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THE ANTECEDENTS AND CONSEQUENCES OF ONLINE SOCIAL MEDIA CUSTOMER ENGAGEMENT

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The Antecedents and Consequences of Online Social Media Customer Engagement

Online Sosyal Medya Müşteri Katılımının Öncülleri ve Sonuçları

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ABSTRACT

THE ANTECEDENTS AND CONSEQUENCES OF ONLINE SOCIAL MEDIA CUSTOMER ENGAGEMENT

In today's competitive world, with the aim to have huge profits and higher market share, rivalry among the companies, which have the similar product lines, have increased enormously. Today, competition exists in every field, because of the dramatically increased worldwide electronic trading. So, to be ahead of the competition, customer engagement concept is very important for companies, in order to get information about their customers' expectations and to satisfy them. With the increase in widely usage of internet after 2000, customer engagement concept has changed to online customer engagement concept. Also, today's increased usage of mobile phones, had an important rising effect on internet and social media usage. So, with the increased usage of social media platforms (like; facebook, instagram and twitter etc.) after 2010, most customer engagement studies focused on social media analysis of customer engagement.

Because of the enormous growth of online social media usage since last 10 years, the concept of customer engagement, had great attention among marketing people. So, in recent years marketing focused on defining and understanding of potential outcomes of customer engagement. But, because of lack of limited amount of scholarly interest, the nature of customer engagement still needs further support and its supposed potential to augment customer relationship needs more investigation. So, this study proposes a conceptual customer brand engagement model to bridge this gap, within the framework of online social media channels by the help of an empirical analysis held in Turkey.

The primary objective of this study is to understand the antecedents and consequences of online social media customer engagement, in order to guide marketing people at business life and to make contribution to the marketing literature. So, this study investigates the relationship between, customer brand relationship related factors and online social media platform related factors, with factors of customer brand engagement on online social platforms. Also, this study investigates the consequences of customer brand engagement on online social platforms. For this study, data from the recent publications and academic literature were evaluated deeply, and an online consumer survey was done. 541 participants have attended to the survey. Then, the findings are analysed via SPSS program and the results

are reported in the next chapters. Also, the research findings are interpreted deeply in the last chapter.

This study delivers a deep investigation of online social media customer engagement concept, and proposes empirical evidence to this. According to the results of the survey, both customer brand relationship related factors and online social media platform related factors can effect customer engagement level, which will affect purchase intention, spread of word-of-mouth communication, and online stickiness, respectively. For this reason, in the field of customer engagement, this study can be an important contribution to the academic literature. It also gives valuable managerial insights for marketing practitioners.

Keywords: customer engagement, online customer engagement, brand, social media, customer relationships, brand loyalty, purchase intention, word-of-mouth, willingness to pay premium, online stickiness.

ÖZET

ONLINE (ÇEVRİMİÇİ) SOSYAL MEDYA MÜŞTERİ KATILIMININ ÖNCÜLLERİ VE SONUÇLARI

Günümüzün rekabetçi dünyasında, büyük karlar ve daha yüksek pazar payına sahip olmak amacıyla, benzer ürün gruplarına sahip şirketler arasındaki rekabet büyük ölçüde artmıştır. Bugün, dünya çapında önemli oranda artan elektronik ticaret nedeniyle, her alanda rekabet vardır. Bu nedenle, rekabette öne geçmek için, müşterilerin beklentilerini anlamak ve onları tatmin etmek için müşteri katılımı kavramı şirketler için çok önemlidir. 2000 yılından sonra yaygın olarak internet kullanımındaki artışla birlikte, müşteri katılımı kavramı çevrimiçi müşteri katılımı kavramına dönüşmüştür. Ayrıca, günümüzde cep telefonlarının kullanımının artması, internet ve sosyal medya kullanımın artmasında önemli bir etkiye neden olmuştur. Bu nedenle, 2010'dan sonra sosyal medya kanallarının (facebook, instagram ve twitter vb.) kullanımının artmasıyla birlikte çoğu müşteri katılımı çalışması, müşteri katılımının sosyal medya analizine odaklanmıştır.

Son 10 yıldaki çevrimiçi sosyal medya kullanımının muazzam yükselişiyle birlikte, müşteri katılımı kavramı, pazarlamacılar arasında büyük ilgi görmüştür. Bu nedenle, son yıllarda pazarlama, müşteri katılımının potansiyel sonuçlarını tanımlamaya ve anlamaya odaklanmıştır. Ancak, sınırlı miktarda akademik ilgi eksikliği nedeniyle, müşteri katılımının niteliği hala daha fazla desteğe ihtiyaç duymaktadır ve müşteri ilişkilerini geliştirme konusundaki önceden belirlenmiş yeteneği daha fazla araştırma gerektirmektedir. Dolayısıyla bu çalışma, çevrimiçi sosyal medya platformları bağlamında kavramsal bir müşteri marka katılımı modeli önererek ve deneysel bir analiz yaparak bu açığı kapatmaya çalışmaktadır.

Bu çalışmanın temel amacı, pazarlama çalışanlarını iş hayatında yönlendirmek ve literatüre katkıda bulunmak için çevrimiçi sosyal medya müşteri katılımının öncüllerini ve sonuçlarını anlamaktır. Bu nedenle, bu çalışma, müşteri marka ilişkisi ile ilgili faktörler ve müşteri çevrimiçi sosyal medya platformu ile ilgili faktörlerin, müşterinin marka ile çevrimiçi sosyal platformlarda etkileşim faktörleri arasındaki ilişkiyi araştırmaktadır. Ayrıca, bu çalışma müşterinin çevrimiçi sosyal platformlar üzerindeki marka katılımının sonuçlarını araştırmaktadır. Bu çalışma için, son yayınlardan ve akademik literatürden elde edilen veriler derinlemesine değerlendirilip, ayrıca, çevrimiçi bir tüketici anketi yapılmıştır. Ankete 541 katılımcı katılmıştır. Daha sonra, bulgular SPSS programı ile analiz edilmiştir ve sonuçlar

sonraki bölümlerde rapor edilmiştir. Ayrıca, araştırma bulguları son bölümde derinlemesine yorumlanmıştır.

Bu çalışma, çevrimiçi sosyal medya müşteri katılımı kavramının derinlemesine bir incelemesini sunmakta ve buna ampirik kanıtlar önermektedir. Anket sonuçlarına göre, hem müşteri marka ilişkisi ile ilgili faktörler, hem de çevrimiçi sosyal medya platformu ile ilgili faktörler, müşteri katılımı seviyesini etkileyebilir; bu da satın alma niyetini, ağızdan ağıza iletişimin yayılmasını ve çevrimiçi yapışkanlık seviyesini etkiler. Bu nedenle, müşteri katılımı alanında, bu çalışma, akademik literatüre önemli bir katkı olacaktır. Aynı zamanda pazarlama uygulayıcıları için yararlı yönetimsel görüş sağlamaktadır.

Anahtar kelimeler: müşteri katılımı, çevrimiçi müşteri katılımı, marka, sosyal medya, müşteri ilişkileri, marka sadakati, satın alma niyeti, ağızdan ağıza iletişim, pahalıya almaya razı olma, çevrimiçi yapışkanlık.

CHAPTER ONE

INTRODUCTION

Customer engagement, which is a business communication connection between an organization (such as company or brand) and a consumer, is very crucial for companies. It is the ongoing interactions between customers and companies (or brands). It can take place offline and online, and customer engagement is a great concern for any business, as the success of any business is related with the customer's loyalty and repurchase intentions. Today's customers have become more demanding by continuous advancements of digital world, so engaging with them is both harder and critical then before.

At this study, data from the recent publications were evaluated deeply, to understand the future needs of customer engagement research. For this reason, first of all, the literature review about customer engagement and online customer engagement will be studied deeply in order to understand the advances in this concept. Then, the potential antecedents and consequences of online customer engagement will be assessed, for the help of the companies to manage their online relationships more excellently. Because, after analysing antecedents and consequences of online customer engagement, and with the help of the research findings, companies can enhance their customer engagement and can get positive results about their customer experiences (Arikan, 2017).

The research background, research problem, research purpose and study outline will be explained at this chapter. The next chapter will be about literature review of customer engagement.

1.1. RESEARCH BACKGROUND

Customer engagement helps companies to create a relationship with their customer base. It is about behavioral, emotional and cognitive connection between customers and companies. In this study, first customer engagement concept will be defined. Additionally, how it evolved through the years will be explained. For example, with the development of internet, customers began to interact with companies via internet. As, customer engagement is concentrating on interaction with customers and customers' value, the later studies showed

that, internet is a mean of building relationships with customers and to influence them (Enginkaya & Esen, 2014).

So, with the evolvement of online customer engagement concept, through the years, various definitions have been provided about customer engagement. First customer engagement was defined, then online customer engagement was defined because the importance of it increased, by the enourmous growth of the internet and social media usage. Customer engagement was defined by Forrester Consulting's research in 2008 as a deep connection with a customer, which in turn induce buying decision, interaction, and participation in time. Economist Intelligence Unit used a definition similar to this definition, and stated that, customer engagement is a personal long-term relationship with the customers (Sashi, 2012). Also, engagement is realized by firms as a more strategic way of looking at stakeholer and consumer relationships (Kumar et al., 2010). So, it can be understood from these definitions that, customer engagement can be associated with a valuable partnership formed with customers.

With the fast development of technology, as traditional marketing methods are less effective, customer engagement is very crucial for firms in order to measure their effectiveness. With increasing competition on business life, companies realized the importance of internet in order to attract consumers. They understood that internet is an effective communication tool for both companies and consumers for creating value. Companies realized that, for strengthening relationships with the customers, they should emphasize continuous customer engagement. For this, online social media platforms became very important and they are defined as they help companies in order to engage with many consumers without important compromises (Sawhney, 2005). So, recent academic studies are mostly focusing on online customer engagement. Also, companies are focusing on online social media platforms for their marketing activities. For example, because of the huge rise of online social media usage among customers, nowadays, companies are measuring website traffic or customers' interactions with specific website links. Or they measure, number of shares and likes of their contents via social media and click rates to their campaigns with emails. (http://searchcrm.techtarget.com/definition/Customer-engagement).

As mentioned above, because of the high importance of online social media platforms for both companies and customers, online social media customer engagement have gained

enourmous importance today. For this reason, customer engagement on online social media platforms will be investigated in this study. The goal of this study is to determine the antecedents and consequences of online social media customer engagement.

1.2.RESEARCH PROBLEM

In the academic literature, customer engagement is a multidimensional concept, and it is proposed by Brodie et al. (2011a) that, the significance of the behavioral, emotional and cognitive customer engagement dimensions may differ according to different situations. For this reason, the customer engagement in various circumstances, like, being online or offline, would lead distinct definitions. Among marketing practitioners, because of the rise of new social media platforms and their increased importance for customer engagement, online social media became very important tool for them (WARC, 2012). Although it is very popular among businesses, the behavioral measures of engagement, that are presently existing on online social media channels, like, the brand page interactions, the number of fans, the repeated visits give limited data about the expected benefits (Nelson-Field & Taylor, 2012). This study is done because of this and to add theory-guided empirical study to the literature, for better understanding customer engagement with brands on online social media channels.

Thus, the major aim of this study is, to bridge this gap, with the conceptualization of customer brand engagement on online social media platform, by finding answers to the significant research questions stated below:

1. What drives customers to engage with brands on online social media platforms?
2. What are the outcomes of such engagement?

For having additional information in this field, to identify and validate the customer brand engagement antecedents(drivers) and consequences(outcomes) in this specific context is very important. According to Hollebeek (2011a), the increasing interest among practitioners in customer brand engagement concept is usually driven by the anticipated benefits and its informative and anticipating power in customer relationship outcomes, for example especially loyalty. Because, it is more profitable to retaining the current customers according to win new customers, understanding customer brand engagement on online social media channels may support and contribute companies for enhancing their customer relationships, customer retention and loyalty via social media usage (Malciute, 2012).

1.3. RESEARCH PURPOSE

The purpose of this study is, to point out the antecedents(drivers) and consequences(outcomes) of online social media customer engagement with the offered conceptual model. Main objectives are, to analyze the customer brand relationship related factors and online social media platform related factors, in order to understand customer brand engagement on online social platforms and its possible consequences.

In this study, factors effecting purchase intention, word-of-mouth, willingness to pay premium and online stickiness will be examined in the context of customer brand engagement on online social media channels with the help of current marketing literature.

