

**REPUBLIC OF TURKEY  
ISTANBUL GELISIM UNIVERSITY  
INSTITUTE OF GRADUATE STUDIES**

Department of Business Administration

**THE IMPACT OF CONSUMER ONLINE BRAND  
ENGAGEMENT ON REPURCHASE INTENTION, BRAND  
COMMITMENT AND POSITIVE WORD OF MOUTH IN  
ONLINE SHOPPING BRANDS: TRENDYOL TURKEY  
APPLICATION**

Master Thesis

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Supervisor

Asst. Prof. Dr. Parisa ALIZADEHFANAELOO

**Istanbul – 2022**



## THESIS INTRODUCTION FORM

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## **DECLARATION**

I hereby declare that in the preparation of this thesis / project, scientific ethical rules have been followed, the works of other persons have been referenced in accordance with the scientific norms if used, there is no falsification in the used data, any part of the thesis /project has not been submitted to this university or any other university as another thesis/project.



Ameer Hayder Labeeb AL-OMAIRY

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The thesis study of Business titled as The impact of consumer online brand engagement on repurchase intention , brand commitment and positive word of mouth in online shopping brands: Trendyol Turkey application has been accepted as MASTER THESIS in the department of Business Administration by out jury.

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Director of the Institute

## **SUMMARY**

In comparison to previous definitions such as "involvement," the consumer brand engagement (CBE) idea has been introduced to more clearly describe the nature of consumers' specific interactive brand interactions. Given the expanding interest to scientists in identifying customer needs on 'engagement,' Therefore, this research was aimed and directed to look into the effects of consumer online engagement on brand commitment, repurchase intention and positive word of mouth in online shopping brands(Trendyol Turkey application). Within the framework of this thesis, a survey has been conducted with 450 participants who actively use online shopping brands (Trendyol Turkey application). Findings showed there is a strong and meaningful connection between consumer online brand engagement and brand commitment, repurchase intention and positive word of mouth.

**Keywords:** Consumer Brand Engagement, Online Shopping Brands, Brand commitment, WOM

## ÖZET

"Katılım" gibi önceki tanımlarla karşılaştırıldığında, tüketici - çevrimiçi marka etkileşimi (COBE) fikri, tüketicilerin markayla olan özel etkileşimlerinin doğasını daha açık bir şekilde tanımlamak için ortaya çıkmıştır. Bilim adamları müşteri ihtiyaçlarını belirlemek için etkileşime olan ilgileri artmıştır. Bu araştırma, çevrimiçi alışveriş markalarında tüketici - çevrimiçi marka etkileşiminin, marka bağlılığı, tekrar satın alma niyeti ve olumlu ağızdan ağıza iletişim üzerindeki etkisine bakmayı amaçlamaktadır. Bu tez kapsamında online alışveriş markalarını aktif olarak kullanan (Trendyol Türkiye uygulaması) 450 katılımcı ile anket çalışması yapılmıştır. Bulgular, tüketici çevrimiçi marka etkileşimi ile marka bağlılığı, tekrar satın alma niyeti ve olumlu ağızdan ağıza iletişim arasında güçlü ve anlamlı bir bağlantı olduğunu göstermiştir.

**Anahtar kelimeler:** Tüketici Marka Etkileşimi, Online Alışveriş Markaları, Marka Bağlılığı, Ağızdan Ağıza İletişim



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## ABBREDIVATIONS

- E-WOM** : Electronic word of mouth  
**WOM** : Word of mouth  
**CBE** : Consumer Brand Engagement



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## INTRODUCTION

There's an overview about the thesis subject, importance of my study and the problem of my study.

With the arrival of Web 2.0, sharing of information became much more user-centered, collaborative, and interactive (Power, Daniel, & Phillips-Wren, 2011). Consumers have beginning to participate as information contributors or producers. In the decade of 2010, Smartphones have grown into a source of getting information. People, organizations, and government entities can use platforms such as social media networks to fulfill the economic system and build business several of sectors. Social media and social media networks have lately transformed the principles of communication and exchange of viewpoints among people for becoming important tools. Everyone can benefit from social media marketing.

All of us have a platform to talk, where everyone has the opportunity to share their opinions. There's many variety of social media platforms and tools from which to choose. To create your brand, all you should do is use such sites and technologies. According to the research on the social media marketing sector, social media marketing should be recognized a branding strategy. In the age of Facebook and YouTube, brand building has become a daunting and confusing challenge. Things were not supposed to get there. A decade ago, most companies were welcoming the advent of a new golden age of branding. These companies have used creative advertising agencies and armies of technology professionals to spread new brands in the vast digital world. New words, terms and terms and a common language that were not previously familiar are spreading in the world of trademarks describing the rapid spread of these promotional materials and their forms of circulation. But despite all the pandemonium, these efforts delivered little to no desired results.

Recent technical innovations, and also the excitement around consumers use social media sites, have transformed the media environment and how brands interact with their clients (Felix, Rauschnabe, & Hinsch, 2017; Hammedi, Kandampully, Zhang, & Bouquiaux, 2015; Kumar, Bezawada, Rishika, Janakiraman, & Kannan, 2016). According to studies over one million people in the world already use social media in the previous few years

(Anderson, Hamilton, & Tonner, 2016). Driving to shifts in knowledge transfer, online brand interactions, utilization, lifestyle, and attitudes (Chang, Hung, Cheng, & Wu, 2015; Kim, 2016). This effort of socio-technical development reveals how people can make awareness of themselves, community, and the public at large (Veitas and Weinbaum, 2017).

As a result, it's no wonder that many businesses are integrating social media efforts into their brand communication and consumers relationship management strategies in order to achieve and engage with consumers (Ashley and Tuten, 2015; Malthouse, Haenlein, Skiera, Wege, & Zhang, 2013). As a result, it is vital for businesses to have a clear grasp of what factors impact clients' " in social brand engagement (Baldus, Voorhees, & Calantone, 2015), It has the ability to improve brand performance through electronic word of mouth and motivation to use the brand (Hennig-Thurau, Gwinner, Walsh, & Gremler, 2004; Hollebeek, Glynn, & Brodie, 2014).

Some other new subject that now has gained ground in marketing literature (Vivek, Beatty, & Morgan, 2012). is consumer brand engagement. Consumer brand engagement is defined by practitioners as a "dynamic and process-based approach" in which brands develop a link with customers through interaction and anticipated demands (Gambetti, Graffigna, & Biraghi, 2012), resulting to loyalty (Leckie, Nyadzayo, & Johnson, 2016).

## **Importance of the Study**

According to (Zhang, Zhang, Mizgier, & Zhang, 2017) who they are investigated the online shopping environment. Some research has concentrated on countries with less developed Internet commerce, allowing for a more comprehensive, diverse, and contextualized knowledge of the issue (Agag and El-Masry, 2017; Al-Debei, Akroush, & Ashouri, 2015; Escobar-Rodríguez and Bonsón-Fernández, 2017). This study follows a similar technique and focuses on Turkey, which has had moderate increase in online purchases in recent years compared to other countries. The study goes even further, looking into the consequences of conscious participation, enthusiasm, and social interaction on repurchase intention and brand commitment, as well as the mediation effect of brand commitment on the relationship between repurchase intention and E-WOM, and the mediation effect of repurchase intention on the connection between brand commitment and E-WOM. As a result, each of these issues should be studied at the same time. The study also makes significant contributions to the increasing the core of research on the influence of brand loyalty and repurchase intent on good word of mouth. While the impact of repurchase intent on electronic word of mouth has been studied (Rodriguez, Peterson, & Krishnan, 2012). The impact of brand commitment on electronic word of mouth is unknown. The goal of this study is to figure out the relationship between repurchase intention, brand commitment, and electronic word of mouth, as well as how they interact.

## **Problem of the study**

Customers quickly learn to the use of internet devices and can afford them, making the internet buying technique a once-in-a-lifetime chance for online enterprises. Instantly accessible shopping platforms are becoming increasingly important as customers devote less time to shopping (Jiang, Yang, & Jun, 2013). Furthermore, social media and social media networks not far as transcended the communication concepts and the exchange of opinions between people Individuals, institutions, and governments will be able to employ people as valuable tools., as well as ideally suited to the requirements of the economy and



the development of business operations in a variety of sectors. Everyone can benefit from social media marketing.

Everyone has a platform to express themselves, and everyone has the ability to share their thoughts. There are several social networking sites and tools to choose from. All you have to do to build your brand is employ such sites and technology. Social media marketing should be a branding strategy, according to the social media marketing industry study. Branding has become a difficult and perplexing task in the age of Facebook and YouTube. Things weren't meant to end out like this. Most businesses were ecstatic about the arrival of a new golden era of branding a decade ago. To promote new brands in the wide digital world, these firms have utilized innovative advertising agencies and legions of technical specialists. In the realm of trademarks, new terminology, concepts, and a common vocabulary are emerging to describe the fast spread of these promotional items and their modes of circulation. However, despite the chaos, their attempts yielded little to no desirable consequences. Recent technological advancements, as well as the enthusiasm around consumer use of social media sites, the media environment has transformed and how companies interact with their customers. According to research in the last several years, over one million people throughout the world have used social media, causing changes in information transmission, online brand interactions, usage, lifestyle, and attitudes.

