bu markanın sosyal medya sayfasına çok dikkat ederim.	1	2	3	4	5
SMBEQ13	Bu markanın sosyal medya sayfasıyle ilgili her şey dikkatimi çeker.	1	2	3	4	5
SMBEQ14	Bu markanın sosyal medya sayfası cok fazla yoğunlaşırım.	1	2	3	4	5
SMBEQ15	Bu markanın sosyal medya sayfası hakkında düşünerek cok fazla zaman harcarım.	1	2	3	4	5
SMBEQ16	Bu markanın sosyal medya sayfası ile etkileşime girdiğimde etrafımdaki her şeyi unuturm.	1	2	3	4	5
SMBEQ17	Bu markanın sosyal medya sayfası ile etkişelimdeyken zaman akar gider.	1	2	3	4	5
SMBEQ18	Bu markanın sosyal medya sayfası ile etkileşime girdiğimde kendimi kaptırırım.	1	2	3	4	5
SMBEQ19	Bu markanın sosyal medya sayfası ile etkileşimdeyken dalarım.	1	2	3	4	5
SMBEQ20	Bu markanın sosyal medya sayfası ile yoğun bir şekilde etkileşimdeyken mutlu hissederim.		2	3	4	5
SMBEQ21	Bu markanın sosyal medya sayfasındaki topluluk tartışmalarıyla etkileşimde olmayı seviyorum.	1	2	3	4	5
SMBEQ22	Bu markanın sosyal medya sayfasında benzer düşünen başkalarıyla etkileşimde bulunmaktan zevk alırım.	1	2	3	4	5
SMBEQ23	Bu markanın sosyal medya sayfasındaki topluluk tartışmalarına katılmayı seviyorum.	1	2	3	4	5
SMBEQ24	Bu markanın sosyal medya sayfasında diğer insanlarla fikir alışverişi yapmaktan zevk alırım.	1	2	3	4	5
SMBEQ25	Bu markanın sosyal medya sayfası topluluk aktivitelerine sık sık katılırım.	1	2	3	4	5

	Bölüm 2.12- Marka İlişki Kalitesi	Kesinlikle Katılmıyorum				Kesinlikle Katılıyorum
BRQ1	Bu marka benim olduğum kişi hakkında çok şey söyler.	1	2	3	4	5
BRQ2	Bu markanın imajı ve benim imajım birçok bakımdan benzer.	1	2	3	4	5
BRQ3	Bu marka hayatımda önemli bir rol oynar.	1	2	3	4	5

	Bölüm 2.13-Genel Marka Değeri	Kesinlikle Katılmıyorum				Kesinlikle Katılıyorum
OBEQ1	Başka herhangi bir marka bu markayla aynı özelliğe sahip olsa da, ben başka bir marka yerine bu markayı satın almayı tercih ederim.	1	2	3	4	5
OBEQ2	Eğer başka bir marka bu markadan farklı değilse, başka bir marka yerine bu markayı satın almak daha akıllıca görünür.	1	2	3	4	5
OBEQ3	Bu marka kadar iyi başka bir marka olsa da, başka bir marka yerine bu markayı satın almayı tercih ederim.	1	2	3	4	5
OBEQ4	Aynı olsalar bile, başka bir marka yerine bu markayı satın almak mantıklıdır.	1	2	3	4	5

	Bölüm 2.14-Satın Alma Eğilimi	Kesinlikle Katılmıyorum				Kesinlikle Katılıyorum
PURINTQ1	Mevcut diğer markaları satın almak yerine bu markayı satın alırdım.	1	2	3	4	5
PURINTQ2	Bu markayı satın almaları yönünde başkalarına tavsiyede bulunmaya istekliyim.	1	2	3	4	5
PURINTQ3	Bu markayı gelecekte de satın almak isterim.	1	2	3	4	5

APPENDIX B: QUESTIONNARIE IN ENGLISH

İstanbul Bilgi Üniversitesi LAUREATE INTERNATIONAL UNIVERSITIES	**Anket no**	
	Anketör	
	Tarih	

This survey is carried out within the scope of the master thesis named in the title above. Your answers to this questionnaire will be scientifically valuable. However, it is essential to answer all questions entirely for the efficiency of the study. Since the survey will be answered anonymously, it will never be known who the answers belong to, including the survey owner. All the information you share will be kept confidential, will never be shared with third parties, and will only be used for academic purposes.