1.4. STUDY OUTLINE

This study is given in six chapters (Figure 1.1). Chapter one, is the introduction section, which covers the research background, research problem, research purpose and study outline. Chapter two, is literature review section and it covers literature analyses about customer engagement, online customer engagement and relevant literature about the proposed thesis model. Chapter three, is proposed model and hypotheses section, that explains the model and hypotheses. Chapter four, explains the research design and the methodology of the study. It covers research design, population, sample selection, data collection, questionnaire design, and development of theoretical framework for analysis. Chapter five, covers the data analyses and results. Finally, chapter six is the discussion part, which covers also theoretical and managerial implications of this research and future research opportunities of this study's subject, and conclusion.

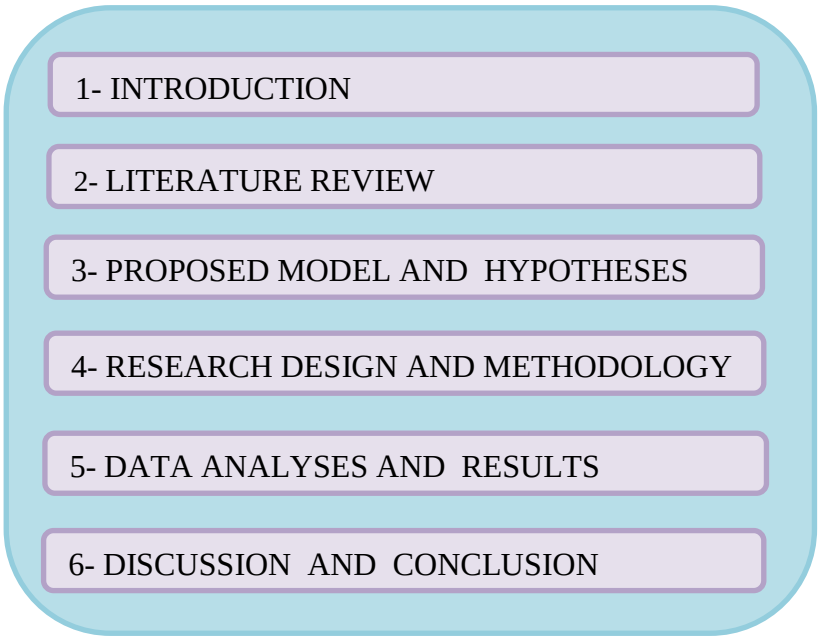


Figure 1.1. Structure of thesis

CHAPTER TWO

2.LITERATURE REVIEW

The aim of this part is to analyze the literature, related with this study and to provide a theoretical framework. In order to have deep information of customer engagement, different theoretical aspects are analysed to obtain information about evolution of customer engagement through the years, to understand new trends and gaps in the literature by analyzing past and previous papers related to that topic. Because of the high competition around business environment nowadays, companies are giving great importance to customer participation and customer engagement with their products and brands. So, customer engagement concept's role, for creating customer experience and customer value is very important among practitioners and academicians (Arikan, 2017).

The chapter consists of a review of definitions and literature analysis of customer engagement and online customer engagement throughout the years. A lot of studies were made about customer engagement till now. In this study, all the literatures since 1980 were evaluated, and it is found that, at first customer engagement was focusing on only offline customer engagement. In 2000, studies about online customer engagement began. But after 2010, researches about online customer engagement concept was increased enormously. Moreover,

social media was included to customer engagement studies. First, the studies conducted about social media were general, but then, studies spread to other social media platforms. For example, studies began to focus on facebook, instagram and twitter. So, different social media channels were evaluated in terms of customer engagement. The term WOM (word-of-mouth), which was used at early years in terms of customer engagement, changed to eWOM, because of the increase of internet usage. Also, relations between online customer engagement and effectiveness of advertisements, customer value creation via own company websites, relations between customer engagement into value creation and customer loyalty, personality traits roles and customer perceived value in online engagement were analysed at recent years' studies. Additionally, the studies published at journals increased at last years. Brand dialogue behaviours, which will be assessed later, were defined, they were categorized and the importance of them to companies were mentioned. Then, because of the increased usage of mobile phones, studies about mobile applications and their relations with customer engagement were made. Ability to engage with consumers via mobile applications, was found very important for highly competitive mobile applications market (Aiste et al., 2016).

Now in this part, for describing the proposed conceptual model at next chapter, some latest literatures will be evaluated deeply about customer engagement and they will be explained in terms of giving some information about what latest customer engagement studies are focusing mostly and what are their links to our thesis model.

2.1. CUSTOMER ENGAGEMENT

There have been many studies about customer engagement so, there have been many definitions as well. In the literature , there are two approaches about customer engagement. Some researchers are emphasising behavioral aspect of customer engagement, but some of them are emphasising psychological aspect of it. For example, according to the first approach, customer engagement was stated beyond buying. It is defined that, customer engagement includes behavioral signs of a customer with a product (brand) or company focus, which results from motivational drivers (Van Doorn, et al., 2010). Also, it is stated that, it is comprised of behavioral intentions like, recommending, spreading WOM(word-of-mouth), entries in blogs, review writing and even legal action engagement. According to the second approach, which is more popular at recent times by researchers, customer engagement is defined as psychological process. Here, customer engagement was considered as a theoretical framework and customer engagement was explained as, it reflects a psychological state,

which happens with the influence of co-creative and interactive customer experiences with a focal agent / object (for example; a brand) (Brodie, Hollebeek, Ilic, & Juric, 2011a).

Beginning with Van Doorn et al., (2010), researchers have started, focusing on customer engagement dimensions. Yet, in order to interpret the nature of customer engagement excellently, the different definitions provided are need to be considered. Different dimensions are proposed by researchers since many years (Chan et al., 2014). For example, customer engagement is conceptualized as a 'psychological process' that includes emotional and cognitive features (Bowden & Lay, 2009).

Also, customer brand engagement is defined as "the level of a customer's motivational, brand related and context dependent state of mind, characterized by particular levels of behavioral, emotional and cognitive activity in brand interactions" (Hollebeek, 2011a, p. 790). But, Vivek et al. (2012, p. 127) concentrated on the behavioral aspect of customer engagement and they explained it as "the intensity of a customers' participation and connection with the company's offerings, initiated by either the customer or the company" (Vivek, S.D., Beatty, S.E., & Morgan, R.M., 2012, p. 127).

According to the previous literature, the concept of customer engagement is defined by three main perspectives, such as, psychological process, behavioral expression and motivational psychological situation (Cheung, Lee, & Jin, 2011). While according to Bowden and Lay (2009), customer engagement is a psychological situation and it is defined as it causes to loyalty to the service brand, Van Doorn et al. (2010, p. 253) explained customer engagement as "it is a behavioral expression from customers, towards a company or a brand which transcend buying behaviour and which is an outcome of motivational drivers" (Van Doorn, et al., 2010, p. 253). Additionally, Patterson et al. (2006) defined it as a psychological situation, which is described by a degree of vigor, absorption, dedication and interaction.

In 2007, a definition of "long-term commitment, between parties" was used by Wellbourne (2007) and then, the engagement concept was explored in the organizational behavior literature by the other academicians (Bowden & Lay, 2009). It was defined that, engagement could be used to measure a company's customer relationship (rational and emotional link with a brand) strenghts.

According to one study, it was suggested that, engaged customers increased sales and productivity (Barth, 2007). Also, in another study it was defined that, when a firm has a host of engaged customers, it is apparent that the company will succeed more (Roberts & Alpert, 2010) . So, we can say that, engaging customers are a primary driver of key business success and the world's leading organizations know that fact and act accordingly. According to a study conducted by Gallup Consulting (2009), it is defined that, if customers are fully engaged then they purchase more, they stay with the firm longer, and they are more profitable than other customers. So that, the top companies have considered customer engagement as their first strategy, to be ahead at the competition in the marketplace. They understood that: the organizations which engage their customers outperform those which do not (Gallup Consulting, 2009).

2.2 CONCEPTUAL FOUNDATIONS

In the literature, different theoretical perspectives were also analyzed, in order to explore customer engagement's conceptual foundations. It is suggested by Brodie et al. (2011a) that, the customer engagement theory can be based and investigated by drawing on S-D logic (service-dominant) and theory of relationship marketing. First of all, when we analyze S-D logic, according to Vargo and Lusch (2008) service here means "the process of using one's resources for the benefit of another entity" as cited in (Malciute, 2012, p. 3). Also, the logic here means, creation of superior value together with the customer, becomes competitive advantageous source for companies. And service-dominant (S-D) logic is a framework, which conceptualizes business exchange and addresses service as the major aim. Moreover, it describes the various players' (such as; customers and companies), paths of value co-creation, while interactions with each other (Karpen, Bove, & Lukas, 2012). It is also added to the literature by Hollebeek (2013) that, in interactive, value-generating co-creation processes, customers who are engaged are proactive participants.

When we analyze other perspective which is relationship marketing, it is defined by Morgan and Hunt (1994) and cited in (Malciute, 2012, p. 5) that, "it is all the marketing activities that are conducted for establishing, developing and keeping successful relational exchange" that are significant for companies, for building value-driven interactive long-lived relations with their present and potential customers. Also, it eases the process of value co-creation (Brodie R. , Ilic, Juric, & Hollebeek, 2011b). Moreover, it is stated that, trust and commitment are

established and maintained by customer engagement, and they are the main elements of relationship marketing theory, which motivate the customers to stay engaged with the brand (Morgan & Hunt, 1994). For this reason, Vivek et al. (2014) defined and (Arikan, 2017, p. 187) cited customer engagement as "expanded domain of relationship marketing".

S-D logic and relationship marketing perspectives can be summarized as, in the complex relational networks, customer behavior is focusing on interactive and co-creative experiences. Also, for explaining the logic of customers' interest for the contribution of superior value creation, Hollebeek (2011b) draws on the social exchange theory. This theory is defined as , it is one party's approval to another party, due to being motivated by anticipated benefits in the future. So, it also proposes that, if customers experience benefits from brand relationship, the customers will give positive feelings, thoughts and positive behaviors as a result (Hollebeek, 2011b).

To sum up, three customer engagement foundational perspectives suppose, the interactive nature of exchange among value creating network players. And, when the customer engagement literature is analysed , it is found that (S-D) service-dominant logic and relationship marketing perspectives are the main theoretical foundations, and also, social exchange theory can be linked with these theories.

2.3. ENGAGEMENT CONCEPTUALIZATIONS IN THE MARKETING LITERATURE

The literature review about engagement conceptualizations among various academic disciplines reveals significant informations. In view of Brodie et al. (2011b, p. 254), engagement can be evaluated as, "a process which can be featured by ' specific interactions and/or experiences between a focal engagement subject (for example, customer, student etc.) and object (for example, product, brand, course etc.)". Other important conceptualization about engagement which is cited in (Malciute, 2012, p. 6) is that, "it is a multidimensional concept, which involves, behavioral (actions), cognitive (thoughts) and emotional (feelings)" (Hollebeek, 2011b). Referring to the literature, these three dimensions are the main focus of customer engagement dimensions, but the major focus is the behavioral dimension (Brodie, Hollebeek, Ilic, & Juric, 2011a). Referring to the Oxford Dictionary (1996), 'to engage' has

various meanings and the important ones are, to employ or hire, to come into battle, and to take part, to bind by a contract and to hold fast (Van Doorn, et al., 2010). And all of the meanings here, mention engagement's behavioral dimension.

From now on, in this part, academic and practitioner areas will be analysed in terms of customer engagement, by the help of marketing literature. Customer engagement is relatively new concept for marketing. It is studied a lot from various perspectives but there is still limited empirical information in order to get the proper picture of it (Leckie, Nyadzayo, & Johnson, 2016). The evaluation of marketing literature revealed that, there are sub-forms of engagement like, 'customer engagement', 'consumer engagement', 'customer engagement behaviors', 'customer brand engagement' and the major generalized one is commonly 'engagement' (Hollebeek, 2011b).