Consumer brand engagement is another novel topic that has acquired traction in marketing literature (Vivek et al., 2012). Practitioners characterize consumer brand engagement as a "dynamic and process-based strategy" in which businesses build a relationship with customers through interaction and expected requests, leading to loyalty (Vivek et al., 2012). The goal of this study is to progress and evaluate a model of consumer brand engagement via social media as measured by repurchase intent, brand commitment, and good word of mouth. Actual customers of the Trendyol brand site in Turkey will be the topic of this investigation.

# CHAPTER ONE

## LITERATURE REVIEW

In the First Chapter I wrote the literature review for my six all aspect of the model (Repurchase Intention, Brand commitment, Word-Of-Mouth, Consumer brand engagement, Social media interaction, Conscious participation, and Enthusiasm)

### 1.1. Repurchase intentions

The basic definition of repurchasing intentions, according to the corporate dictionary, is a way to invest a product / service. Purchase intentions, on the other hand, are generated from research studies and differentiate from of the term intention (Oosthuizen, Spowart, & De Meyer-Heydenrych, 2015). Purchase intentions are a combination of a customer's desire and the chance of buying an item.

Purchase intentions are a volatility of the exchange that can be used to estimate additional benefits to product purchases. Because projecting future customer behavior is such a significant issue for businesses, this should be anticipated more precisely (Baabdullah, Alalwan, Rana, Kizgin, & Patil, 2019).

The construction of a consumer's purchase intention is determined based on their primary opinions towards one item (Cheruiyot and Maru, 2013). The more optimistic those views are, the more probability individuals are to buy (Gremmler, Gwinner, & Brown, 2001; Beneke, Flynn, Greig, & Mukaiwa, 2013). Who were all concentrated on the customers' needs enthusiasm to acquire a new item, presented a similar definition. Attractive purchasing intentions frequently indicate the consumer's positive interactions or commitment about products, rather than implying a big chance of making a purchase (Hong and Cho, 2011). According to (Farah, 2017), intention relates to the perceived chance of executing a certain action

The approach has been modified to include customers' purchasing intentions that refer to the possibility that they will handle the purchase action (Kahraman and Kazançoğlu, 2019). Consumer purchase intentions reflect to the behavior that is expected, according to (Hajli, Sims, Zadeh, & Richard, 2017) which suggests that purchase intentions can really be utilized to estimate what things Consumers should purchase the next time They go out to purchase.

Purchase intention is determined by a consumer's possibility of buying a product or item in the future, and it is affected by consumer views and attitudes. Because behavioral intention is based on personality, and because customer engagement and loyalty are heavily based on attitude, purchase intention is considered to be strongly linked to attitude.

The concept of purchasing intention according by (Grewal, Krishnan, Baker, & Borin, 1998) was taken from the expression itself, as their concept evolved around consumers' intentions to acquire a specific product. A customer's decision to acquire a product is influenced by what past customers communicate online, social media platforms (Grewal et al., 1998).

The possibility of purchasing the brand in the future can be used to implement purchase intention. Implying that someone is very likely to make purchases and that there is a commitment to purchase the product again there is a need for it, or by confirming future purchases and recommending it to others this indicates that if there is a need for the goods, someone will buy it and promote it to friends and relatives.

The purchase intention process has two materials: purchase intention and desire to spend. A social media platform can catch the interest of the public, motivate them to research the product or service, and so impact their motivation to buy. According to studies, social media has an impact on the pre-buy stage, as well as a social media platforms promotion has an impact on purchase intentions.

## 1.2. Brand commitment

Companies pay very close attention to the brand commitment of several people as possible because it is more beneficial to try to gain new clients than it would be to spend to keep current customers. Other reason seems to be that, as the market becomes more competitive, consumers have more options in terms of the quality, cost, and price similarities. To put it another way, brand commitment can be characterized as "a strongly held decision to purchase or advertise a favorite brand consistently in the long term, likely to result in recurrent same-brand or same-brand-set items purchased, despite situational factors and promotional activities which had the potential to happen (Oliver, 1999). Previous research, and from the other side, has linked brand commitment to a range of ideas. Brand image; trust in the brand, customer satisfaction, perceived value, replacement cost, perceived quality, and expectation level are the seven characteristics that these notions are categorized into.

Brand image: The entire emotional and visual experience that the customer builds in the imaginations of the brand is considered to as the brand image (Keller, 1993).

To put it another way, customers develop a mental image of a brand by combining all of their experiences and information about it. Furthermore, the buyer does not need to watch somebody who has bought and used the company's products in order to create a brand image. The impressions collected from numerous sources relating to the brand can also contribute to the brand image. The perception of a brand is just as essential as the advertising effect in terms of brand image. With the right information to the customer, the brand differentiates itself from its competitors (Kurtoğlu and Sönmez, 2016).

In the minds of consumers, the product's superiority and the quality of customer system might contribute to a positive or negative impression. (Keller, 2001) Provides a method for measuring brand image dubbed the "Brand Equity Model." In other words, brand image, since other brands prefer the customer's preferred brand. In other words, brand image, even if other brands prefer the customer's preferred brand. According to (Kotler, 2005) three components are crucial in the construction of a brand image. These include a positive image of the brand, the development of a powerful brand, and the creation of a distinct brand. In

the event of competitor enterprises offering equivalent products or services, it is the brand's image that is the deciding factor. One of the most powerful influences in a customer's commitment to a certain service or product, brand, or organization is its image.

**Brand confidence:** Having faith in a company's brand is a crucial component in making a buying choice.

**Customer satisfaction:** Customer satisfaction one of the most crucial components of brand commitment. At the same time, customer satisfaction affects customer behavior. Perceived value is the comparing between the purchase price and the utility of the product and service. The cost of the product or service is compared to the benefit of the product to the service. Positive and negative interactions following the purchase are also highly essential at this time. As a result of their positive experience with the product or service they purchase, the customer feels more connected to the brand. Similarly, any unfavorable encounter has a detrimental impact on the brand's reputation (Patterson and Spreng, 1997).

When a consumer has to switch from one brand to another, the cost of replacement includes both financial and mental costs (Patterson and Spreng, 1997). The factors that influence the cost of replacement differ by industry. In generally, however, businesses are attempting to raise the cost of brand substitution in order to mitigate this risk (Aaker, 1997).

**Perceived quality:** Perceived quality is one of the variables that contribute to brand commitment. Customer satisfaction is based on a high-quality product or service. Customer happiness hinges on providing high-quality service (Baytekin, 2005).

The literature research clearly proven internet advertising is one of the most effective customer marketing approaches. This is due to the fact that the Internet and internet marketing are geared toward community. The researchers have agreed that the internet is now a part of everyday life and that online advertising is very efficient. Internet advertising is a powerful tool in this situation. (Gülmez, 2011; Ünal, Ercis, & Keser, 2011; Griffith and Chen, 2004).

Communication technologies have advanced as technology gets progressed. This includes not only socio-cultural changes, but also political and economic shifts. Individuals who

previously exclusively communicated with those in their immediate environment can now use communication tools to communicate with persons they have never met. The capacity to communicate with people from all around the universe has revolutionized the way people live. Consumption has transitioned to a virtual world when consumer identity, which is one of the most important shifts of today, is linked with modern technologies (Gülmez, 2011). Increased revenue potential has resulted from the integration of technology into consumption. This idea has evolved into a plan. Consumer behavior in a virtual world has been studied by brands in a variety of ways (Kırçova, 2008). In that same view, buying behavior can be divided into two categories: physical and digital. There are numerous distinctions between these two purchasing styles need and dissatisfaction, according to (Kırçova, 2008).

Another gap is the advantage of communication. Consumers transfer their experiences to one another more quickly in a virtual setting. As a result, the consumer can get more information on the products. The explanation for this is that in the virtual environment, favorable or negative comments move faster than in the actual environment (Kırçova, 2008). Customers who are reliant on the internet are more likely to be mindful of their statement processes in this way. As a result, businesses should be mindful of this communication component.

The purchasing shows the company's relationship with the customer. Marketers who wish to fulfill consumer demands must offer an online experience tailored to them. For example, the customer will be able to ask the inquiry they have in mind with ease. This strategy aids in the easier resolution of problems as well as the attraction of customers to an interactive way. The consumer is even more linked to the brand after having a positive virtual experience. Customer experience design is just as vital as shopping experience design. Customers prefer to spend their time in attractive circumstances. The same is valid in the virtual world.

Consumer behaviors on the internet and how they demand their needs and wants have grabbed researchers' curiosity (Gülmez, 2011). 44 percent of shoppers start their purchase searches on Amazon, while 34 percent utilize search engine such As Google, Bing, and

Yahoo according to marketing land. According to another research, 30 percent of consumers in the United States shop online. The consumer behavioral model is a methodical method for developing a long-term marketing plan. However, technological resources are increasingly all-encompassing in estimating buying decisions. As a result, adopting a specific approach is no longer a viable marketing plan (Durmaz, 2014).