Thank you for your participation and contributions.

İffet Albayrak
İstanbul Bilgi University
Marketing Graduate Student

Q1: Gender

1> Man

2> Woman

Q2. Age

1> 18-25

2>26-34

3> 35-44

4> 45-54

5> 55 and above

Q3. Marital Status

1> Single

2>Married

Q4. Education Level

1>Primary

2>High School

3>Associate degree

4>Bachelor

5>Master / MBA

Q5. Working Status

1>Public Sector

2>Private Sector

3>Own Business

4>Unemployed / Looking for a Job

5>Housewife

6>Retired

7>Student

8>Others.

Q6. Monthly income

1>Less than 2.500 TRY

2>2500TRY – 4000TRY

3>4000TRY-10.000TRY

4>10.000TRY above

Q7. How often do you spend time on Social Media?

1>l Less than a hour

2> 1 - 4 hour

3> 4 - 8 hour

4>8-12 hour

5> More than 12 hour

Q8.Are there any brands you follow on Instagram or Facebook page on social media?

1>Yes

2> No

Q9. Indicate a brand that you frequently follow on social media (Instagram or Facebook).

The participants are directed as an open-ended question and asked to indicate the brand they follow on social media.

Chapter 2 : Please can you answer the following statements by considering the brand you mentioned above?

	Chapter 2 .1- Social Media Brand Involvement	Strongly Disagree				Strongly agree
SMBIQ1	IB's FB page means a lot to me.	1	2	3	4	5
SMBIQ2	BIB's FB page is significant to me.	1	2	3	4	5
SMBIQ3	For me personally, IB's FB page is important.	1	2	3	4	5
SMBIQ4	I am interested in IB's FB page.	1	2	3	4	5
SBMIQ5	I am involved with IB's FB page.	1	2	3	4	5

	Chapter 2.2- Social Media Brand Communciation	Strongly Disagree	Strongly agree

SMBCQ1	I am satisfied with IB's communications on its FB page.	1	2	3	4	5
SMBCQ2	The level of IB's communications on its FB page meets my expectations.	1	2	3	4	5
SMBCQ3	In comparison, IB's communications on its FB page perform well.	1	2	3	4	5
SMBCQ4	I am satisfied with communications expressed by other users about IB on its FB page.	1	2	3	4	5
SMBCQ5	The level of communications expressed by other users about IB on its FB page meets my expectations.	1	2	3	4	5
SMBCQ6	In comparison, communications of users about IB on its FB page perform well.	1	2	3	4	5

	Chapter 2.3- Social Media Marketing Efforts	Strongly Disagree				Strongly agree
SMMEQ1	Using X brand's social media is fun.	1	2	3	4	5
SMMEQ2	Content of X brand's social media seems interesting.	1	2	3	4	5
SMMEQ3	X brand's social media enable information-sharing with others.	1	2	3	4	5
SMMEQ4	Conversation or opinion exchange with others is possible through X brand's social media	1	2	3	4	5
SMMEQ5	It is easy to provide my opinion through X brand's social media.	1	2	3	4	5
SMMEQ6	Content of X brand's social media is the newest information.	1	2	3	4	5
SMMEQ7	Using X brand's social media is very trendy.	1	2	3	4	5
SMMEQ8	X brand's social media offer a customized information search.	1	2	3	4	5
SMMEQ9	X brand's social media provide customized service.	1	2	3	4	5
SMMEQ10	I would like to pass information on brand, product, or services from X brand's	1	2	3	4	5
SMMEQ11	I would like to upload content from X brand's social media on my blog or micro blog.	1	2	3	4	5