Different descriptions are written in the literature, in terms of dynamics and nature, so, the definition concept needs more consideration (Dessart, Veloutsou, & Morgan-Thomas, 2015). Studies about customer engagement is mostly conceptual and they are mostly exploratory studies (Brodie, Hollebeek, Ilic, & Juric, 2011a; Brodie R. , Ilic, Juric, & Hollebeek, 2013; Hollebeek L. , 2013). Although they are giving significant insights for the nature and implications of customer engagement, quantitative studies are needed for comforming them (Hollebeek, L.D., Glynn, M.S., & Brodie, R.J., 2014). Seeing this gap, researchers are focusing on quantitative studies in order to test and analyse the customer engagement's role at empirical frameworks (Dwivedi, A., 2015; Gummerus, Liljander, Weman, & Pihlström, 2012; Leckie, Nyadzayo, & Johnson, 2016). Although reliable and valid scales of customer engagement are proposed by researchers, still there is a need for new studies in this area to fullfill the gap (Vivek, Beatty, Dalela, & Morgan, 2014; Baldus, B.J., Voorhess, C., & Calantone, R., 2015).

There are variety of dimensions stated in the literature, and there is no concensus on the dimensions which form engagement, so the systematic definition of customer engagement is still incomplete. At some studies, engagement is thought-out to be only one dimensional, mostly behavioral (Gummerus, Liljander, Weman, & Pihlström, 2012; Verhoef, P.C., Reinartz, W.J., & Krafft, M., 2010) and sometimes motivational (Algesheimer, R., Dholakia, U.M., & Herrmann, A., 2005), but at many studies, cognitive and emotional dimensions are

considered also (Brodie, Hollebeek, Ilic, & Juric, 2011a; Hollebeek, 2011a). As most of the studies are qualitative and conceptual in their nature, the dimensions of customer engagement are mostly proposed, but can't be tested empirically. Besides this, incongruity exists in the number and nature of proposed dimensions. Yet, among researchers, generally the customer engagement is thought-out to be multidimensional concept, which comprises behavioral, emotional and cognitive dimensions (Arikan, 2017).

2.4. DIMENSIONS OF CUSTOMER ENGAGEMENT (BEHAVIORAL, EMOTIONAL AND COGNITIVE)

In this study, three dimensions will be evaluated. We will focus on behavioral, emotional and cognitive dimensions of customer brand engagement on online social media platforms. Behavioral dimension is studied deeply by Van Doorn et al. (2010) and as mentioned before, it is stated that, customer engagement is a behavioral concept which is beyond purchasing behaviour alone. In that literature, many customer behaviors are analysed, such as retention and cross-buying, sales and transaction metrics, web postings, referrals, recommendations of customers, blogging and many other behaviors that are effecting the company and its brands. Customer engagement is considered by Van Doorn et al. (2010) and Verhoef et al. (2010) as behavioral manifestations to a focal object (for example, a product or a company), other than purchasing, which results from motivational factors. Also, the relationship with the customer and the company are focused by Van Doorn et al. (2010) as behavioral aspects of customer engagement. Moreover, a conceptual model is suggested by Van Doorn et al. (2010) that, customer engagement behaviours are influenced by customers' characteristics, company initiatives, also, by environment. In additionally, Hirschman (1970) proposed that, customer engagement involves continuum of behaviors varying from pure voice (recommendation, word-of-mouth and complaining), to pure exit (ended or decreased consumption).

According to Hollebeek (2011b), customer engagement with a brand is considered as a psychological situation, which is formed by the interactions of customers with a brand. Also, it is defined that, the connection between customer, brand or enterprise includes, behavioral, emotional and cognitive involvement of customers. Hollebeek (2011b, p. 565) defined customer's engagement as, "the level of a customer's cognitive, emotional and behavioral investment in specific brand interactions". Here, the focal point is on the communication and the interactions between the customer (particular subject) and the brand (focal object). Then

she identified the customer engagement dimensions such as, immersion; which is cognitive dimension (concentration towards a brand), passion; which is emotional dimension (a person's pride or inspiration), and activation; which is behavioral dimension (the level of energy during interaction with the brand). But later, Hollebeek et al. (2014) used specific explanations for these dimensions at a customer-brand interaction such as, the cognitive dimension is referring to the cognitive processing and elaboration of brand-related thoughts, the emotional dimension is referring to positive emotions aroused and behavioral dimension is referring to time, effort and energy used for these dimensions. Also, Dwivedi (2015) defined customer engagement with the behavioral, emotional and cognitive dimensions which are related with vigour, dedication and absorption respectively. Later Dessart et al. (2016) defined behavioral dimension by learning and endorsing, emotional dimension by sharing and cognitive dimension by attention and absorption. Moreover, the customer engagement basis is defined as the interactive experience and value co-creation via three dimensions (customers' behavior, emotion and cognition) (Mingli, Lingyun, Mu, & Wenhua, 2016).

2.5. ONLINE CUSTOMER ENGAGEMENT

Through the world, internet usage have been increasing regularly with a related growth in online information gathering and online shopping. As we know, internet is an important part of communication strategy, because of its ability to transfer information, to entertain, and to provide e-shopping. Today, for many products and services, internet is used as an information source, because of its easy usage, wide access advantage and rich resources of information. According to the literature, goal-directed pre-purchase search and interest-driven search is named as external information search. With the internet usage, external information search was seperated to web navigating behaviors such as, searching, browsing, finding, choosing, comparing and evaluating data and also interacting and transacting with the website (Marie-Odile Richard et al, 2009).

With the increased usage of internet, customers are tremendously active participants, they are giving feedbacks, and they make real-time communication. For example, virtual communication tools can be listed as discussion forums, newsgroups, chat groups, email blogs, personal web pages, blogs and social channels. These communication and interaction tools allow and ease new and comprehensive forms of interactive customer experiences.

These may provide creation of customer engagement with particular brands. So, expanded relationship marketing can be done via interactive consumer / company relationships in virtual brand communities (Roderick et al., 2013).

Online customer engagement evolved after 1990s with the increased usage of internet and can be considered as a social phenomenon. It is qualitatively different from the offline customer engagement concept. The behaviour of consumers that engage in online channels, is mostly around categories of products and other consumption topics. With the enourmous rise in internet and social media platforms usage, nowadays companies are mostly focusing on online customer engagement concept and their goal is to develop, stimulate or effect customer engagement behavior. While, customer engagement marketing practices must be consistent both offline and online, the internet is the base of customer engagement for marketing people today.

2.6. ENGAGEMENT IN ONLINE SOCIAL MEDIA CONTEXT

As we all know, marketing managers' and brand managers' attention to engage with customers via social media platforms, have increased at recent years (De Vries et al, 2012). These type of attempts are named as forming brand engagement on social media. It refers to the interactive behaviours between the customer and the brand. From a customer's perspective, in comparison to traditional media, social media provide a two-way dialogue platform between customers and brands and it allows for searching new brands, comparing them, reading and evaluating comments of other customers. Tadena (2014) conducted a research among 351 marketing managers, and found that money spent on social media platforms shows 9% of marketing budgets. So, academicians have increased their attention to companies attempts in engaging with customers via social media channels (Habibi, Laroche, & Richard, 2014; Hollebeek, L.D., Glynn, M.S., & Brodie, R.J., 2014). For instance, Lin et al. (2015) explained that, engagement with brands through social media is positively related with a company's financial performance. Also, Hollebeek et al. (2014) stated that, customer engagement in social media can increase self-brand connection and intent of brand usage. According to their study, it is stated that, companies increase social media websites like; facebook, for engaging with their customers, so, it is significant to realize how particular social media elements, signifies and represents behavioural manifestations of brand engagement, in relation with other online activities. It is also studied that, how three kinds of

brand engagement on social media (affiliation, conversation and responsiveness) influences, effectiveness of search engine advertising (e.g. conversion rate and click-through rate). It is found that, three of them increases click-through rate. In addition, it is found that, brand engagement on social media channels increases the relationships among advertisement rank and search engine advertising effectiveness. To find the relations of brand engagement on social media channels and effectiveness of search engine advertising, industry data was gathered from two sources: One was from Facebook (brand engagement data) and the other one was from Google (search engine advertisement data) .

There were two findings: First: Click-through rate, which is a measure of the degree to which customers' attention was taken by the advertisement. Second: Conversion rate which is a measure of the sales earning from the ad. According to the results, it is found that, brand engagement on social media channels, has a favorable influence on the effectiveness of search engine advertising. It is also found that, social media brand engagement increases the positive impact of a top advertisement rank on search engine ad. effectiveness. This study help managers to measure their brand engagement level on social media. Managers can interpret the relation with their social media efforts and search engine advertising. For example, a company with a limited ad. budget, could spend their budget to social media (for example, Facebook) to ease their brand and customer interactions. These attempts may increase the level of search engine advertising effectiveness. According to this research, companies should invest more on their social media brand websites, in order to increase customer engagement. For example, companies can share more news at their social media websites and follow customers' answers to them. Also, companies can make campaigns to encourage customer engagement (such as, free products for top answers). This type of studies shows that, online social media channels became important for companies' marketing activities.

Also, another study which was published at 2013 described how social media helps products and firms to engage with customers (Merlin & Neil, 2013). According to this article, firms should be aware of the effect of social media upon marketing. Companies should form their social media capabilities, and should determine strategies in order to use social media effectively. According to this literature, the required capabilities are related to areas such as, measurement, workflow management, brand management, data management, customer experience management. How social media channels changed the customer engagement concept, was evaluated in this study. Social media platforms allow companies and brands to

engage with consumers when they want. Consumers can connect with brands whenever they want, whereever they are. Companies can make people aware of their brands via social media, they can encourage them to buy, they help them while using their brands or help manage service issues and dissatisfaction. Also, social media help companies to create new products, to fasten their speed to market or to understand the features and functions that consumers most prefer before launching their products. Moreover, social media can optimise the sales & marketing activities' costs by engaging consumers, with new communication channels which replace traditional media. Social media enables peer to peer self help and service channels and it lowers the transaction costs as well. Additionally, social media allows companies to manage real time conversations with their customers. These communications can be delivered also via mobile devices. In order to do these, companies are dealing with new technologies, new data sources and new ways of measuring.

According to a study done by Altimeter Group (2009), it is explained that, engagement with customers intensively via social media, enables better financial results. That study displayed important positive financial performances for companies, in relation to the depth of social media engagement. The most socially engaged companies increased their revenues 18% in one year, while the least engaged companies decreased profits 6% at the same period. 'Social Intelligence Customer Experience Optimisation' was defined as using marketing approaches for giving support to customer management goals. The main strategies were winning consumers, keeping consumers, developing consumers and efficiency in customer management.

Moreoever, the answer of the question, how social intelligence is changing the game, was evaluated (Merlin & Neil, 2013). Also, in that study, it is explained that, social intelligence was derived from classic marketing intelligence approaches, CRM and social media. It is defined that, social media can be used to make better media planning and to make effective marketing investment while customers' buying journey. Additionally, social intelligence analysis found to help companies to learn detailed information about their customers. They can understand their interests and intentions deeply via social intelligence. According to this study it is also stated that, social intelligence can be used for encouraging customers to purchase more and various type of products, and to predict their needs and develop the services or products that they might buy in the future. Data can be gathered according to interests of customers. Also, additional sales can be gained by motivating loyal customers to

buy additional products. Offers and samples can be given to the customers who are ready to buy. Contents that encourages the customers to purchase more can be spread, through social media channels which increases the cross-selling. Also, social intelligence can help companies reduce their marketing & sales costs. Because, brand fans can spread messages via social media. According to marketing people, the social media and building a fan-base, replace conventional CRM. In summary, that literature has expained how to deploy social intelligence approaches across four customer management strategis of '' win, keep, develop and costs'' (Merlin & Neil, 2013).

In another study by Moran et al. (2014) the customer engagement ecosystem was described as, a conceptual model which includes brand actions, brand experience of customers, purchasing behaviours of them, brand consumption and brand-dialogue behaviours of customers. This model identifies the increasing significance of empowered customers by differentiating various brand dialogue behaviour forms, that explain consumers' non-purchase focused behaviors. According to this literature, companies realise that at today's reality, the old marketing communication models are not valid. Now, consumers are not a listening crowd, they observe, initiate, participate and co-create and they interact not only with a brand but with other customers and with media also. According to their study, customer behaviour has changed, because of the digitalized world and the inspired brands start new forms of creating engagement with consumers and also with followers and consumers's friends (Moran, Muzellec, & Nolan, 2014). In this study, they have explained 'the new engagement model' and they have proposed that there could be four units of customer engagement; customer brand experience, brand dialogue behaviours, brand consumption and shopping behaviours of customers. According to this model, each unit affects each other.