Marketers must be able to answer the following questions in order to be effective. These inquiries lead to more effective methods (Durmaz, 2014).

1. What type of service do customers' desire?
2. People's attitudes toward the services they receive.
3. People's reactions to cost.
4. Advertising's effect on customers.
5. What is the outcome of a successful production?
6. For traditional customers, the significance of brand logo.

Because consumers are the target audience of marketers, the plan is crucial for them. The product must be the object of desire in order to be sold to the consumer. The seller must first recognize the customer in order to do so. This is difficult, though, because requests are constantly evolving. At the very same time, the market is growing at a rapid pace. As the market grows, so do the numbers of rivals increase (Durmaz, 2014).

The evolution of information technology has posed a challenge to traditional advertising. Every product supplied online faces competition. This demands the continual development of internet markets. This makes it challenging for businesses to remain competitive in the internet marketplace. The most crucial approach to stay on top of the online industry is to spend time getting to know your target audience (Beatty and Ferrell, 1998).

Consumers are influenced by both individual and non-individual influences. Personal opinion, beliefs, and experience are examples of individual factors. Advertising agencies create a variety of psychological tactics in order to better comprehend the unique customers' features. The so-called "external influences" are non-individual elements. Culture, relatives, and profession are some of these variables.

Customers go shopping for a variety of reasons, including meeting their requirements and passing the time by browsing the shelves. Some people prefer to shop in shopping 31 centers for all of their necessities, while others prefer to shop at regular intervals. Some customers are waiting for the stuff to be taken up, while others are waiting for it to be brought down. Some people prefer to buy in traditional ways, while others like to go to a shopping mall and spend hours looking for things (Cömert and Durmaz, 2006). There are several types of purchasing behavior. It is vital to define customer habits in order to comprehend them. If online shopping produces a pleasant environment for the customer, the customer will continue to buy from the company. As a result, Internet shopping tended to expand quickly and widely over the globe.

Consumers', societies', and organizations' desires influence purchasing behavior. Buying habits can be thought of as a type of human need. Consumer behavior is defined as a transformation process in general.

In this case, the marketer must first determine what the customer want (Bozkurt and Genç Kumtepe, 2014). Nevertheless, a marketing activity's success is not exclusively determined by the consumer's willingness. Both groups will benefit from a better understanding of receptor behaviors (Cömert and Durmaz, 2006). Consumer behavior is

shaped by a multitude of variables. Culture, social circumstances, and personal characteristics are among them.

### **1.3. Word-of-mouth**

The expression "word-of-mouth" refers to information exchanged between individual people or gatherings about brands or services that is not effected by the company that offers the item or services using a middle that is construed to be independent of the management



(Silverman, 2001). On the other hand electronic word-of-mouth can be negatively or positively conclusion reached by possibility, real, or loyal consumers' about a brand or business that is published accessible on the Internet to a large number of individuals and organizations (Hennig-Thurau et al., 2004).

Word of mouth had changed in the long term, transitioning from a face-to-face contact to interaction over the internet. The expansion of e-WOM was influenced by confidence (Chiosa, 2014b). Confidence is not as crucial in forming new connections in internet platforms as it can be found in face-to-face interactions (Dwyer, Hiltz, & Passerini, 2007). But other characteristics such as enjoyment and trust in the online corporate environment can help people become more engaged (Goldsmith, Bridges, & Freiden, 2001). The customization of communication and their importance to the customer and the speed with which the organization responds to consumer demands (Song and Zinkhan, 2008).

WOM is a method of presenting oneself defined by valence, attention, duration, solicitations, and involvement (Berger, 2014; Buttle, 1998). Its efficiency of many varies depending on the characteristic of the unique decision-making process, the positive energy of the message conveyed, and the timeframe at which is a person's joins the word-of-mouth discourse.

(Brown, Broderick, & Lee, 2007) discovered that the primary drivers of WOM are tie power, similarity, and brand commitment, whereas (De Matos and Rossi, 2008) discovered that the important effects are pleasure, commitment, value, and loyalty, (Sundaram, Mitra, & Webster, 1998) discovered a total of eight variables for customers to communicate WOM, four of which explain positive WOM:

- 1- participation of the products
- 2- selflessness
- 3- self-improvement
- 4- supporting the corporation

Then he explained four of which explain negative WOM:

- 1- vengeance
- 2- lowering of anxiousness
- 3- selflessness (warning others)
- 4- asking for advice

People share their opinion for four reasons, according to (Hennig-Thurau et al., 2004):

- 1- Need to communicate with others.
- 2- financial incentives
- 3- a source of concern for other customers
- 4- the ability to improve one's own self-worth

Customer motivation for social media gathering was explored by (Goldsmith et al., 2001) Reduction in risk, acceptance, cost reduction, simple knowledge, accidents, perceptions, encouragement from off-line sources as an example television, and obtaining information before to purchasing were all mentioned by the researchers.

Consumer psychological drivers to engage WOM actions are personality, soul, expressing originality or competence, opportunity to know, accompanied by feelings, and minimizing risk, as according to (Lovett, Peres, & Shachar, 2013).

According to (Sernovitz, 2012), there are five of effective WOM: Talkers (identify people who prefer talking), Topic (give people something to speak about), Tools (enhance the message's reach), Participation in the event (take part in the ongoing discussion), as well as tracking (pay attention to what others are speaking).

According to their structure, social networkers have varied e-WOM behaviors; for example, in a network composed, e-WOM there will be even more participation. Ready to

give details than in reduce the frequency (Sohn, 2009). Five key features of WOM operations were established by (Allsop, Bassett, & Hoskins, 2007).

- 1- Not every social media platforms are created equal, and not every members of a social networking website have the same level of impact.
- 2- In the scope of a certain scenario and circumstance, word-of-mouth occurs.
- 3- Individuals make choices on the basis of complicated interaction of cognitive preference and emotional advantages.
- 4- The polarity (positive/negative) of the messages being sent influences the dissemination and impact of signals throughout the social network.
- 5- The social environment in which word-of-mouth develops is always evolving.

According to (De Bruyn and Lilien, 2008), WOM behavior was oriented in three directions:

- 1- Opinion seeking: a lack of product category competence, a significant risk of decision-making, and engagement in the purchasing choice.
- 2- Opinion giving: Happiness or unhappiness, company's success, and uniqueness of the product are all factors to consider.
- 3- Opinion sharing: Expertise in the resource, the complexity of the links, demographic closeness, and visual affinity are all factors to consider.

According to (Kozinets, 2014), social media sites had changed because of all the WOM concept customers share remarks not just to relieve ambiguity or out of ethical wishes to help others, but also because the consumer is now a social system actor.

According to (Bughin, Doogan, & Vetvik, 2010), advertisers must be mindful of three main types of word-of-mouth:

- 1- Experiential: results from a user's actual experiences the products or services, especially once that experience varies from what was predicted.
- 2- Consequential: arises whenever people who have been personally engaged to traditional marketing strategies spread messages about them or the products they promote.
- 3- Intentional: Whenever advertising, leverage sponsorships from celebrities to generate positive attention for new item releases.

#### **1.4. Consumer brand engagement**

Consumer brand engagement (CBE) is defined as a consumer's cognitive, emotional, behavioral, and social responses to an item or brand and co-creative brand-related operations relevant to particular interactions (Hollebeek et al., 2014). Also is allowed to impact a vital role in the development with incredibly experience – based relationship with the consumers, such as brand relationships (Dessart, Veloutsou, & Morgan-Thomas, 2015). CBE indicates a deep, interaction level, and as a result, that might be a significant predictor of loyalty-related results than other standard constructions such as quality or fulfillment, that fail to support the level of consumer–brand relationships.

Satisfaction is characterized as a transaction-specific, cognitive judgment linked to the outcome theory developed (Carroll and Ahuvia, 2006), whereas engagement is described as a multi - dimensional, relational concept “which included cognitive, emotional, and/or behavioral dimensions” (Hollebeek et al., 2014). As a result, CBE is becoming increasingly important in brand management (Hollebeek et al., 2014), and can assist businesses in building an emotionally strong relationship with the customers (Hwang and Kandampully, 2012). However, research verifying CBE's great importance in commitment is still limited and mostly experimental, with some of the quantitative research (Dwivedi, 2015; So, King, Sparks, & Wang, 2016a; Calder, Isaac, & Malthouse, 2016b), Concentrating on relatively specific circumstances situations, and embracing not just a limited view of commitment, but also extremely varied the implementation of CBE. As a result, more studies are needed

to confirm the implications of CBE on BL. Furthermore, consumers are much more committed to what they emotionally related to and adore, (Hwang and Kandampully, 2012). As a result, consumer–brand interactions could have an impact on BL (Carrol and Ahuvia, 2006). Fournier's seminal work emphasizes the complexity of consumer–brand interactions, which may be defined using a variety of criteria, such as functional and/or symbolic benefits (Hwang and Kandampully, 2012).