	Chapter 2.4- Brand Credibility	Strongly Disagree				Strongly agree
BCREQ1	My favourite brand of delivers what it promises	1	2	3	4	5
BCREQ2	Service claims from my favourite brand of are believable	1	2	3	4	5
BCREQ3	My favourite brand of is committed to delivering on its claim, no more and no less	1	2	3	4	5
BCREQ4	My favourite brand of has a name I can trust	1	2	3	4	5
BCREQ5	My favourite brand of has the ability to deliver what it promises	1	2	3	4	5

	Chapter 2.5 Social Interactivity	Strongly Disagree				Strongly agree
SINTERQ1	This online travel agent website is effective in gathering visitor's feedback.	1	2	3	4	5
SINTERQ2	This online travel agent website makes me feel like the company wants to listen to the websites visitors.	1	2	3	4	5
SINTERQ3	This online travel agent website encourages visitors to offer feedback.	1	2	3	4	5
SINTERQ4	This online travel agent website gives visitors the opportunity to talk back.	1	2	3	4	5
SINTERQ5	This online travel agent website facilitates two-way communication between the visitors and the site.	1	2	3	4	5

	Chapter 2.6- Online Interaction Propensity	Strongly Disagree				Strongly agree
OIPQ1	In general, I am someone who, given the chance, seeks contact with others online	1	2	3	4	5
OIPQ2	In general, I am someone who answers	1	2	3	4	5

	questions of others in online forums					
OIPQ3	In general, I am someone who enjoys initiating a dialog online	1	2	3	4	5
OIPQ4	In general, I like to get involved in online discussions	1	2	3	4	5
OIPQ5	I find the idea of belonging to an online discussion group pleasant	1	2	3	4	5
OIPQ6	I am someone who likes actively participating in online discussions	1	2	3	4	5
OIPQ7	I am someone who likes interaction with like-minded others online	1	2	3	4	5
OIPQ8	In general, I thoroughly enjoy exchanging ideas with other people online	1	2	3	4	5

	Chapter 2.7- Social Media Brand Engagement	Strongly Disagree				Strongly agree
SMBEQ1	When someone criticizes IB's FB page, it feels like a personal insult.	1	2	3	4	5
SMBEQ2	When I talk about IB's FB page, I usually say "we" rather than "they".	1	2	3	4	5
SMBEQ3	IB's FB page successes are my successes.	1	2	3	4	5
SMBEQ4	When someone praises IB's FB page, it feels like a personal compliment.	1	2	3	4	5
SMBEQ5	I am heavily into IB's FB page.	1	2	3	4	5
SMBEQ6	I am passionate about IB's FB page.	1	2	3	4	5
SMBEQ7	I am enthusiastic about IB's FB page.	1	2	3	4	5
SMBEQ8	I feel excited about IB's FB page.	1	2	3	4	5
SMBEQ9	I love IB's FB page.	1	2	3	4	5
SMBEQ10	I like to learn more about IB's FB page.	1	2	3	4	5
SMBEQ11	I pay a lot of attention to IB's FB page.	1	2	3	4	5
SMBEQ12	Anything related to IB's FB page grabs my attention.	1	2	3	4	5