Brand actions are defined as, actions that include all prompts of the firm, which starts with the product development and includes marketing mix, price, promotion, advertising and distribution. Via these brand actions, by targeting the existing needs of people or creating new needs for people, companies can affect people's goals and motivations. A brand can take advantage of owned media which is controlled by brand (for example; website, youtube or magazine), paid media which is paid for by the marketing people (for example, advertising and sponsorships) and earned media (for example, WOM and public relations) to address the audience (Corcoran, 2009). Brand actions were company-initiated actions in order to increase buying. But now, companies are trying to effect motivations driving behaviours other than

buying. Nowadays e.g., brands are trying to stimulate engagement via social media channels by making contests for consumers, and motivating them to write online reviews etc. The change in the brand actions related with the change in the technology can be summarized like this.

When we evaluate other actors; in the past, in order to grow awareness and persuasion and encourage the consumers to buy a product, the brand was addressing consumers, with their marketing actions. Today it is changed, now the conversation is not always started or controled by the brand. For example, nowadays, according to Van Noort and Willemsen (2012) the companies are responding to the actions which are initiated by customers and according to Malthouse (2007) they respond to events which are initiated by customers. All these actions can be directed not only by current customers, but also other customers or media as mentioned before. For instance, response of a firm to one of their customer's post on social media, may be seen by employees of that firm and by non-customers. Also, the company can reply to comments made on a TV Show. Because, customers pay more attention to other customers' behaviors and imitate their behaviours, so, other actors are very important (Blazevic, et al., 2013; Libai, et al., 2010). For this reason, when evaluating customer engagement, to take into account other players like suppliers, retailers and manufacturers is also important (Chandler & Lusch, 2015; Van Doorn, et al., 2010).

According to other studies, customer brand experience is also important for evaluating customer engagement. For example, engagement is defined as 'user experience quality' (O'Brien & Toms, 2008). They defined brand experiences as, thoughts that people have about a product which reflect the people's interaction with product through time, in order to accomplish personal goals (Calder, Isaac, & Malthouse, 2016). It is decribed in another literature that, if people have a positive experience about a product, they feel attracted to it, but when they have a negative experience they feel not to buy it (Calder & Malthouse, 2008). Moreover, the consumers engage with brands with another way, which is named as brand dialogue behaviours (BDBs). These behaviours are various actions, which can take place online or offline, which can be conducted by various instruments (like; laptops, mobile phones and tablets) , that can target other possible customers, the brand, company employees or public etc. (Van Doorn, et al., 2010). Although, brand dialogue behaviours don't include purchases, they are very important according to Verhoef and Lemon (2013) because, they usually happen in networked environments, and have influence on other customers which

leads to engagement boost. Also, it is stated that, they can be followed and answered by companies.

Examples of brand dialoque behaviours are; viewing the brand-related video or listening the commercial of it, reading brand comments on social media, following the website of a brand, playing branded online videogames, sending gift cards with brand visuals on them, reading brand magazines and newsletters, downloading branded apps, joining brand online or offline communities, filling out researches about that brand, rating brands or writing brand reviews, providing ideas for new products (co-development), spreading word-of-mouth, to check in at a location via smart phone, searching for detailed information about a brand via internet, reading other consumers' comments with that brand on social media, reading brand related articles, viewing and sharing or creating brand related videos, audios etc. When a customer engages via brand dialogue behaviour, by posting a comment or writing a review, other consumers read it and they may change their behavior, so the effect of engagement is increased and it can be named as engagement amplification (Verhoef & Lemon, 2013).

The role of brand dialogue behaviours is also evaluated deeply, in academic studies. It is defined that goal-relevance should stimulate interest level and creates positive results. Behaviours that require more interaction and resources shows more positive results for that brand. When people have higher level of motivation they search for more motivation. For example, they read messages deeply and evaluate them carefully but when they have no motivation, they focus on peripheral features of communication. BDB's may be negative also. Consumer who have a negative experience with a brand can leave the relationship with that brand or may write a negative message about it, both of can have undesirable results for that product. Also, brand consumption is another way for people to engage with a brand. Brand user shares his experience with other people and with the company (Blazevic, et al., 2013).

In summary, consumers can affect the company through transactional behaviour and brand dialogue behaviours (BDBs). Customers can create contents (for example WOM) and they can affect the brand and also other costomers can affect the brand, because customers are beware to other customers's behaviors and they learn by watching their behaviors (Blazevic, et al., 2013).

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

In this section, antecedents of customer engagement on social media platforms will be analyzed by the help of academic literature.

There is significantly growing customer engagement research, but, the empirical research of its drivers (antecedents) and outcomes (consequences) are limited. This study's aim is to make an empirical research about this subject among Turkish people, because, there is a lack of empirical data about customer brand engagement on online social media platforms in Turkey. In the emerging economy countries, social media is becoming more important day by day, and customers of these markets are using social media in their daily routines more than before. So, today social networking channels are thought to be the most effective online platforms at emerging economies (Chu & Choi, 2011) and they have a significant role at the development of online customer engagement.

According to the latest global digital report, which is published at 4th quarter of 2018 , now globally more than 4 billion people are using the internet and at each month more than 3 billion people are using social media channels and most of them are accessing their social media channels via their mobile devices (We Are Social- Digital Report, 2018).

Important headlines of this 2018 report are stated below;

- At 2018, internet users number have reached to 4.021 billion, which is 7 percent year-on-year
- At 2018, social media users number have reached to 3.196 billion, which is 13 percent year-on-year
- At 2018, the mobile phone users number have reached to 5.135 billion, which is 4 percent year-on-year

According to the information, which is published at Marketing Turkiye (2018), October data reveals that, Turkey has 43 million Facebook users, 37 million Instagram users, around 9 million Twitter and Snapchat users and around 7 million Linkedin users.

So, currently, internet is at every second of our lives and it is very important for companies and marketing people as well. Thus, analysing customer brand engagement on online social media channels became very significant among academicians. Because of the enormous rise

in the internet and the social media usage, this study's topic is selected to investigate antecedents and consequences of online social media platforms at Turkey, in order to add empirical results to the marketing literature.

Here, in this part antecedents of customer brand engagement on online social media platforms will be evaluated, because it is very important among practitioners and academicians to understand the factors which drive online customer engagement.

In this study, the factors that are effecting customer engagement at social platforms, are handled with two dimensions. First, customer brand relationship related antecedents, second, online social media platform related antecedents.

2.7.1. CUSTOMER BRAND RELATIONSHIP RELATED ANTECEDENTS:

Customer brand relationship related antecedents are involvement, satisfaction, commitment and trust. Each of them will be analyzed deeply in this section.

2.7.1.1. INVOLVEMENT:

It is suggested by Mollen and Wilson (2010) that, involvement is a significant engagement dimension. In the previous literature, consumer involvement is explained as, the degree to which they comprehend the relevance of the object depending on their basic needs, interests and values (Zaichkowsky, 1985). According to Zaichkowsky (1985), if the involvement level is high, consumers want to have feeling of connection to the brand beyond only consumption of it. Also, involvement was defined by Bowden and Lay (2009) that, it is an internal state of arousal, which can be used to show an ongoing interest by customers towards a product, based on the perceived significance and/or general attention in the purchasing process.

Moreover, Thomson et al. (2005) defined involvement as, a state of mental readiness, which affects the sharing out the cognitive resources to a consumption object, decision, or an action. Later, Mollen and Wilson (2010) proposed that, academicians should differentiate engagement and involvement contexts. They stated that, while involvement needs a consumption object (for example: a product), engagement doesn't need. Also, it is determined that as engagement is comprehended as an active relationship with the brand,

engagement is greater than involvement. For these reasons, Raed et al. (2018) argue that, involvement is considered to be more passive allocation of mental resource, while, engagement needs the fulfillment of cognitive, affective and behavioral aspects.

Involvement, also shows how important is the object to a person, or the centrality of an object to a person's ego structure (Russell-Bennett, McColl-Kennedy, & Coote, 2007). When consumers involve with the focal brands, they probably engage in external search and process detailed knowledge about the brands (Beatty & Smith, 1987). The consumers which have intense interest or involvement levels, are likely to show increased engagement levels (Vivek, S.D., Beatty, S.E., & Morgan, R.M., 2012). After engagement of customers with the focal brands, their bonding levels and positive experiences with the focal brands are increasing (Leckie, Nyadzayo, & Johnson, 2016). Also, customer brand involvement's positive effect on the three dimensions of customer brand engagement(CBE)(such as affection, cognitive processing and activation) was found (Hollebeek, L.D., Glynn, M.S., & Brodie, R.J., 2014).

2.7.1.2. SATISFACTION:

In their study, Brodie et al. (2011a, s. 261), used a definition of Johnson et al. (1991) for satisfaction as, "an overall evaluation based on the total purchase and consumption experience with a good/service over time". Moreoever, in another study, customer satisfaction which is cited in (Hollebeek, 2011a, p. 793) was defined as "a customer's overall evaluation of the performance of an offering to date".

According to the literature, attitudinal antecedents are the significant factors that affect customer engagement behavior. They are customer satisfaction, brand commitment, trust, brand attachment and brand performance perceptions. Usually, different levels of them can lead to engagement (Van Doorn, et al., 2010). In the same literature, satisfaction was considered to be a main driver of word-of-mouth (WOM), and it is stated that the customers who are satisfied at high levels, engage in more positive WOM. Also, it is emphasized that, prior studies on determinants of customer loyalty, have shown that, for lengthier relationships, the impact of satisfaction on retention is strong.

Moreover, highly engaged customers are considered to be an important source of knowledge, by helping companies in a various activites such as, development of new ideas and new

product designs, suggestions for changing the existing brands. It is stated that, these suggestions made by customers, may lead to higher customer satisfaction (Van Doorn, et al., 2010). For two reasons, customer engagement into value creation is beneficial for firms. First, customer engagement improves understanding of customer needs and second, it helps to gain more customer loyalty (Selden & MacMillan, 2006). Also, some researchers concluded that if companies engage in value creation, they enable customers to have more satisfaction and more trust to the company (Malaviya & Spargo, 2002), and this makes them to feel connected with the company which induces more loyalty to that company (Uncles, Dowling, & Hammond, 2003). The researches that are done by Malaviya and Spargo (2002), have lead other researchers to make more analysis about relations between customer engagement into value creation and loyalty (Auh, Bell, McLeod, & Shih, 2007; Rajah, Marshall, & Nam, 2008; Grissemann & Stokburger-Sauer, 2012). The studies about this subject, showed that, besides the relations between customer engagement into value creation and loyalty, other relations have also found. It is declared that, the customer who participates in the value creation process, must first be satisfied and trust to the company, and the customer and the company both must have strong relations. It is defined that, only by this way, customers may become loyal to that company (Jurate, Asta, & Inga, 2014).

In another study, customer satisfaction and service quality are considered to be the two of the most important compounds at the core of marketing practice and marketing theory. With the opinion that, high levels of satisfaction may cause enhanced levels of customer loyalty, companies focused on metrics of satisfaction, in order to evaluate customers' responses to their brands and services and their intention to purchase. Also, satisfaction became the universal mantra for corporate success (Jana & Hwa Bowden, 2009). But also, the same literature cited in (Jana & Hwa Bowden, 2009, p. 65), suggested that although "satisfaction is a necessary step in loyalty formation," satisfaction "becomes less significant as loyalty begins to set through other mechanisms".

2.7.1.3. COMMITMENT:

Commitment is defined as, valuing an ongoing relationship with a particular other party and to show desire and maximum efforts to continue the relationship (Moorman, Deshpande, & Zaltman, 1993; Morgan & Hunt, 1994). The two relevant constructs are stated as the brand commitment and the brand trust at studies that are conducted lately (Laurence Dessart, 2017).

While the brand trust is interpreted to be the willingness of a customer, to rely on the performance of the emphasized function of the brand (Moorman, Deshpande, & Zaltman, 1993), the brand commitment is considered as the enduring desire to keep a longterm valuable relation with the brand by Morgan and Hunt (1994). Lately, the effect of engagement with social media brands like Facebook or Linkedin, in terms of brand usage intent and self-brand connection were showed (Hollebeek, L.D., Glynn, M.S., & Brodie, R.J., 2014).

Customer brand engagement was identified by Mollen and Wilson (2010) in specific online contexts. It was defined and cited in (Mollen & Wilson, 2010, p. 5) as, "the cognitive and affective commitment to an active relationship with the brand as personified by the website or other computer-mediated entities designed to communicate brand value." (Brodie R. , Ilic, Juric, & Hollebeek, 2013).

2.7.1.4. TRUST:

Trust, which is cited in (Hollebeek, 2011a, p. 794) is defined as, "a consumer-perceived security and reliability in brand interactions and the belief that the brand acts in the consumers' best interests" (Delgado-Ballester, Munuera-Aleman, & Yague-Guillen, 2003; Hollebeek, 2011a).