Connections which are essentially functional in nature place a high priority on the brand's functional purpose, as well as the objective benefits and intrinsic qualities of brand qualities. Emotions criteria rely on bank guarantees that meet consumers' high-level needs while also involving them in new and unique ways (Hwang and Kandampully, 2012; Keller, 2012).

As a result of its importance for understanding BL (Albert and Merunka, 2013), the brand engagement model has been helpful. It's also logical to think that even the various forces of nature of consumer–brand interactions will result in varying degrees of CBE. Nevertheless, current research is indeed ambiguous as to which sorts of brands are more suitable to CBE: while some companies (such as functional brands) may be regulated ability to engage customers, CBE may not be tied to large, emotional businesses classifications (Vivek, Beatty, Dalela, & Morgan, 2014). As most consumers are only emotional linked to several brands, if any at all (Ahuvia, Bagozzi, & Batra, 2014), this might contain brands with low - to - moderate interaction (Bagozzi, Batra, & Ahuvia, 2016). Towards the best of the knowledge, but has there been a quantitative research on the topic. A novel such kind consumer–brand interaction has been formed, as well as its impact on CBE.

One of the ultimate targets of branding is to make a visual image of themselves in the minds of the consumers using their services and names. The association between both the brand and its consumers is a critical step in this operation. At the early stages of creating a relationship between a brand and a consumer, perceptions including such confidence, commitment, and consciousness are beginning to recover. The consumer-brand engagement, according to (Peter and Olson, 1987), is described as the success obtained by

showing tribute to the consumer's values. In many other ways, the consumer-brand relationship highlights the benefits of the brand that the customer has, utilizes, and purchases (Quester and Lim, 2003).

The perceived value relation to a given event or stimulation can sometimes be related to consumer interest, several scholars have analyzed the relationship among consumers and the brand in consumer environment in social manners in the research. The first is the brand relationship's quality. The quality of a brand relationship is determined by a mixture of factors including brand stakeholder quality, commitment, sincerity, personal commitment, and self-love. Each of these is made up of a combination of concepts that define the consumer-brand connection.

Brand loyalty, which is important in the formation of an emotional relationship between the consumer and a brand. The third paradigm, the cognitive level, includes ideas such as commitment, calculative commitment, and emotional commitment.

Consumers' interest in a product begins to grow once they have a fundamental understanding of it. This, in turn, generates brand interest. (Doom, Lemon, Mittal, Nass, Pick, Pimer, & Verhoef, 2010) developed a brand interest as "individual propensity differences that consumers see as relevant for brands and underlined that the brand is critical in influencing the self and customer psychology of customers." Brand interest is the result of brand contact, which is a precursor to customer brand engagement "Virtue of an individual's personal focal interactions engagements with a specific object or agents" creates a motivated attitude.

#### **1.4.1. Social media interaction**

Social media sites are called new media because they enable people to communicate directly with one another or with businesses; these multiple technology solutions enable users to share news and ideas.

At least one social media website is used by almost every company. Twitter, Facebook, Instagram, Blogs, and YouTube are all regarded as good channels for creating and taking close connections with customers. Facebook is one of the most well-known social media

channels, as it encourages discussions and allows people to share their ideas. According to (Xiang and Gretzel, 2010) social media networks as internet-based apps with knowledge created by the users that is often relevant to expertise and published online for quick access by many other susceptible customers. There is no authority on how to categories social media sites. (Xiang and Gretzel, 2010) provided the most commonly used definition, which classifying social media into five major categories: virtual communities, reviews, blogs, social networks, and media sharing services.

Social media is a technique that lets for influence supply, consumer content, and collaborations. Social media users engage to share of information by releasing news or postings collected from a variety of sources.

Users with features similar or passions can connect through social media and create headlines and stuff in moments. Social media different from previous media in that users can change and choose the content, as well as choose who they would like to communicate containing or passing messages

As customers consumed extra time on social media, it began to affect their lives, social interactions, and selections, as social networking accounts for a large part of marketing communication. Furthermore, the rise of social media has impacted how businesses recruit and retain potential customer.

Consumers have been using social media to seek information and ratings, and their social media sites are seen as a more trustworthy source of information than traditional media, prompting some businesses to shift away from traditional ads as an example television, radio, and magazines and toward social media.

The concept of social media refers to "Consumer-generated media" a wide range of new online background information that have been established and accessed by customers interested linked to knowledge transfer with someone about any area of interest" (Kohli, Suri, & Kapoor, 2014), estimates Social networking platforms are used by about a quarter of the world's population, or 1.73 billion individuals. By 2017, the global audience for

social media networks is estimated to exceed 2.55 billion individuals.” (Schivinski, Christodoulides, & Dabrowski, 2016).

Many scholars reflect both web and mobile technologies when viewing social media as a promotional tool, keep in mind how people interact with it. “Start sharing, co-create, review, and edit user-generated content” (Kohli et al., 2014). The majority of individuals seem to imagine this is a fundamental shift in the way corporations promote their products since corporations are depending on consumers more than ever before to control their marketing processes and build brand conversation (Kohli et al., 2014). Because social media is not an advertising channel simply by itself, as print or television marketing, businesses may find it difficult to decide how customer information and involvement influence the marketing activities. Beneficial Social media opinions could have a huge effect; however, negative reviews might become part of the brand. Conversation And Firms that use social media marketing tools may not be able to manage this (Ho-Dac, Carson, & Moore, 2013; Kohli et al., 2014).

Consumers participate in the thoughts and interactions that impact the brand process in a way; therefore, they are less concerned with their role in the branding or marketing process (Kohli et al., 2014). By fostering consumer engagements, social media platforms like Facebook have provided a new way of presenting brand-related material and fostering exchanges with consumers (Shen and Bissell, 2013).

The significance of this method is predicated on the changing nature of how people use the Internet and how social venues are evolving. Pornography was the most popular Internet pastime a decade ago, but that has since changed to social networking (Shen and Bissell, 2013). In January 2020, Turkey had 54.00 million social media users, up 2.2 million (+4.2%) from April 2019.

The web and e-technologies have become significant factors in branding due to a shift in the format through which customer interacts with products or product brands. Consumers are increasingly encouraged to interact with businesses, share information with others, and produce strategy to suit their brand preferences. The more customers that participate in this strategy, the more possible they are to recommend specific products to others .It's vital to



identify businesses' perspectives on branding and marketing processes, their aim to build customer engagement, and the effects of social networks on influencing consumer purchasing decision-making in order to comprehend the role of social networks in branding. Social networking sites are crucial to the success of online marketing (Irfan, Rasli, Sulaiman, Sami, & Qureshi, 2018).

Social networking may attract companies in a multitude of ways including increasing brand awareness (Al-Sheikh and Hasanat, 2020), facilitating word-of-mouth interactions ,increasing sales (Coursaris, van Osch, & Balogh, 2016), exchanging information in a business way (Mike Wright, 2019), and building consumer support networks (Naeem, 2019).

With the rise of social networks, a new industry of content creation has developed, where anyone can instantly share their knowledge and skills with others (Chen, Chen, & Lin, 2011). Social networks can provide motivation and platform for businesses and organizations to develop a stronger customer service management framework (Ang, 2011), ushering in a new era in which enterprises can boost productivity. Users can also connect on websites that can give a source of trust and social encounters.

Such social contacts were made possible by social networking tools such as chat rooms, forums, polls, review, and recommendation, which provide social support online. E-commerce sellers and purchasers may be more trusting as a result of this. Furthermore, social media research enables us to understand how mannerisms their online social relationships (Kuss and Griffiths, 2011).

#### **1.4.2. Conscious participation**

Conscious participation: This factor evaluates how engaged and knowledgeable the person is that while participating in the action or service.

These three elements, independent of the exchange with the firm, conceptually combine the cognitive-affective (enthusiasm), behavioral (conscious engagement), and social (social interaction) aspects of a consumer's relationship with a company. Firms can identify which dimensions of engagement are more essential to their customers based on their

offerings and activities, as well as what they do well in engaging their customers and where they can improve.

### **1.4.3. Enthusiasm**

The level of interest and engagement a customer has in an item or brand (Vivek, 2009). The element of enthusiasm reflects a high level of enthusiasm or zeal for the issue of engagement. As according to (Glassman and McAfee, 1990), enthusiastic people are taking responsibility and ownership and are willing to take chances. Consumers that are involved are clearly excited about their actively engaging in a product or activity. Their enthusiasm motivates them to take some risks and face challenges in opportunity to participate. Even though she's not good with technology, a committed customer will not give up until she has figured out how to customize her iPod. Customers that are enthusiastic are more likely to investigate and experience with the offering/activity. They focus on the present when they are engaged because of their enthusiasm for using the emphasis.

Enthusiasm: It refers to a person's extreme joy and interest in the topic of participation, such as a service provider or their offerings (Vivek, 2009; So et al., 2012). Positive excitement is an important signal for CE when it comes choosing service providers, according to the literature.