SMBEQ13	I concentrate a lot on IB's FB page.	1	2	3	4	5
SMBEQ14	I spend a lot of time thinking about IB's FB page.		2	3	4	5
SMBEQ15	When I am interacting with IB's FB page, I forget everything else around me.	1	2	3	4	5
SMBEQ16	Time flies when I am interacting with IB's FB page.	1	2	3	4	5
SMBEQ17	When I am interacting with IB's FB page, I get carried away.	1	2	3	4	5
SMBEQ18	When I am interacting with IB's FB page, it is difficult to detach myself.	1	2	3	4	5
SMBEQ19	In my interaction with IB's FB page, I am immersed.	1	2	3	4	5
SMBEQ20	When I am interacting with IB's FB page intensely, I feel happy.	1	2	3	4	5
SMBEQ21	I like to interact with IB's FB page community discussions.	1	2	3	4	5
SMBEQ22	I enjoy interacting with like-minded others on IB's FB page.	1	2	3	4	5
SMBEQ23	I like participating in IB's FB page community discussions.	1	2	3	4	5
SMBEQ24	I enjoy exchanging ideas with other people in IB's FB page community.	1	2	3	4	5
SMBE025	I often participate in activities of IB's FB page community.	1	2	3	4	5

	Chapter 2.12- Brand Relationship Quality	Strongly Disagree				Strongly agree
BRQ1	IB says a lot about the kind of person I am.	1	2	3	4	5
BRQ2	The IB brand's image and my self-image are similar in many respects.	1	2	3	4	5
BRQ3	The IB brand plays an important role in my life.	1	2	3	4	5

	Chapter 2.13-Overall Brand Equity	Strongly Disagree				Strongly agree
OBEQ1	Even if another brand has the same feature as brand X, I would prefer to buy brand X	1	2	3	4	5
OBEQ2	If another brand is not different from brand X, it seems smarter to purchase brand X	1	2	3	4	5
OBEQ3	If there is another brand as good as brand X, I prefer to buy brand X	1	2	3	4	5
OBEQ4	It makes sense to buy brand X instead of any other brand, even if they are the same	1	2	3	4	5

	Chapter 2.14 Purchase Intention	Strongly Disagree				Strongly agree
PURINTQ1	I would buy brand X rather than any other brands available.	1	2	3	4	5
PURINTQ2	I would buy brand X rather than any other brands available.	1	2	3	4	5
PURINTQ3	I intend to purchase brand X in the future..	1	2	3	4	5

ETİK KURUL DEĞERLENDİRME SONUCU / RESULT OF EVALUATION BY THE ETHICS COMMİTTEE

Covid-19 salgını nedeniyle İstanbul Bilgi Üniversitesi İnsan Araştırmaları Etik Kurulu, 2019-2020 Bahar dönemimde teslim edilecek lisansüstü tezlerin onay yetkisini ilgili etik kurul alt komitelerine devretmiştir. / Due to the Covid-19 outbreak, Istanbul Bilgi University Human Research Ethics Committee has transferred its approval authority to the Ethics Board Sub-Committees organized within each graduate program. Thus, the graduate theses to be submitted in the spring semester of 2019-2020 should/must get the approval of the Ethics Board Sub-Committee within their own graduate program.

ETİK KURUL ALT KOMİTESİ DEĞERLENDİRME SONUCU / ETHICS BOARD SUB-COMMITTEE EVALUATION RESULT

Bu bölüm lisansüstü tez araştırmaları için ilgili Etik Kurul alt komitesince doldurulacaktır. / This part to be completed by the Ethics Board sub-committee responsible for graduate dissertation studies.

Başvuru Sahibi / Applicant: İffet Albayrak

Proje Başlığı / Project Title: EXAMINING THE DRIVERS AND THE OUTCOMES OF CUSTOMER BRAND IN THE SOCIAL MEDIA

Değerlendirme Sonucu/ Result of Evaluation

1.Herhangi bir değişikliğe gerek yoktur. Veri toplama/uygulama başlatılabilir./ There is no need for revision. Data collection/application may commence : __✔_____

2. Ret / Application Rejected : _____

Reddin gerekçesi / Reason of Rejection : _____

Değerlendirme Tarihi / Date of Evaluation: 04.03.2020

Unvanı, Adı, Soyadı / Title, Name, Surname:

Dr. Öğr. Üyesi Neşenur Altıniğne Ekici

Unvanı, Adı, Soyadı / Title, Name, Surname:

Dr. Öğr. Üyesi Esra Arkon