To build trustworthy relations with the customers, is very crucial for companies. So, in order to gain trust on online business, firms should give importance to it and they should be accessible and keep contact with their customers. Also, they should give quick response to their social media channel messages. Customer engagement causes trust and WOM and there is a direct favorable relationship between customer involvement, trust and word-of-mouth (Islam & Rahman, 2016a). Also, recent researches showed that, the customers who are engaged on online brand communities, probably display positive relationship quality signs in the form of augmented levels of trust, commitment and satisfaction (Hollebeek, 2011b; Brodie R. , Ilic, Juric, & Hollebeek, 2013; So, C., & B., 2014).

The study of Sichtmann (2007) emphasized that, a crucial task of marketing people is "to reduce customers' uncertainty and to encourage them to purchase their offerings" (Islam & Rahman, 2016a, p. 45). Therefore, trust is considered to be a significant channel for lessening customers' uncertainty (Morgan & Hunt, 1994).

In another study, trust is also considered to be significant for companies in an online world (Islam & Rahman, 2016a). According to Morgan and Hunt (1994, p. 23), trust is considered as "when one party has confidence in an exchange partner's reliability and integrity." According to another literature, positive dialogues in relationships cause to trust in relationship exchanges. The firms are trying to engage with their customers by forcing them to participate in ad campaigns via the opportunities that they give to them. Moreoever, the customer engagement interactivity develops emotional bonds, and builds up commitment and trust between the customers and the brands (Sashi, 2012).

Also, the studies showed that, the customers who are engaged in online brand communities, are probable to indicate positive relationship quality signs, in the form of increased, trust, commitment and satisfaction (Hollebeek, 2011a; Brodie R. , Ilic, Juric, & Hollebeek, 2013; So, C., & B., 2014).

2.7.2. ONLINE SOCIAL MEDIA PLATFORM RELATED ANTECEDENTS.

The second dimension that is effecting customer engagement at social platforms, is online social media platform related antecedents, and they can be named as involvement, participation, telepresence and ease of use. Each of them will be evaluated deeply.

2.7.2.1. INVOLVEMENT:

The studies which are conducted among online brand communities showed that, when the consumer involvement level increases, then consumer engagement increases accordingly (Wirtz, et al., 2013). Also, when a customer involves with online brand community at high levels, she/he will investigate more (Beatty & Smith, 1987), she/he will spend more time on it, and she/he is probable to try that product more (Robertson, 1976; Islam & Rahman, 2016a). In a study done by Vivek et al. (2012), it is suggested that, the principal customer engagement antecedents were involvement and consumer participation. Also, Brodie et al. (2011b) and Bowden and Lay (2009) stated that, involvement and participation (as being relational constructs) should be evaluated as antecedents of consumer engagement. Additionally, it is theoretically assumed by academicians that, involvement is the principal antecedent of customer brand engagement (Hollebeek, 2011b; Hollebeek, 2011a). Later, Wirtz et al. (2013) made a study about the effect of involvement on online brand

communities, and they found that the brand involvement, augments the favorable effect on online brand engagement. Also, Hollebeek et al. (2014) found a favorable relationship between customer brand engagement and involvement. Moreover, academicians Leckie et al. (2016) found involvement's positive effect on dimensions of customer brand engagement (such as, cognitive processing, affection and activation).

Additionally, according to the result of a study, involvement was found to be the main antecedent of customer brand engagement, together with telepresence and social presence (Raed, Nripendra, Yogesh, Ali, & Zainah, 2018).

2.7.2.2. PARTICIPATION:

Customer participation is described as it is the intensity of customer who is participating in producing or delivering the service (Dabholkar, 1990), and it is the engagement of customer to the company in an interactive condition and there is a mutual attention between the company and the customer. That interaction can lead to more enthusiasm and it can later cause more engagement with the company. Moreover it is proposed by Vivek et al. (2012) the participation of a customer can positively effect customer engagement.

A social media platform give effective place for customers to interact with brands and with other customers as they engage in the processes of curation, creation, and collaboration (Evans, Mckee, & Bratton, 2010). Customers' who are exposed to brand information and participation to social media are done voluntarily. It is probable to enhance the efficiency of marketing on social media. For example, on Facebook, a customer may act voluntarily to get brand messages and to pass them to other customers by becoming their friend or fan or by liking or sharing the messages. These types of communication which can be considered as more user-centered, has pushed the companies to be present in social media for getting new opportunities to support engagement (Evans, Mckee, & Bratton, 2010). Related with this issue, Baird and Parasnis (2011) suggested that, for marketing people, social media should act as an ideal channel for engaging customers via various types of brand activities which will cause them to subsequent engagement behaviours (such as, trying or purchasing). So, Kim and Minette (2016), also suggested that, marketing managers should select the activities that outfit the customers' passions and interests, among various type of engagement strategies.

Social media platforms has huge potency for building connection with brands and customers by supplying a sense of belonging via dialogue and interpersonal interactions (Baird & Parasnis, 2011). Also, social media platforms fulfills people's need for social relatedness (Kim & Minette, 2016). The recently rise of social media platforms usage, allowed the customers' enormous participation in the new forms of customer/company interaction process (Malciute, 2012). Emails, blogs, chat rooms, discussion forums, social netwooks and bulletin boards are examples to the means, that facilitates interactive customer experiences, which may finally support customer engagement development with a particular brand (Brodie R. , Ilic, Juric, & Hollebeek, 2011b). Hollebeek (2011a) also identifies the significance of customer engagement in web applications.

Also, Cheung et al. (2011) conducted a study examining customer engagement on online social channels and they defined customer engagement in online social channels, which is cited in (Malciute, 2012, p. 15) as " the level of a customer's physical, cognitive and emotional presence in connections with a particular online social platform". Moreover, because it designates a customer's tendency to participate on online social media channels, participation was defined as a prerequisite for customer engagement (Brodie, Hollebeek, Ilic, & Juric, 2011a).

Vivek et al. (2012), named customer engagement as, customers' participation in and connection with a company's activities and offerings, which either the company or customer initiates. Customers may be current or potential customers. Also, customer engagement can be revealed cognitively, socially or behaviorally. While the affective and cognitive element of customer engagement are considered as the feelings and experiences of customers, the behavioral and social elements are considered as the participation by current and new customers within and outside the exchange circumstances. Customer engagement comprises the customers' connection with the companies, according to their experiences with the activities and offerings of the company. Current or potential customers make experience-based relationships via, strong participation with the brand, according to their sole experiences they have with the activities and offerings of that company.

2.7.2.3. TELEPRESENCE:

The roots of telepresence concept depends on virtual experience (which is a real or simulated environment where the perceiver experiences other worlds) and it is named in the literature as

the sense of being present in a remote environment (Steuer, 1992). At this study Steuer (1992, p. 76) suggested that, telepresence was "the mediated perception of an environment" and Biocca (1992) described it as the users' ability to be transported psychologically into another field (Algharabat & Dennis, 2010). The studies about telepresence revealed that, it depends on the medium's ability to simulate users' direct experience of interacting with the offline products.

Moreover, the previous literature about e-commerce websites for example, (Coyle & Thorson, 2001; Klein, 2003; Steuer, 1992) showed that the experiences of consumers can be increased through virtual reality role, which results from telepresence. Also, these studies defined vividness and interactivity as the principal antecedents of telepresence. Interactivity is defined as, it is customer's ability to engage in adapting the content and context of the mediated environment in real time. Also, Steuer (1992, p. 74) explained vividness as, it is "the representational richness of a mediated environment". It is stated that, when the interactivity and vividness are intense, then telepresence experience will be more. Moreover, it is explained that, the major characteristics of the medium, mainly reflect the level of vividness.

Later, the academicians defined telepresence as, "it is a a psychological state of 'being there' in a computer- mediated environment, augmented by focused attention" (Mollen & Wilson, 2010, p. 8). For this reason, telepresence is indicated by control, involvement, emotional and cognitive arousal, in which customers could have in the mediated environment and they perceive themselves as they are immersed in that environment. Also, it is declared by them that, all of the constucts such as interactivity, flow, telepresence and online brand engagement are accompanied with each other.

Also, interactivity is described as it is two-way communication, controllable and responsiveness, and it is suggested as an antecedent of telepresence , which in turn is thought to be an engagement antecedent (Downes & McMillian, 2000; Liu & Shrum, 2002; Raed, Nripendra, Yogesh, Ali, & Zainah, 2018). So, telepresence was suggested that, it has a favorable impact on engagement (Mollen & Wilson, 2010).

Moreover, the flow, which is considered to be related with telepresence is proposed to be a major customer engagement predictor (Hollebeek, 2011b; Brodie, Hollebeek, Ilic, & Juric, 2011a). The effect of telepresence on product beliefs, brand and advertising attitudes has been

studied also by the academicians (Coyle & Thorson, 2001; Fiore, Jihyun, & Hyun-Hwa, 2005; Hopkins, Raymond, & Mitra, 2004; Klein, 2003) and they declared that, the customer's beliefs and attitudes towards a product (affective and cognitive parts of customer brand engagement) can be strongly predicted by the role of telepresence.

2.7.2.4. EASE OF USE:

In virtual communities, "ease of use" is considered to be one of the drivers which influences users' participation (Kwon & Wen, 2010; Fetscherin & Lattermann, 2008). Additionally, it is considered as a factor which affects users' participation in virtual social networks(VSNs) (Kwon & Wen, 2010; Fetscherin & Lattermann, 2008; Lin H. , 2006).

Information disclosure, social relationships, entertainment and ease of use are selected as four features of virtual social networks(VSNs) and the impacts of these features on flow, eWOM and trust concepts, were studied. Trust is suggested to influence flow and both of them considered to influence eWOM, which in turn influences buying intention (Marjan, Mohammad, & Ali, 2014). Moreover, it is found that ease of use affects flow and it has an effect on trust.

A study conducted, identified eight main drivers of the web experience, which are, ease of location of the website, ease of use, hedonic and utilitarian features, personalization, thought usefulness, perceived enjoyment, social interactions, and compatibility of multi-device (Bilgihan, 2016). Besides this identification, Rose et al. (2011) defined, the online shopping experience antecedents as, information processing, perceived ease- of-use, usefulness, control, benefits and risk, enjoyment, skill, and trust propensity (Fatema & Stephen, 2017). So, from these studies it can be understood that, ease of use has an important effect on customer brand engagement on online social channels.

Although resources, time and attention are given for attracting customers to companies' online stores, there are still problems and converting a customer's online encounter into purchasing is still difficult. A study conducted by Abdul et al. (2016), aimed to understand driving forces of attracting visitors to a website and motivating them to buy from that website. In that study, students and actual shoppers were chosen as samples, and various product websites were selected (such as, smart phones, laptops and smart watches). It is found that, website visitors' evaluation and buying intentions are set by the suitability between the

shopping experiences which is presented (hedonic vs. utilitarian) and website users' regulatory focus (promotion vs. prevention). Also, it is revealed that engagement, perceived usefulness, and perceived ease of use, are serving as the basic mechanisms, which mediate the effect of regulatory fit on website visitors' attitudes and buying intentions. The findings showed that, the fit may increase customers's ideas on website usefulness and ease of use, which may cause positive attitudes towards it and intention to purchase from that website (Abdul, Narongsak, & Stavroula, 2016). Also, it is defined that, consumers' previous perceptions about online shopping, such as being useful or easier to use, may have an effect on their perceptions related with that specific e-retailer's website. Moreover, a study conducted by Menon and Kahn (2002) showed that, a website which induces a subjective engagement feeling and which is believed to be easy to use and useful, can help time spending, which may lead to purchasing.