## CHAPTER TWO

### RESEARCH MODEL AND HYPOTHESIS

To that end, we applied quantitative survey research methods and descriptive research examination techniques to present a complete and highly accurate view of Turkey and identify significant evidence, which we will clearly explain.

#### 2.1. Aim of the study

The aim of this research is to have insight into the lack of established business knowledge, models and techniques for consumer online brand engagement. The goal is to develop a general business framework that can be applied, Using and showing the impact of consumer online brand engagement on brand commitment, repurchase intention and positive word of mouth.

#### 2.2. Research Questions

RQ1: Does consumer online brand engagement effect on brand commitment?

RQ2: How can the consumer online brand engagement have an impact on repurchase intention?

RQ3: In what manner the consumer online brand engagement have an impact on positive word of mouth?

#### 2.3. Hypothesis development:

We created a research model comprised of seven hypotheses to explore solutions to the Research Questions. We declared the relationship between consumer brand online engagement and brand commitment in effort to examine into Research Question 1. For Research Question 2 we estimated that consumer brand online engagement could have impact on repurchase intention. For Research Question 3 We claimed if the consumer brand online engagement could also be a possible precursor on positive word of mouth. As

a result, the research model identifies a link between Consumer Online Brand Engagement, brand commitment; repurchase intention, and positive word of mouth.

H1: Conscious participation positively impacts brand commitment.

The term "conscious branding" explains clearly what it means. It's really about trying to make conscious efforts as a brand to be aware of our actions and reactions to the world in which we live in, understanding that what we put out has long-term implications. In my view, I'll give you a description. "A conscious brand expresses an opinion on a wide social, political, or cultural issue." It does not always mean selecting a side. It might basically mean that they recognize and desire to assist their customers—or society as a whole—with something important to them.

Brands have traditionally chosen to be neutrality on everything but their business requirements. This noncommittal attitude was assumed to allow for general consumer acceptance. Consumers now, on the other hand, are much more engaged than it has ever been, and they expect businesses to take a stand on bigger concerns. A conscientious brand tries to add quality by giving a platform, educating customers, and possibly even pushing for change.

Consumers are increasingly spending their next dollar on brands that demonstrate social, political, or environmental awareness. According to study, two-thirds of consumers around the world are willing to pay more for items from organizations that are open to ensuring a positive social and environmental effect. While many people ascribe this increased attention to the millennial age, we've seen Baby Boomers and Gen Xers shift their purchasing habits to prefer conscientious products as well. The rise of conscious investment is the most obvious example of putting one's money where one's beliefs are held. Marketers believe that if our brands are to compete today, they must solve this issue quickly.

H2: Enthusiasm positively impacts brand commitment.

(Carroll and Ahuvia, 2006) believe that knowing if a brand can meet customers' emotional demands would help it forecast may provide an explanation for consumer behavior and a

high level of satisfaction when it continues and establishes a long-term trading partnership with them. On this core of (Heinrich, Albrecht, & Bauer, 2012) performed an investigation on the triangular hypothesis of interpersonal love, to assess brand love, we employ the variables "brand commitment," "brand closeness," and "brand enthusiasm." We believe that when a consumer interacts with a brand and see it as a representation of their self-identification, the connection among the customer and the brand shifts from contentment to love (Caroll and Ahuvia, 2006; Unal and Aydin, 2013). Because the client also believes the brand is trustworthy and believes the promises it makes (Sirdeshmukh, Singh, & Sabol, 2002), brand trust can minimize customer purchase ambiguity (Gommans, Krishman, & Scheffold, 2001) and make emotional determinants stronger (Heinrich et al., 2012). Brand trust and brand affect are essential characteristics influencing brand loyalty, according to (Chaudhuri and Holbrook, 2001). The particular connection is not well-defined brand affect has an impact on brand trust. Brand trust influences brand enthusiasm, so that is the one of the aspects of brand love (Albert and Merunka, 2013), and brand trust influences brand love (Albert and Merunka, 2013).

H3: Social interaction positively impacts brand commitment.

Participants in the community must feel welcome to express their views. Members of online communities participate actively and expecting to have a powerful voice in the society, as well as common interests (Rheingold, 1993). Active engagement in actions in the online group involves supplying information to the community, whereas passive participation involves users of the information determining what the society considers valuable. Members of the community must believe that their opinions are recognized and respected in order for active involvement to develop. The information's characteristics communicated and the extent to which social forces influence community members' behavior make the online society a location that people are valued for who they are. 'Viewpoints are crucial to the desired freedom of expression. Having extreme communication control content in online communities, on the other hand, might lead to the Members' interest in community activities has declined according to (McWilliam, 2000). The measure to which society permits participants to express conflicting views will have an impact on favorable views toward the community and community commitment.

H4: Conscious participation positively impacts repurchase intention.

(Vivek et al., 2012) made clear the influence of consumer interaction on consumers' repurchase intention, trying to analyze a variation of studies on the topic and recommending that are two approaches to explaining it: From the a practical standpoint, which defines customer engagement as a set of activities that improve repurchase behavior and strengthen customer relationships.

The number of customers can be used to determine the impact of customer engagement output value on repurchase intention, acquired, kept, and how much those customers' spending has increased significantly.

Previous customer engagement research primarily emphasis on the interaction between customer engagements and repurchase intention, concluding that customer engagement has an indirect association with consumer repurchase intent; the degree of this relationship is determined by how satisfied customers are with the outcome of their engagement experience, according to the research (Senecal and Nantel, 2004).

H5: Enthusiasm positively impacts repurchase intention.

Consumers are more likely to purchase things that they have previously explored (Nelson, 1970). Especially if they've had a good experience with them (Barry, Dion & Johnson, 2008; Chaudhuri and Holbrook, 2001). This means that positive consumer–brand interactions are linked to consumer behavior (Ladhari, Souiden, & Dufour, 2017). Brand loves is a significant antecedent of brand loyalty and, indirectly, of customers' repurchase intention, according to various conceptualizations in the research literature (Carroll and Ahuvia, 2006; Thomson, MacInnis, & Park, 2005). Furthermore, since we still possess identified various categories of service–products have different amounts of perceived risk. Based on the intangible element's dominance, a long-term Consumers and their products can be linked through a favorite brands (Berry, 1995), regardless of service–product type.

H6: Social interaction positively impacts repurchase intention.

Repurchase intention is a decision-making approach that identifies why people buy a specific brand. This is something that could be learnt through consumer contact on social

media; however, in order for the data to be correct information, e-commerce must analyze the data such that it develops knowledge helpful to the company's growth (Mirabi, Akbariyeh, & Tahmasebifard, 2015). Repurchase intention, as defined is a situation in which customers are more likely to purchase particular things in specific circumstances, making it difficult for e-commerce to understand what items are most required by customers in particular situations and durations that can lead to customers purchase items they are acquiring in e-commerce (Mirabi et al., 2015).

Consumers examine and evaluate products based on their repurchase intention, therefore e-commerce should have the ability to deliver the greatest product selections to increase repurchase intention from their customers (Jaafar, Lalp, & Naba, 2012). Researchers can deduce 'From these professionals' descriptions that repurchase intention is the intention of a consumer to buy a specific item under unique circumstances.

Challenges for the consumers in purchasing a product are undoubtedly diverse, which is a problem for e-commerce because they won't know what they're getting into their customers are doing to acquire the goods, and the customer will almost likely in comparison to other consumers. Because of all the different factors, E-commerce must constantly be able to adapt to changing circumstances. E-commerce must constantly be able to give excellent customer service and a wide range of product selections in order to increase customer repurchase intent.

H7: Brand commitment positively impacts repurchase intention.

Economists consider price to be a limit on satisfaction maximization while looking into customers' needs. Price is a factor to consider when making a purchase, is given a lot of weight. Price is an important external signal (Zeithaml, 1988), and should be considered as a unique components forecasting value in a system based customer choices ,Besides that, intrinsic brand cues, it is a crucial component influencing consumer choice (Horsky, Misra & Nelson, 2006). Price is a component of brand equity that influences brand preference (Cobb-Walgren, Ruble, & Donthu, 1995; Tolba and Hassan, 2009) and gauges brand loyalty (Tolba and Hassan, 2009; Simon and Sullivan, 1993).

According to (Keller, 1993), look is a non-product attribute with no influence on brand performance or utility. According to (Creusen and Schoormans, 2005), a product's appearance has a meaningful, cultural beauty that influences customers' product assessments and serves as a significant differentiator in customer demand and decisions (Reimann, Schilke, & Thomas, 2010).

Companies have moved their focus away from a physical and useful item features and toward attractively pleasing designs. Additionally, linkages, Purchase behavior have already been found to be influenced by aspects of brand individuality (Aaker, 1997) and self-congruity (Sirgy, Grewal, Mangleburg, Park, Chon, Claiborne, & Berkman, 1997).

H8: Repurchase intention positively impacts positive word of mouth.

Repurchase intentions are commonly used as a foundation for forecasting future consumer behavior .It can be described as customers' intents to buy products or services from the same vendor again, as well as to tell their friends about their buying and using experience. Post-purchase intentions, according to Smith et al. can be divided into two categories: social behavioral intents and economic behavioral intentions. Customers 'behavioral reactions to service providers' delivery of services, as an example of word-of-mouth communication intentions, are referred to as social behavioral intentions. Customers' financial behavioral goals, such as repurchase intention, are referred to as economic behavioral intentions.

WOM is a crucial post-purchase behavior, according to several experts, because it influences consumers' product and service selections. (Royo-Vela and Casamassima, 2011), proved in their study on the Zara instance so the more advanced the level of engagement in a social media environment, the more positive word-of-mouth promotion there is for the brand that the group is developed around is built. Chuang and Chen investigated the link between virtual consumer engagement and word-of-mouth marketing.

Participants who have a high identification are also more likely to contribute to the organization by engaging in cooperative activities such as supporting other members and sharing excellent references. As a result, when customers identify with the organization's



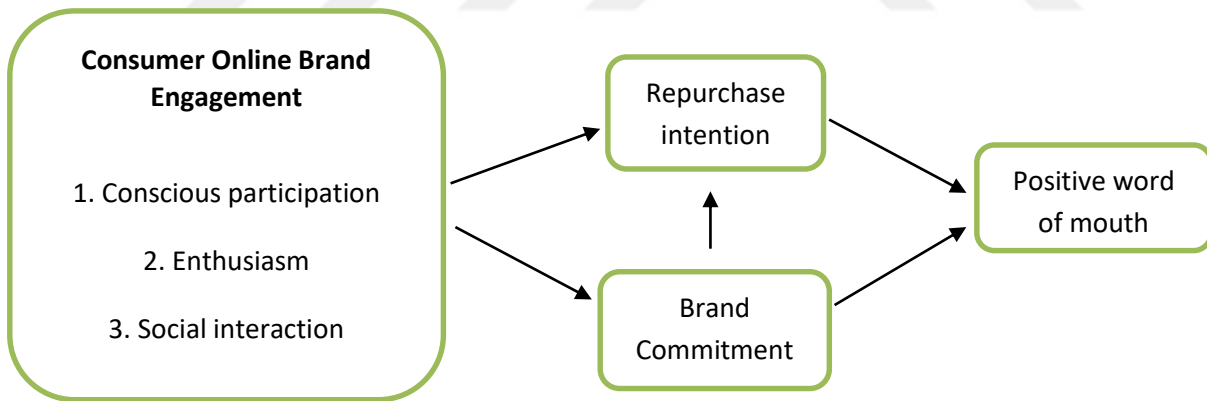
vision and values, they are interested in the company's success. As a result, individuals engage in beneficial activities including fostering positive word-of-mouth.

H9: Brand commitment positively impacts positive word of mouth.

(Unal and Aydin, 2013) looked at the elements that influence brand loyalty. The information was gathered from Ataturk University students. The findings reveal that brand interest has a significant and beneficial impact on brand loyalty and word-of-mouth brand management. Also, while brand image and consciousness have a favorable effect on brand love, variety has no visible impact on brand interest and, in reality, has a negative impact on brand loyalty.

#### 2.4. Research Model

Figure 1. Conceptual Model of the Research.



## **CHAPTER THREE**

### **METHODOLOGY**

#### **3.1. Sample Selection and Size**

Participants were being sent questionnaires based on non-probability convenience sampling. Firstly, it was decided to use convenience sampling. As it's the best methodology for getting the highest response rate when distributing to friends and family, and it is a quick and less costly way to acquire respondents' feedback. Self-administered online questionnaires are provided to first respondents using social media networks for convenience sampling. The surveys would be answered based on availability of the respondents. 600 people were supposed to be in the sample. Based on time and resource limitations, only 500 people were able to attend. A total of 50 persons were eliminated from the analysis, leaving 450 participants.

#### **3.2. Research Instruments and Application Procedure**

In questionnaire development we applied our survey on Trendyol brand one of the most popular site for online shopping in turkey.

The first section of the questionnaire form consisted demographic questions including gender, age, marital status, net income, education status, job, How often do you visit Trendyol online shopping site, How much time do you spend shopping when you enter Trendyol online shopping site, How much do you spend in an average month at Trendyol online shopping site.

The second section of the questionnaire was created to determine the rate of agreement in various measuring scales. Respondents rated judgments on each research measurement scale using 5-Point-Likert ratings.

### 3.3. Analyzing and finding

In this section we analyzed all the tables with result and explanation in details in each of the tables below.

**Table.1.** Survey Questions and References

Variable	Items	Indicators	Reference
Conscious participation	Cop1	Trendyol attracts my attention	(Vivek, 2009); (Zhang, Guo, Hu, & Liu, 2017)
	Cop2	I want to learn a lot about Trendyol	
	Cop3	I pay great attention to everything related to Trendyol.	
Enthusiasm	En1	I spend a lot of time in Trendyol .	(Vivek, 2009); (Zhang et al., 2017)
	En2	I am heavily involved with Trendyol	
	En3	I am passionate about Trendyol	
	En4	Thanks to Trendyol, my days are different	
Social interaction	SI1	I like to join Trendyol with my friends.	(Vivek, 2009); (Zhang et al., 2017)
	SI2	I enjoy joining Trendyol alongside others.	
	SI3	It is more fun to join Trendyol with others.	
Repurchase Intention	RP1	My next purchase will be from Trendyol	(Johnson, Herrmann, & Huber, 2006)
	RP2	When I want to buy something new, I buy it from Trendyol.	
	RP3	When I want to change a product on Trendyol, I buy it from Trendyol.	
Positive WOM	PW1	I share my personal experiences with Trendyol to other people I know.	(Tuškej, Golob, Podnar, 2013)
	PW2	I recommend Trendyol to other people I know.	
	PW3	Since Trendyol offers really good products, I say good things about it.	
Brand commitment	BC1	I feel rewarded when I shop at Trendyol.	(Tuškej et al., 2013)
	BC2	I get excited when I shop from Trendyol	
	BC3	I feel satisfied when I shop from Trendyol	

**Table.2.** Demographic summary of survey respondents

Variable	Classification	Frequency	Percent %
Gender	Male	233	51.8
	Female	217	48.2
	Total	450	100.0
Education level	High school	81	18.0
	Bachelor	347	77.1
	Master	18	4.0
	Doctoral	4	0.9
	Total	450	100.0
Age	19--29	252	56
	30--40	137	30.4
	41--51	61	13.6
	Total	450	100.0

It is seen that Male participants in this research consist majority of the participants with 51.8% of the sample. The ages of the participants are found, as it can be seen, the majority of respondents are age between 19-29. The degree of education of participants is summarized and, it is seen that majority of participants have Bachelor's Degree within 77.1% of the sample, showing that there is tendency between the level of education and the desire to use online shopping applications.

**Table.3.** Marital Status Distribution

Your marital status	Frequency	Percent
married	247	54.9
single	203	45.1
Total	450	100.0

As the majority of participants are within 19-29 age range, the marital status distributions show these results above.

**Table.4.** Income Distribution

<b>Your Monthly Average Income</b>	<b>Frequency</b>	<b>Percent</b>
1500 TL and below	18	4.0
1501-3000 TL	134	29.8
3001-4500 TL	188	41.8
4501-6000 TL	69	15.3
6001 TL and above	41	9.1
Total	450	100.0

The majority of respondents are between 3001-4500 TL within 41.8% of the sample.

**Table.5.** Occupational Distribution

<b>job</b>	<b>Frequency</b>	<b>Percent</b>
Public Sector	193	42.9
Private Sector	246	54.7
Retired	3	0.6
Housewife	8	1.8
Total	450	100.0

The majority of respondents are working in private sector within 54.7% of the sample

**Table.6.** Mean, Std. Deviation, Skewness and Kurtosis Analyzes

<b>Conscious participation</b>	Mean	Std. Deviation	Skewness	Kurtosis
Cop1	3.51	1.060	-.475	-.379
Cop2	3.44	1.018	-.537	.072
Cop3	3.40	1.045	-.351	-.439
<b>Enthusiasm</b>				
En1	2.70	1.017	-.227	-.864
En2	3.24	1.154	-.286	-.724
En3	3.34	1.006	-.228	-.419
En4	3.40	1.021	-.295	-.469
<b>Social interaction</b>				
SI1	3.57	1.045	-.490	-.331
SI2	3.44	1.009	-.548	.134
SI3	3.41	1.037	-.471	-.276
<b>Repurchase intention</b>				
RP1	3.60	1.057	-.509	-.401
RP2	3.52	1.004	-.560	.150
RP3	3.47	1.051	-.461	-.321
<b>Brand commitment</b>				
BC1	2.94	1.055	-.166	-.522
BC2	2.76	1.023	-.270	-.590
BC3	3.05	1.007	-.401	-.502
<b>Positive word of mouth</b>				
PW1	3.07	1.127	-.319	-.584
PW2	2.92	1.040	-.159	-.534
PW3	3.09	1.046	-.230	-.514

The table one shows the Mean, Std. Deviation, Skewness and Kurtosis Analyzes for the 19 items .The median informs us where the data are located; it's a measure of location. The standard deviation (SD) is a summary assessment of how much it deviates from the mean. Positive and negative disparities would equal zero if they were put together.