2.8. CONCEPTUAL RELATIONSHIPS OF ANTECEDENTS' EFFECTS ON CUSTOMER ENGAGEMENT

It is very important for practitioners and academicians to realize the factors which drive online customer engagement. The literature review, which is deeply evaluated and described before, shows that, although most of the academic studies analyze the impact of one or few potential antecedents (drivers) at a time, for example; Hollebeek et al. (2014) and Islam and Rahman (2016a)**,** but, besides these studies, there are additional studies which have more holistic approach and which examines various factors at the same time (Dessart, Veloutsou, & Morgan-Thomas, 2015; Van Doorn, et al., 2010; Wirtz, et al., 2013). The studies stated that, the most significant antecedent for customer engagement which is repeatedly cited, was customer involvement. If there is an intense level of customer involvement, then the relationship of the customers with a product or a brand will be deeper and they will feel more connected to that product or brand. This will cause customers' extensive information search about that product or brand. The studies about involvement by Vivek et al. (2012) showed that, the customers who have higher involvement levels, have tendency to show intensified engagement levels. Later, this finding was supported by other academicians too (Hollebeek, L.D., Glynn, M.S., & Brodie, R.J., 2014; Islam & Rahman, 2016a; Wirtz, et al., 2013). According to Mollen and Wilson (2010), involvement is suggested as a significant dimension of engagement, so it is significant relational concept to evaluate. In the studies, it is found that, customer brand involvement has favorable impact on the three dimensions of customer

brand engagement(CBE)(such as affection, cognitive processing and activation) (Hollebeek, L.D., Glynn, M.S., & Brodie, R.J., 2014).

The favorable relationship of involvement and feeling towards the brands are defined by (Zaichkowsky, 1985). Also, involvement with the focal brand and engagement with the external investigation about the brand, are found to be related with each other (Beatty & Smith, 1987). Later, Vivek et al. (2012) suggested participation and involvement as the major drivers of customer engagement. Moreover, Brodie et al. (2011a) and Bowden and Lay (2009) defined that participation and involvement are related each other and they should be evaluated as antecedents of customer engagement. Also, involvement is defined by Hollebeek (2011a; 2011b) as main antecedent of customer engagement. Later, Wirtz et al. (2013) investigated the effect of involvement on online brand communities and found that involvement with the brands increases the favorable effect on online brand engagement. Hollebeek and Chen (2014) found a positive relationship between involvement and customer brand engagement and Dwivedi (2015) defined that, involvement is major antecedent of customer brand engagement. The studies done about mobile phones, showed that involvement has positive effect on customer brand engagement dimensions (Leckie, Nyadzayo, & Johnson, 2016). Moreover, it is stated for non-profit organizations that, it is important for them to upload videos and pictures about their success stories, in order to enhance the emotional involvement of visitors (Raed, Nripendra, Yogesh, Ali, & Zainah, 2018).

Besides involvement, participation, rapport, trust, satisfaction, emotional attachement and self-brand connection are considered as potential drivers and/or outcomes of customer engagement (Brodie, Hollebeek, Ilic, & Juric, 2011a). The academicians found relational constructs like involvement and participation to be prerequisite to drive engagement where the other ones could be both antecedent and consequence. For example; a study defined that, customer satisfaction, commitment and trust could be both antecedents and/or consequences according to existing or new customers (Malciute, 2012).

Moreover, in the literature, commitment often involves psychological attachement and it is mostly considered in the behavioral manner (For example, repeatedly purchasing intention) (Malciute, 2012; Bowden & Lay, 2009). A study conducted to investigate the roles of commitment, involvement and trust for getting loyal and engaged customers to a specific brand, revealed that, involvement, is an important component of engagement process, because

it mediates the relationship between satisfaction and commitment most importantly for repeat purchase customers (Jana & Hwa Bowden, 2009).

Also, Morgan and Hunt (1994) said that, trust should be evaluated as a significant mean for lessening a customer's uncertainty (Morgan & Hunt, 1994). Later, Sichtmann (2007) also stated this issue, and explained that a significant duty of marketing people is "to reduce customers' uncertainty and to encourage them to purchase their offerings" (Islam & Rahman, 2016a, p. 45). In the literature, trust, is considered as one of the potential antecedents of customer engagement (Brodie, Hollebeek, Ilic, & Juric, 2011a). Trust is evaluated as "the psychological status of involved parties, who are willing to maintain additional interactions to reach a planned goal" (Turban, King, Lee, Warkentin, & Chung, 2002)(p.131). Also, it is found to be an important success element for e-commerce, which enhances the customer's tendency to revisit and make a purchase on that e-commerce website. Also, it is stated as one of the important determinants for customer's loyalty to the companies (Berry & Parasuraman, 1991).

Besides these constructs, customer participation was also studied as a potential antecedent (driver) of customer engagement and it was described as the degree to which customers take part in service production or service delivery stages (Dabholkar, 1990). Also, other researchers proposed customer participation as a driver of customer brand engagement (Nysveen & Pederson, 2014; Ramaswamy & Gouillart, 2010; Vivek, 2009) which results from customer's efforts and resource integration in production processes. Later , Wirtz et al., (2013) defined that, "customer expertise is a moderator between brand-related social and functional drivers and online brand community engagement" (Birgit Andrine Apenes Solem, 2016, p. 334). Moreover, with the mindset of Brodie et al., (2011b) customer brand engagement inherent motivational, emotional, cognitive and intentional states. In one study, it is defined that, investment in social media-based brand activities is thought to generate participation (willingness to consume and produce value, such as, idea sharing, participation in valuable discussions). For example, a customer who is more emotionally attached to a brand, will have high level of motivation to participate in that brand's activities (Auh, Bell, McLeod, & Shih, 2007). But a customer's engagement with a brand is thought to change oftenly (Brodie, Hollebeek, Ilic, & Juric, 2011a) thus inducing short-term effects. It is considered that, in the short term, a customer who have engagement and participation in brand

activities will have satisfaction (Chan, Yim, & Lam, 2010) and loyalty (Hollebeek, 2011b; Birgit Andrine Apenes Solem, 2016).

A customer who participates actively, give positive feedback and helpful suggestion to raise service offering and service delivery and that voluntary performance causes high level of enthusiasm which leads to more customer engagement at the end (Leckie, Nyadzayo, & Johnson, 2016; Vivek, S.D., Beatty, S.E., & Morgan, R.M., 2012). Also, another study conducted about insurance companies' Facebook brand pages, explored short and long-term impacts of customer participation on brand loyalty. That studies findings revealed that service companies can encourage customer brand engagement via using social media channels, such as Facebook brand pages, which will effect customer participation positively (Birgit Andrine Apenes Solem, 2016).

In a study conducted by Schultz and Peltier (2013, s. 95) "whether or how social media can be used to leverage consumer engagement into highly profitable relationships for both parties" was investigated and also, Pinho and Soares (2013) displayed that perceived usefulness and ease of use generate larger intention to engage on social channels. Then, four features of social channels which promote engagement: social relationships, information access, entertainment and ease of use, were described by Mortazavi et al., (2014). A study done by addressed social media itself as one of the antecedents of customer engagement. In the light of these studies, Victor et al., (2016) addressed social media itself as an customer engagement antecedent.

Also, the online brand engagement context is considered to be related with the constructs, interactivity, flow and telepresence (Mollen & Wilson, 2010). Here, interactivity is defined as a driver of telepresence which is a driver of engagement. The flow construct, is considered as a cognitive state, which makes customers forget everything, when they are in deep involvement with an activity. Telepresence is stated to be in relation with flow, but, it extends to a psychological situation existed in an environment which is computer-mediated. The telepresence process is proposed to be an antecedent of engagement which affects the experiential and instrumental values positively. Also, a study conducted by Raed et al. (2018) (p:145), showed that "telepresence, social presence and involvement are important antecedents of customer brand engagement, which in turn has an effect on electronic word-of-mouth and willingness to donate".

According to a non-profit organizations study done by Raed et al. (2018), it is found that, the main antecedents of customer brand engagement were telepresence, social presence and involvement. For this reason, these academicians advised non-profit organizations, to design proper Facebook pages, in order to give sense of human warmth and to reflect sensory information (social presence and telepresence). Also, they advised them, to upload news, pictures, success stories, videos and post repeatedly in order to get higher customer involvement. In that study, for non-profit organizations, it is suggested that, the three customer brand engagement dimension (cognitive, affective and activation) should be reflected while designing the Facebook page of the organization. Moreover, it is added that, by using all these three dimensions, relationship marketing may increase (for example, attitudinal and behavioral loyalty).

Customer brand engagement (CBE) and its effect on social media platforms were studied at many studies and how involvement and telepresence effect CBE was evaluated. The findings of the studies which examined the impact of telepresence, social presence and involvement on customer brand engagement (CBE), demonstrated that, they have a favorable effect on CBE and they also effect electronic word-of-mouth and willingness to donate (Raed, Nripendra, Yogesh, Ali, & Zainah, 2018). A study conducted by Hopkins et al. (2004) examined the effect of telepresence, in a computer-mediated advertising context, on attitude toward brand and attitude toward advertising (cognitive and affective parts of customer brand engagement) and a positive relationship between telepresence, attitude toward brand and attitude toward advertising were found.

The mediation effect of engagement between the relationship of telepresence and customer's attitudes and behaviors were proposed by (Mollen & Wilson, 2010), and telepresence was thought to be a major predictor of customer brand engagement (Fiore, Jihyun, & Hyun-Hwa, 2005) (Mollen & Wilson, 2010). In line with the telepresence theory, it is expected by academicians that, while users have an interaction with Facebook page of a non-profit organization, they will be mentally transported to the non-profit offline location. For this reason, telepresence is expected to enhance engagement with the brand page of non-profit organization.

According to Fulk et al. (1987), social presence was defined as the ability of a medium, which lets customers engagement with other customers, in terms of being psychologically

present. Also, social presence was defined as a psychological process which focuses warmth (Yoo & Alavi, 2001). When customers perceive a suitable level of social presence, it is possible to show favorable cognitive, affective and behavioral reactions (Leckie, Nyadzayo, & Johnson, 2016; Verhoef, P.C., Reinartz, W.J., & Krafft, M., 2010). For example, in the social media environment, it is expected that, when customers have interaction with the non-profit organization's social media pages (the brand page of Facebook), the brand should enable customers with a sense of human warmth and sociability, to enhance customer engagement with the non-profit organization Facebook page. For this reason, in the social media network, a positive relationship between customer brand engagement and social presence exists.

2.9. CONCEQUENCES OF CUSTOMER BRAND ENGAGEMENT ON ONLINE SOCIAL MEDIA PLATFORMS

In this section, consequences of customer engagement on social media platforms will be analyzed by the help of academic literature.

2.9.1. BRAND LOYALTY AND PURCHASE INTENTION:

The literature about engagement also tried to reveal that, it enhances the consumer behavior consequences such as brand loyalty and purchase intention. Brand loyalty, shows the degree of connection a customer has for a specific brand (Liu, Li, Mizerski, & Soh, 2012). The literature have, a lot of various definitions about loyalty. While some studies focused on attitudinal loyalty (Kressmann, et al., 2006), the others focused on behavioural loyalty via measurement of purchasing frequency (Romaniuk & Nenycz-Thiel, 2013). In the literature, Bowden and Lay (2009) defined that, customer engagement can be considered as a potential antecedent to repeated purchases (behavioral loyalty) (Thakur, 2016). Also, it is stated that, brand loyalty is significant for service companies, because loyal consumers have direct interest on sales revenues (Dwivedi, A., 2015). The studies about loyalty by Leckie et al. (2016) proposed that, participation of consumers has a favorable impact on brand loyalty. This hypothesis was based on the previous literature. For example, Gruen et al. (2000) stated that, with the mutual effect of customers and service providers, customer participation supports service providers, via providing recommendations to make the processes, products or services better, and informing companies when encountering problems in the service process. Moreover, customer participation was found to support customer satisfaction and add

financial worth to the production (Ippolito, 2009). It is defined that, the amount of investment (such as information and knowledge participation) that customers make to the focal (service) brands, affects brand loyalty. Also, a link was found between brand loyalty and self-expressive brand. For example, He et al. (2012) stated that, mobile phone users which have strong brand identification may perceive high value of the brand and trust to that brand, which in turn affects brand loyalty positively. Moreover, Kressmann et al. (2006), defined that customers who have high self-congruity (who expresses his/her self-image with a specific brand), have more brand loyalty. So, it can be concluded that, self-expressive brands have positive effect on brand loyalty.

Former studies showed the relations of brand loyalty and the three customer brand engagement (CBE) dimensions such as affection, cognitive processing and activation. For example, the theory of social judgement defines that, judgement of human is a subjective process as customers probably process information according to their previous judgements and values (Dhir, 1987). That's why, when customers are concentrating and/or curious about the brand, which means they allocate cognitive capacity on the brand, it is probable that brand loyalty to the focal brand is thrived (Hollebeek, 2011a). Furthermore, after the development of affective connection with the focal brand by customers, the brand loyalty is cultivated. When customers spend time, effort and energy to the brands, it is probable that they become loyal customers to them (Hollebeek, 2011a).