The skewness of a distribution is a measure of its symmetry, and from the other hand if the data are heavy-tailed or light-tailed in comparison to a normal distribution, the data have high or low kurtosis.

The acceptable range for kurtosis and skewness is have to been between -3 and +3, depending on the results in table 1 where all the obtained values of skewness and kurtosis

are between -3 and +3 we can say that the distribution is normal and there are neither skewness nor kurtosis.

**Table.7.** Factor Loading and Cronbach's Reliability analyzes

Factor's Name	Variables	Factor Loading	Eigen-value	Variance Explained	KMO	Cronbach's Reliability Coefficients
<b>Conscious participation</b>	Cop1	.727	1.737	57.909	.643	0.70
	Cop2	.792				
	Cop3	.763				
<b>Enthusiasm</b>	En1	.946	1.758	58.605	.615	0.71
	En2	.712				
	En3	.833				
	En4	.746				
<b>Social interaction</b>	SI1	.768	1.859	61.961	.644	0.73
	SI2	.840				
	SI3	.751				
<b>Repurchase intention</b>	RP1	.790	1.884	62.800	.665	0.70
	RP2	.824				
	RP3	.762				
<b>Brand commitment</b>	BC1	.658	1.465	50.845	.594	. 0.70
	BC2	.695				
	BC3	.741				
<b>Positive word of mouth</b>	PW1	.704	1.589	52.952	.623	0.70
	PW2	.751				
	PW3	.727				

Analyze of Factors for Validity the 19 items were subjected to an exploratory factor analysis using SPSS. To enhance the reliability of a scale, exploratory factor analysis identifies unsuitable items that may be eliminated, and it examines the presence of links between constructs by looking for correlations between items and factors when dimensionality is restricted (Netemeyer, Bearden, & Sharma, 2003). Based on the obtained results in table 15 En1 question has been eliminated because it had been extracted in two groups. For having Enthusiasm variable in one group we had to delete En1 question.

Preliminary six-Factor Structure An initial analysis was run to obtain eigenvalues for each factor in the data. The Kaiser-Meyer Olkin Measure verified the sampling adequacy for the analysis, KMO is more than the 0.5 .six factors in our study had eigenvalues greater than one and are acceptable, the percentages explained by each factor were more than 50 % as it is illustrated in table 15.

Furthermore, from the obtained results we notice that the reliability between items in each factor based on the results of Cronbach's Reliability Coefficients is good (more than 70 %)

**Table.8.** Mean, Std. Deviation and Correlations between factors

	Mean	Std. Deviation	Conscious participation	Enthusiasm	Social interaction	Repurchase intention	Brand commitment	Positive word of mouth
<b>Conscious participation</b>	3.4519	.79143	1					
<b>Enthusiasm</b>	3.1694	.64560	.710(**)	1				
<b>Social interaction</b>	3.4741	.80977	.740(**)	.663(**)	1			
<b>Repurchase intention</b>	3.5296	.82147	.751(**)	.669(**)	.846(**)	1		
<b>Brand commitment</b>	2.9163	.71790	.236(**)	.413(**)	.243(**)	.214(**)	1	
<b>Positive word of mouth</b>	3.0274	.77895	.347(**)	.486(**)	.315(**)	.350(**)	.680(**)	1

\*\* Correlation is significant at the 0.01 level (2-tailed).

The correlation value between any two variables has to be less than 0.85. After doing correlation analysis we noticed that the correlation value between all factors including enthusiasm, conscious participation, social interaction, brand commitment, positive WOM and repurchase intention is less than 0.85 and all the variables were highly correlated to each other.



**Table.9.** Regression analyze results

Dependent Variables	Independent Variables	$\beta$	t	P Değeri	$R^2$	F
Online Repurchase Intention	(Constant)		2.640	.009	.753	452.250
	Conscious participation	.226	5.415	.000		
	Enthusiasm	.087	2.259	.024		
	Social interaction	.619	17.054	.000		
Online Repurchase Intention	(Constant)		17.756	.000	.046	21.462
	Brand commitment	.214	4.633	.000		
Brand commitment	(Constant)		12.666	.000	.090	14.709
	Conscious participation	-.025	-.309	.757		
	Enthusiasm	.252	3.421	.001		
	Social interaction	.089	1.285	.199		
Positive word of mouth	(Constant)		12.196	.000	.123	62.728
	Repurchase intention	.350	7.920	.000		
Positive word of mouth	(Constant)		7.752	.000	.463	385.945
	Brand commitment	.680	19.645	.000		

According to regression analysis results in table 16 on the show that Conscious participation, Enthusiasm and Social interaction, has a significant positive influence on repurchase intention ( $p < 0,05, R^2 = .753$ ). The results support hypothesis H4, H5 and H6. Which mean the higher Conscious participation, Enthusiasm and Social interaction the

higher online repurchase intentions . From other side , With respect to the effects of Conscious participation, Enthusiasm and Social interaction on brand commitment ( $p < 0,05$ ,  $R^2 = .090$ ), H1, H2 and H3 respectively, the results support only hypothesis H2, but failure to support hypotheses H1, H3 ( $p > 0.05$ ). Conscious participation and Social interaction don't have any effect on brand commitment. Furthermore the results support the support hypothesis H7 ( $p < 0,05$ ,  $R^2 = .046$ ). Thus, the higher brand commitment the higher repurchase intention are likely to be.

And with respect to the effects of shoppers' repurchase intention and brand commitment on and E - WOM ( $p < 0,05$ ) H8 and H9 respectively, the results support hypothesis H8 and H8. Thus, the higher online repurchase intentions and brand commitment the higher E - WOM are likely to be.

We can conclude that customers who participate consciously and enthusiastically are more likely to purchase the product again in the future. As a result, owners and sellers of online shopping businesses must make an effort to persuade customers via high-quality product and internet services.

Customers prefer to focus on items like information supplied by the site, which motivates him or makes him enthusiastic about improving satisfaction and repurchasing the products, but more on the brand of the product. Because of this, firms that do online sales should pay more attention to their brand than they do to the quality of their e-services. also, we can notice that the Turkish costumers pay great attention to the joining the experience of purchasing the products from the internet with other people like friend, so the online shopping store like Trendyol and the firms that sell their products online should focus on building an existing experience and trust with their costumers to influence their decision to repurchase the products in the future.

From the other side, we can say that costumers who participate enthusiastically have more brand commitment from the other that who participate consciously, and the customers who feel rewarded, excited and satisfied more likely to make another purchase from the same online shopping store in the future and share their experience with other people and recommend Trendyol as a good online shopping store.

**Table.10.** The mediation effect of brand commitment on the relationship between repurchases intention and EWOM

Model		Standardized Beta	t	P	R <sup>2</sup>
E - WOM 1	(Constant)		12.196	.000	.123
	repurchases intention	.350	7.920	.000	
E - WOM	(Constant)		2.131	.034	.507
	repurchases intention	.215	6.318	.000	
	brand commitment	.634	18.656	.000	

The mediation effect of brand commitment on the relationship between repurchase intention and WOM is demonstrated in table 17. In second model by adding brand commitment, R Square value is increased and this shows that the effect of repurchase intention on WOM is increased.

According to regression analysis results in mediation effect of brand commitment on the relationship between positive word of mouth and repurchase intention, in first model repurchase intention has a significant positive influence on positive word of mouth ( $p < 0,05$ ,  $\beta = 0.350$ ). In second model brand commitment variable has been added to the model. Although in second model both brand commitment and repurchase intention have significant positive influence on positive word of mouth ( $p < 0,05$ ), the effect of repurchase intention has been reduced ( $\beta = 0.215$ ). Therefore brand commitment variable has a partial mediation effect on the relationship between positive word of mouth and repurchase intention.

In this sense we can say that the costumers who share their experience with trendyol or other online shopping stores to others and recommend the online site will motivate them

to purchase and repurchase the products from this site. This relation between E-WOM and repurchase intention could be support by the effect of the experience by costumers (e.g. what they feel, are they excited or satisfied). As a result, Trendyol should really be capable of keeping clients satisfied with their services. As a reward, consumer loyalty can be sustained, and they will continue to purchase from you. In order to preserve brand loyalty and limit customer perceived risk perception, a positioning plan should be established.

**Table.11.** The mediation effect of repurchase intention on the relationship between brand commitment and E-WOM

	Model	Standardized Beta	t	P	R <sup>2</sup>
<b>E-WOM</b>	(Constant)		7.752	.000	.463
	1 brand commitment	.680	19.645	.000	
<b>E-WOM</b>	(Constant)		2.131	.034	.507
	2 brand commitment	.634	18.656	.000	
	repurchase intention	.215	6.318	.000	

The mediation effect of repurchase intention on the relationship between brand commitment and WOM is demonstrated in table 18. In second model by adding repurchase intention, R Square value is increased and this shows that the effect of brand commitment on WOM is increased.