In the context of loyalty, academicians also investigated purchase intention. Loyalty is defined by Edvardsson et al. (2000) as it is an intention of a customer to purchase from the same company or the same brand repeatedly. It is emphasized in the literature that, the most significant aim of the marketing people should be to generate customers, who are committed repeat purchasers, which means who are loyal customers (Mutum, Ghazali, Nyugen, & Arnott, 2014). According to the literature, attitudinal loyalty involves, the commitment a customer has with the focal brand and repurchase intention to that brand (Russell-Bennett, McColl-Kennedy, & Coote, 2007). If the focal brand involvement of a customer is more, then the customer's opinions about these brands will be stronger. Also, in the literature, it is emphasized that, customer involvement with a product category, impacts attitudinal loyalty towards a preferred brand, positively (Russell-Bennett, McColl-Kennedy, & Coote, 2007).

Moreover, the studies showed that, satisfaction, involvement and positive customer experience lead a consequence of customer repeat purchase (Thakur, 2016). In addition, a study, conducted on the hierarchy-of-effects notion of loyalty, showed that, the customers who are engaged, are probable to develop strong feelings, moreover their affection strengthens, which results with the repurchase behavior toward a focal brand (Oliver, 1999; Vivek, S.D., Beatty, S.E., & Morgan, R.M., 2012). Also, Oliver (1999) stated that, brand loyalty shows a customer's intensely held commitment, to repurchase a brand frequently (So, King, Sparks, & Wang, 2016). For these reasons, by Leckie et al. (2016), it is proposed that, cognitive processing, affection and activation have positive impact on brand loyalty. Another study done about loyalty, displayed that, the engaged customers, presumably develop strong feelings which may cause repurchase behaviour (Oliver, 1999; Vivek, S.D., Beatty, S.E., & Morgan, R.M., 2012).

Also, as social networking via internet is more used than before, it is defined by academicians that, internet has big effects on purchasing decisions of customers. For example, social networking websites, offer new ways of interaction and engagement between customers and brands (Kabadayi & Price, 2014; Hess, Lang, & Xu, 2011). In relation with this topic, the studies showed that, the anticipated usefulness and ease of use of a company's website, have effect on the website users' positive attitudes and purchasing intention from that website (Abdul, Narongsak, & Stavroula, 2016). Also, Zhang et al. (2011) mentioned in their study that, the perceived usability of a company's website, increases customer's repurchase intention. Additionally, the findings of a a study held by Jahn and Kunz (2012) revealed that, brand Facebook page (BFP) users, who are contacting regularly with the brand, so who have higher usage intensity levels, have a positive effect on their brand relationships, word-of-mouth and repurchase behaviours.

Furthermore, a study is held by Chan et al. (2014) with the belief that, online brand community engagement leads to positive behaviours of the members, (for example, word-of-mouth behaviours, repurchase behaviours and active participation behaviours). This study investigated, how customer engagement affects repurchase intention and word-of-mouth intention of online brand community members. The study findings were statistically significant and both repurchase intention and word-of-mouth intention were found as positive outcomes of customer engagement. Also, it is emphasized that, an online brand community's success is depending on the level of customer engagement. Additionally, Cheung et al. (2011)

stated that, engaged customers display their enthusiasm for the brand, via their engagement in the brand communities' social networking platforms, and after all, this supports repurchase intention and positive word-of-mouth (Kumar et al., 2010). Moreover, online brand communities are found to be powerful means for affecting sales of the company and it is defined by Blazevic et al. (2013) that, they affect immediate purchase intention positively (Wirtz, et al., 2013).

2.9.2. WORD-OF-MOUTH:

In social media platforms, the impact of customer brand engagement on word-of-mouth (WOM) has been searched. Word-of-mouth (WOM) was defined by Soares et al. (2012, p. 49) that, it is a "personal communication about a product, a service, or a brand which is perceived as non-commercial". Otherwise, eWOM is described as, "it is any negative or positive statement, which is made by customers (actual, current or potential) about a company or a product, which is made present to crowded people or enterprises through the internet" (Hennig-Thurau, Gwinner, Walsh, & Gremler, 2004, p. 39). By, Soares et al. (2012), eWOM is named as WOM which is in the context of internet. When, the WOM includes face-to-face dialog among people, online WOM includes opinion and personal experience sharing via written word at the internet (Bickart & Schindler, 2001; Sun, Youn, Wu, & Kuntaraporn, 2006).

After increasing usage of social media, it caused a new perspective to eWOM: because now everybody is able to talk about a brand with their friends via these websites (Kozinets et al, 2010). Before social media, people were only able to talk with anonymous users on the Internet. Social media platforms became popular in last 10 years, and attention on these channels is increasing everyday. Because of the sympathy amongst users, social media website numbers are increasing rapidly. When we evaluate social media websites, at first glance they look similar, but, they give various communication ways for their users (Smith et al, 2012). For example, Instagram is photooriented but youtube focuses on videos. While Facebook has no limitations, twitter allows only posting within a 140-character.

Electronic word of month information, can be spread via the use of all of these various types of social media so, marketing people use social media websites to engage with their current and potential customers. Customers' engagements with brands' posts, via likes,comments and

shares, are seen by their friends'; and this refers to eWOM (Hoffman & Fodor, 2010). Marketing people want to engage with more users because they know that more engagement means more visibility for their brands amongst customers, which in turn generates more eWOM. But, all the content that is posted by marketing people don't get the same response from users: some content spreads via eWOM to the high interest of users, but some may not .

With the increased usage of virtual social network (VSN's), the significance of WOM is increasing. So, a lot of studies were made about virtual communities (Brown, Broderick, & Lee, 2007; Kozinets et al, 2010; Trusov, Bucklin, & Pauwels, 2009). The study done by Soares et al. (2012, p. 49) stated that, "WOM is informal exchange of information about services and products via customers". Also, it is highlighted by them that, this kind of information is objective and is more trustworthy, than the advertisements (which include convincing messages) that are given and controlled by organizations. Moreover, non-traditional media was defined as, it is a mean which increases customer-perceived value and that leads to higher WOM and purchase after all . It is also defined that, " the contents nature (to be customer-generated) as well as the speed and ease of spreading information (for example, brand related experiences and knowledge about the brand can be shared freely among friends), makes social network sites (SNs) an effective medium for eWOM" (Soares, Pinho, & Nobre, 2012, p. 49).

Also, in another study, it is emphasized that, at recent years eWOM in Social Media Websites became important for marketing people and it is added that, social media channels are suitable platforms for these type of conversations (Canhoto & Clark, 2012; Erkan & Evans, 2014). They enable people to share and exchange their experiences and opinions in regard to brands with their friends on the internet (Kozinets et al, 2010) via messages, photos or videos (Cheung et al, 2009); so, eWOM is currently becoming more used via social media channels. Also, customers are using social media in order to get information about the brands (Baird & Parasnis, 2011; Naylor et al, 2012) because, they perceive the information got from friends more credible and trustworthy (Chu & Choi, 2011).

Moreover, it is said that, marketing people are considering social media platforms, as a good opportunity to interact with their customers (Michaelidou et al., 2011). Via the use of official company social media accounts, marketing people learn consumers' problems and expectations, and they can manage them via formal or informal ways. So, in terms of eWOM,

social media websites provide two benefits for marketing people. First, they can interfere with customers via social media and prevent the negative dialogues before they became bigger and second, they can lead customers to start positive dialogues after they provide correct content to them. For these reasons, social media websites are valuable means for marketing people, that's why they use those methods in order to engage with their customers. Marketing people use many social media websites but at one study, Instagram was chosen in order to expand the related literature. In previous studies on eWOM; researchers had focused on other social media channels, such as Facebook, Twitter and YouTube (Jansen et al, 2009; Wallace et al, 2009) and there is not enough studies made directly regarding Instagram (Silva et al., 2013).

At recent years, the studies are focusing on specific social media platforms. Studies about customer engagement and eWOM on instagram and facebook will be evaluated as examples to these type of studies. Among social media web sites, Instagram is relatively new than others and it gives people picture and video sharing services. As, Instagram is mostly used social media platform, a study conducted about customers' engagements with brands on Instagram was evaluated also. At an Instagram report, it is defined that, since its launch in year 2010, Instagram reached 300 million/month active users and everyday, approximately 70 million pictures are shared by people (Instagram, 2015) . In this study, it is stated that, in order to engage with their customers, marketing people post photos about their brands and 86% of top brands have official Instagram accounts (Simply Measured, 2014). And the number of 'Likes' and 'Comments' are important indicators for understanding engagement of customers' with brands on Instagram (De Vries et al, 2012; Hoffman & Fodor, 2010).

Also, in another study, it is concluded by Canhoto and Clark (2012) that, social media websites are suitable platforms for eWOM, so, marketing people wish to interact with consumers via these websites. But, all of the content that were created by them don't get the same response from customers. Some of the content which was posted, leads users to eWOM and spread quickly, but some may not.

According to a recent study which was published at Elecronic Markets in August 2016, a survey about Facebook posts was done and customer engagement behavior was evaluated (Bitter & Grabner-Krauter, 2016). As we know, sharing product information has become important today at social media environment. At that study, the effects of consumer engagement behaviour in online social channels on other customers were evaluated, in order

to learn how online social networks affects decision making. Various types of brand-related Facebook posts were analyzed in order to learn response reactions. Especially in which situations negative posts can have positive results was evaluated. In order to understand online life, engagement with active users is needed. For both marketing people and academicians , to understand the results of customer engagement in online social channels is important (Takac, Hinz, & Spann, 2011).

According to that study, two online researches were done in a restaurant. When the user knows the restaurant brand, negative post had a favorable effect. Also, results showed that information shared by a close friend is perceived to be more diagnostic. But for those who don't know restaurant brand, negative posts from strong ties caused the highest diagnosticity levels. So, close friends' product recommendations on Facebook, were found more trustable and more useful, compared to information from distant people. Strong ties' information raised buying motive (Wang & Chang, 2013). So, in that survey, it is suggested that, for Facebook users in order to evaluate brand-related information, tie strength is significant reference point. Also, tie strength is found to be an attractive element for social media advertising (Wen, Tan, & Chang, 2009). Weak ties are not trusted. The analyses showed that users familiar with the brand had high attitude scores towards that brand. So the survey showed the importance of the users' ties on facebook. And it showed the effects of brand related comments of various ties on users' decision making. Negative brand related posts resulted with lower visiting motives, but positive brand related posts resulted with higher visiting motives. In that study, Facebook was found to be a convenient means, to spread information about unknown products. It was learnt that, positive posts about unknown products had positive effects on product evaluation. So, marketing people can approach suitable customers to recommend brands to their Facebook friends, expecting that their recommendations would effect buying intentions positively. It was found that brand-related comments which were made by strong-tie people have more perceived diagnosticity than information given by weak-tie people.

Nowadays detailed surveys about customer engagement via various social media channels are being done. For example, one literature named as ' eWOM on Instagram: Customers' Engagements with Brands in Different Sectors' (Erkan, 2015) was published. And according to this literature, it was emphasized that marketing people want to have more consumers via social media channels, and so they create official accounts. For example, in recent years, Instagram has become a popular social media channel. And it allows people to share short

videos or to share photos via appealing filters. So, it became a marketing tool which gives opportunity for marketing people to promote themselves by preparing contents. But, all the content created by marketing people don't get a similar response from users. While some content gets a high response from consumers and they can be spread widely via electronic word of mouth (eWOM), but others don't.

Many factors are affecting customers' engagements. In that literature, sectoral differences were evaluated. In order to find an answer to question, if sectoral differences are one of the reasons behind the diverse customer engagement ratios of brand posts on Instagram, a comparison was made between brands of different sectors. 100 Instagram posts were evaluated. They were posted by brands from 8 various sectors. And the results showed important differences between sectors. Engagement, in terms of liking was measured and customers' engagement with brands in the beverages sector via liking is found nearly 2.5 times higher than brands in the sector of apparel-luxury products. Also engagement levels related to comments were measured. Moreoever, consumers' engagement with brands in the electronics sector via commenting found nearly 8 times higher than brands in the apparel sector. According to that study, customer engagement ratios of brands were compared across 8 sectors through 100 Instagram posts and the results showed important differences among sectors in terms of customer engagement. So, it is concluded that, customers' engagement with brands on social media channels can be influenced by various factors, such as posting types (Erkan, 2014).