According to regression analysis results in mediation effect of repurchase intention on the relationship between brand commitment and WOM, in first model brand commitment has a significant positive influence on positive word of mouth ( $p < 0,05$ ,  $\beta = .680$ ). In second model repurchase intention variable has been added to the model. Although in second model both brand commitment and repurchase intention have significant positive influence on positive word of mouth ( $p < 0,05$ ), the effect of brand commitment has been reduced ( $\beta = .634$ ). Therefore repurchase intention variable has a partial mediation effect on the relationship between positive word of mouth and brand commitment.

Based on the results obtained in the table 19 we can say that costumers who feel rewards, excited and satisfied will make another purchase in the future from the same and since the online site offer good products and the costumers will say good things about the online site

## CHAPTER FOUR

### CONCLUSION AND RECOMMENDATIONS

#### 4.1. Hypothesis testing

The current study investigated the correlations between consumer online brand engagement, brand commitment and repurchase intention. The study investigated the impacts of repurchase intention and brand commitment on positive word of mouth on online shopping platforms. Furthermore, the study analyzed the mediating role of brand commitment on the relation between WOM and repurchase intention and the mediating role of repurchase intention variable on the relation between brand commitment and WOM.

**Table.12. Structural model results**

<b>Hypothesis</b>	<b>The Direction of Relationship Between Variables</b>	<b>Condition</b>
<b><i>H</i><sub>1</sub></b>	Conscious participation → Brand Commitment	<b>Not Supported</b>
<b><i>H</i><sub>2</sub></b>	Enthusiasm → Brand Commitment	<b>Supported</b>
<b><i>H</i><sub>3</sub></b>	Social Interaction → Brand Commitment	<b>Not Supported</b>
<b><i>H</i><sub>4</sub></b>	Conscious participation → Repurchase Intention	<b>Supported</b>
<b><i>H</i><sub>5</sub></b>	Enthusiasm → Repurchase Intention	<b>Supported</b>
<b><i>H</i><sub>6</sub></b>	Social Interaction → Repurchase Intention	<b>Supported</b>
<b><i>H</i><sub>7</sub></b>	Brand Commitment → Repurchase Intention	<b>Supported</b>
<b><i>H</i><sub>8</sub></b>	Repurchase Intention → WOM	<b>Supported</b>
<b><i>H</i><sub>9</sub></b>	Brand Commitment → WOM	<b>Supported</b>

## 4.2. DISCUSSION

Even if the amount of online sales is increasing, it is still critical for businesses to keep their customers through repeat purchases .Despite this, academic attention to this field of study has been restricted. Furthermore, because many studies have concentrated on repurchase intention from online shopping businesses in the United States and other rich nations, there is a vacuum in understanding repurchase intention from the perspective of a developing country like Turkey.

The purpose of this study was to look into the effects of conscious participation, enthusiasm, and social interaction on repurchase intention and brand commitment, to see if brand commitment has a positive effect on repurchase intention, to see how brand commitment and repurchase intention affect positive word of mouth, and to look into the mediation effect of brand commitment. We used a survey and a non-probability convenience sampling method to test the study's hypotheses; there were 450 valid returned questionnaires. We used quantitative survey research methods and descriptive research examination techniques to present a complete and highly accurate picture of Turkey and identify significant evidence, which we will clearly explain. During the questionnaire preparation process, we used Trendyol, one of Turkey's most popular online shopping sites. The findings of the study agree with (Morgan and Hunt, 1994), who found that commitment has a significant impact on customers' willingness to continue their relationship with businesses. This result shows how much of an impact consumer repurchase intention and brand commitment can have on the E-WOM, and whereas brand commitment has a beneficial and substantial effect on Turkish customers' repurchase intention, conscious participation and social interaction have a negligible impact on brand commitment. Online customers' intentional engagement and social contact have little influence on brand commitment. This outcome is consistent with much other research in the literature and supports the anti-branding phenomena. According to them (Romani, Grappi, & Dalli, 2012; Zarantonello, Romani, Grappi, & Bagozzi , 2016). Consumers can act individually without any social interaction by complaining, avoiding a brand, or seeking brand revenge, all of which are proactive behaviors and mean the brand will

not attract the customers' attention. On the other hand, many researchers such as (Hegner, Fetscherin, & Van Delzen, 2017) support the view that consumer movements, rooted in anti-consumption and the accompanying rise in negative emotions toward brands, lead to consumers refusing to join the brand with their friends.

### **4.3. PRACTICAL IMPLICATION**

The study's findings have major ramifications for both academics and researchers. In emerging nations, such as Turkey, where internet shopping has lately caught up and is trailing behind active adoption in Western countries, this study is more relevant. This study's methodology may be used to all developing nations to get a comprehensive look at the elements that influence online purchases and repurchase intentions. The model created in this study may be utilized by another researcher to forecast the intention to repurchase online even if many components are not supported. The study's conclusions are useful for both online shopping business operators and merchants. For internet merchants in Turkey and emerging nations, understanding the research model's components is critical to achieving high consumer acceptability.

According to the findings of the study, customers who participate consciously and enthusiastically are much more inclined to purchase the item again possibly in the long term. As a result, owners and sellers of online shopping businesses must make an effort to persuade customers via high-quality internet services. This study aids online store owners and merchants in determining the specific function of website brand in creating favorable repurchase intentions. The research findings do give some insights and feedback for e-commerce businesses like Trendyol to create and apply various business strategies in order to improve consumer online purchases and inspire repurchase intentions.

E-shopping sites like Trendyol can give previous web shoppers with free samples or free membership to try the items or services in order to establish the conditions for online repurchasing experience. E-shopping businesses like Trendyol might send e-



mail updates on product development or provide special discounts to potential online consumers for a limited period to encourage client impulsive buy. Online retailers like Trendyol may reward loyal consumers with loyalty programmers or club memberships if they show a clear preference for their brand.

#### **4.4. LIMITATION**

There are certain drawbacks to this study, including as the fact that it only contained data from a sample of turkey consumers. A more well-rounded and well-representative sample can help generalize the findings. Therefore, it is recommended that future studies collect data from larger samples and different nations in order to gain greater insights. The tiny sample size relative to Turkey's entire population of internet buyers is one of the study's shortcomings. This sample size might not be adequate to represent the general public's perspective. Another drawback is the possibility of bias due to the disadvantageous conditions that exist throughout the questionnaire collection process from the targeted demographic. Respondents, for example, cannot contact the researchers for instant assistance if they encounter difficulties with the questionnaire.

Since prior research on intentions has shown that social contact is crucial, cross-cultural investigation might yield valuable insights. People reared in individualistic societies, such as the United States, may have more rigid views on particular behaviors and pay less attention to what others believe or do. The study should also include demographic and socio-psychographic factors to assess and further expand the understanding of connections between variables and their relevance in the online shopping sector with regard to repurchase intention.

Furthermore, age and educational background can mediate or moderate the link between, say, brand pledges and repurchase intention. It's possible that young individuals are more influenced by their peers and as a result, their conduct might change. Additionally, young individuals are more used to their online environments, which may affect their perception of risk. As a result, future studies might focus on other levels of specificity, such as buying a certain sort of clothing (sportswear or work wear), a particular requirement (for example, a unique size or mass

customization), or the multi-channel viewpoint (want for uniqueness) (i.e. browsing online and purchasing offline). Other sorts of brand experiences, such as website characteristics and perceived quality, can also be taken into account when determining repurchases intent. We also have a drawback in our study since we only look at the relationship between customers' brand loyalty and their willingness to spread positive word of mouth. It will be fascinating to observe whether subsequent studies find a connection between customer loyalty and negative word of mouth.

Finally, by looking at the connections between brand commitments, repurchase intention, and e-WOM at a single moment in time, our research did not focus on the long-term effects of engaging with a brand. Marketers, on the other hand, want e-WOM to last and have a beneficial influence on revenue and profits in the long run (Pauwels, Clarysse, Wright, & Van Hove, 2016). We feel that the dynamic character of e-WOM and its relationship with repurchase intention and brand commitment need to be studied further (Dost, Sievert, & Kassim, 2016). There is still more work to be done, since brand commitment and e-WOM are becoming increasingly essential in marketing theory and practice.

#### **4.5. FURTHER RECOMMENDATION**

According to the study's findings, marketing managers and online retailers like Trendyol in Turkey should develop an appropriate marketing strategy and plan to engage customers in a better brand experience and to develop better brand engagement because it aids them in creating a better connection with the consumer and also strengthening consumer trust. According to the significant findings of a study on brand commitments and engagements, and their relationship to repurchase intention from the site, marketers should conduct research on target customers to create a better website structure that provides quick feedback, better branding design that takes into account the consumer's self-image, and ultimately motivates the consumer to repurchase the brand online.

The consequences of the study's findings show that customers prefer to focus on items like information supplied by the site, which motivates him or makes him enthusiastic about improving satisfaction and repurchasing the goods, but more on the brand of the product. Because of this, firms that do online sales should pay more attention to their brand than they do to the quality of their e-services.

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