2.9.3. WILLINGNESS TO PAY PREMIUM:

Willingness to pay premium context is used at a lot of marketing areas. Also, it is evaluated at the customer engagement literature. Dwivedi et al. (2016) studied, willingness to pay premium price and brand engagement. They defined that, WPP (consumer willingness to pay a price premium) is "an outcome of consumer engagement behaviours" and it is described as "the consumer's intention to pay a higher price for that brand in future" (Dwivedi, Dean, Lester, & Jay, 2016, p. 50).

Brand engagement behaviours and willingnes to pay a price premium was evaluated in the literature by Dwivedi et al. (2016), and consumer's willingness to pay a price premium, was considered as a consequence of customer engagement behaviours. Previous literature,

considers customer engagement as a consumer-brand relational concept (Brodie, Hollebeek, Ilic, & Juric, 2011a) and considers customer engagement behaviours as expressions of consumer-brand relationships (Van Doorn, et al., 2010). It is expected that, customers adopt interpersonal relational norms while interacting with preferred brands (Aggarwal, 2004) . Also, it is stated in the literature that, the customers are probable to treat preferred brands like they are relational partners, so it is possible to devote their personal effort, time and money to maintain the valued relationship of them (Fournier, 1998). It is believed by Thomson et al.,(2005) that, a desire of the customer to get a valued ongoing relationship with the brand, may lead the customer, to become price-insensitive towards this brand (Thomson, Maclnnis, & Park, 2005). To define it in another way, the idea of losing a relationship with a preferred brand may frightein a customer, therefore it may cause the customer to become more acceptable to the brand's new higher price. For example, a behaviourally engaged iphone customer, may pay more price for the new version of it, for maintaining their previously formed relationship with the brand. Additionally, the customers who are behaviourally engaging with the brands through various activities, (such as, interacting with other customers in relation to the brand, collecting information about the brand, participating in marketing activities of the brand) enter into a social exchange process, by which they probably get benefits form such behaviours, like reduce in perceived risk from new purchases in the future and efficient brand related decision making (Sheth & Parvatiyar, 1995). Consequently, customers may become price-insensitive (in other words, they are willing to pay a price premium) while they continue to get such benefits. For this reason, it is expected by the researchers that, continuous behavioral engagement with a brand, is possible to effect customers' willingness to pay a price premium for that brand in the future (Dwivedi, Dean, Lester, & Jay, 2016).

The studies which were conducted by other academicians stated that, customers who developed strong relationships with the brand are, willing to pay premium prices for that brand (Thomson, Maclnnis, & Park, 2005). It is emphasized in the literaute that, after customers build up a relationship with a BSN (social network website SN of a specific brand), it is probable to impact the relationship quality of that brand(BRQ) (Fournier, 1998). The quality of the brand social network (BSN) relationship is described as consumers' whole evaluation of the strength of their relationship with a specific brand's social network website(BSN) (Hyejune & Youn-Kyung, 2014). According to the belief that, besides forming an attachement with people, forming an attachement with an object also motivates people. For

this reason, it is asserted that, the customers build up relationship with an e-vendor's website (Li, Browne, & Wetherbe, 2006). Moreover, it is stated that, the relationship with the brand and customer can be extended to the relationship with online community and the customer (Brown, Broderick, & Lee, 2007). Additionally , it is suggested by social penetration theory that, if it is perceived by customers that the relationship is useful for them, they will continue to strengthen their relationship with the partners (Altman & Taylor, 1973). So, it is defined that, if the customers think that the relationship of a particular brand's social network website is beneficial, then they can develop a reletionship with that BSN. So, it is stated by the academicians that, customers who developed strong relationships with the brand are, willing to pay premium prices for that brand (Thomson, Maclnnis, & Park, 2005). Depending on these results, academicians suggested that, the customers who have strong relationship with a brand, are willing to pay premium price for that brand. Also, they added that, the quality of brand relationship (brand relationship quality=BRQ), has a positive impact on the willingness to pay price premium. Dedicated customers to a brand's community can contribute to the failure and success of that brand (Kim, Choi, Qualls, & Han, 2008). Likewise, the customers who have active participation and engagement in the brand's community are, willing to pay premium prices for that particular brand (Elliot, Li, & Choi, 2013). So, it is expected that, there is an association between customers' community recommendation behavior and their willingness to pay premium prices for that brand. Morevover, related with this subject, it is suggested that brand's social network website word-of-mouth (BSNWOM) has a favorable impact on the willingness to pay premium (Hyejune & Youn-Kyung, 2014).

2.9.4. ONLINE STICKINESS:

For e-commerce success, website stickiness, which is the website's ability to keep the customers online and to extend their duration of each stay, is important factor. But, it is still uncertain for online retailers, how customers can be made to stick around. A study about customer's aim to stick on a website was made among 434 web users, which confirmed that the willingness of the user, to stick to a website is a vigorous predictor of his or her purpose to transact. For this reason, digital managers should give importance to create website stickiness. Also, the findings of the study proposed that, the web user's behavior towards a website, trust to that website and the quality of the website, affects the formation of stickiness (Judy & Chuan, 2007).

Company social networks(CSNs) are significant instruments for companies to attract customers. Recent studies about stickiness showed that, customer engagement has a positive and direct effect on customer stickiness and indirect effect via customer value creation.As social networks are open and independent environments, to convert the customers to other websites for analog services, products and contents is easy. So, it is difficult to acquire ‘’stuck’’ customers to the websites (Lu & Lee, 2010). In the meantime, because, social media is developing continuously, the customers role has developed from traditionally passive information receivers, to information co-creators (Jahn & Kunz, 2012). Also, the customers are demanding more from social media and getting more meaningful and precious information about the products of the company and the company itself, via interaction. Because of the alterations in both company social networks (CSNs) and customers, customer engagement can be evaluated as “the repeated interactions of customers and brands, which strengthen the psychological, emotional or physical investment customers has in that brand”. Also, stickiness is considered to be significant ability for companies to attract and retain customers (Zott, Amit, & Donlevy, 2000). Moreover, stickiness is described as a customer’s time spent on a CSN(company social network) (Lin, Hu, Sheng, & Lee, 2010). Other study defined the stickiness as, a customer’s basic and unconscious willingness to visit a company social network again (Lin J. , 2007). According to the definitions of academicians, stickiness definition includes both customer’s visit time length in a CSN and the social network’s capability to keep customers (Mingli, Lingyun, Mu, & Wenhua, 2016). The significant driving factor of stickiness is customer value creation (Cheng, Wang, Lin, & Vivek, 2009; Kang, Tang, & Fiore, 2014).

At social media network, companies and customers interact with each other. If a customer has adopted a positive attitude towards the features, contents, services and products of the website and has built up such loyal behavior as attachment, then customer’s stickiness to a specific website is formed (Wu, Chen, & Chung, 2010). It means that at cyber-context, stickiness is an indicator of customer loyalty. Prior studies, related with the relationship of customer loyalty and WOM showed that, loyal customers have tendency to build up a positive WOM. The scholars have proposed that, stickiness has a positive and direct effect on WOM because of their belief that, customer loyalty is an antecedent of WOM, and thats why stickiness is considered to create WOM effect (Jones & Reynolds, 2006; Gruen, Osmonbekov, & Czaplewski, 2006).

2.10. CONCEPTUAL RELATIONSHIPS OF CUSTOMER BRAND ENGAGEMENT ON ONLINE SOCIAL MEDIA PLATFORMS AND THEIR CONSEQUENCES

The internet is very cost-effective, open global network that helps to reduce or even to eliminate the geographical and distance barriers (Sawhney, 2005). The physical world enables companies to make face to face and rich communication with the customers, but the companies' communication with them are at limited numbers. However, via internet, companies can reach to many customers as well as with a rich dialogue with them. After the emergence and rise of social media channels recently, they generated new customer/company interaction forms by enabling customers to participate more. Emails, blogs, social network channels, chat rooms and discussion forums facilitated interactive customer experiences which may support customer engagement development with the particular brands (Brodie R. , Ilic, Juric, & Hollebeek, 2011b). A study about online social platforms conducted by Cheung et al. (2011), revealed that, customer engagement is the level of a customer's physical, cognitive and emotional presence in connection with specific online social channel. Additionally, some studies proposes that, customer brand engagement on online social media channels have outcomes, such as purchase intention, word-of-mouth, willingness to pay premium and online stickiness.

Customer engagement, may increase satisfaction Gummerus et al. (2012), commitment, trust and loyalty Reitz (2012) and Vivek et al. (2012). Involvement and relevance of the product may affect engagement of customers. According to a study, contributions to previous engagement definitions were made and the relevance of brand dialogue behaviours (consumer non-purchase behaviours) are described. And, BDBs were analyzed deeply. Those behaviours were explained as significant drivers of customer satisfaction, loyalty and lifetime value. In the model at this literature, it is suggested that, companys' actions should focus on experience with personal goals and brand value, because experience induces brand dialogue behaviours (BDBs), shopping and consumption finally. In recent years, the literatures states that, engagement behaviours may occur with mobile devices also. Even if a customer may not buy a product via a mobile phone, with the positive experience the customer may purchase that product offline or later via computer (Wang et al, 2015). Measuring of marketing communications impact has become important for companies. So, they should focus on engagement and which types of engagement have biggest influence in developing consumer

value should be analyzed. According to that literature the digital environments where engagement happens, ease the detailed recording of customer engagement activities.

A study conducted about loyalty, revealed that, the customers who are engaged, are likely to develop strong feelings, and that may lead to repurchase (Oliver, 1999; Vivek, S.D., Beatty, S.E., & Morgan, R.M., 2012). Related with this, Leckie et al. (2016) proposed that, cognitive processing, affection and activation have positive impact on brand loyalty. Moreover, The studies made by Leckie et al. (2016) and Verhoef et al. (2010), stated that when customers has an engagement with a brand (for example, Facebook page of the non-profit organization), they begin to talk about that brand, like the page, comment (attitudinal loyalty) and at last donate and ask their friends to do so. This finding is parallel with previous studies (Dwivedi, A., 2015; Hollebeek, L.D., Glynn, M.S., & Brodie, R.J., 2014). Also, there are vast amount of literature about customer repeat purchases, and it is revealed that there is a positive effect of customer engagement on repeat purchases (Thakur, 2016). Moreover, Bowden and Lay (2009) mentioned in their study that, if a customer's satisfaction level is high, it is probable that it will increase customer loyalty, purchase intention, word-of-mouth recommendation, market share, profitability and return on investment.

The study conducted by Vivek et al. (2012) defined that, the antecedents of CE (customer engagement) are participation and involvement and the consequences of it are named as value, trust, commitment, word of mouth, loyalty and brand community involvement. Also, the literatures about engagement, stated that involvement should be an antecedent for customer brand engagement and the quality of relations(such as customer satisfaction, commitment and trust) should be considered as the principal outcome for customer brand engagement and vice versa. Moreover it is stated in the literature that, the quality of relationship causes customer loyalty (Raed, Nripendra, Yogesh, Ali, & Zainah, 2018). Trust is evaluated as "the psychological status of involved parties, who are willing to maintain additional interactions to reach a planned goal" (Turban, King, Lee, Warkentin, & Chung, 2002)(p.131). Also, it is found to be a critical success factor for e-commerce, which enhances the customer's tendency to revisit and make a purchase on that e-commerce website. Also, it is stated one of the important determinants for customers' loyalty to the companies (Berry & Parasuraman, 1991).

Also, because of enhanced usage of virtual social networks lately, it is important to define the factors which affects users' motivation in eWOM engagement via these social network websites. A study conducted to examine the factors, affecting users' engagement in eWOM in virtual social networks(VSNs), showed that the flow and trust in VSNs have an effect on eWOM. According to the study, trust has an effect on flow experience and eWOM has a strong effect on users' purchasing intention. As a result, marketers should consider eWOM, when they want to impact the purchasing intention of the users and they should pay attention to virtual social networks attributes. Moreover, they must consider the fact that the users' engagement in eWOM is higher in virtual social networks (VSNs), where there is high levels of social relationships, information disclosure, entertainment, and ease of use (Marjan, Mohammad, & Ali, 2014). Moreover, studies revealed that, the customers who are engaged more, can become significant opinion leaders in order to spread positive word-of-mouth. (Leckie, Nyadzayo, & Johnson, 2016; Vivek, S.D., Beatty, S.E., & Morgan, R.M., 2012).

According to the academicians Chan et al. (2014), it is believed that online brand community engagement will cause positive behaviours among members of it (such as; repurchase , active participation and word-of-mouth behaviours). Particularly, it is considered that, community members who are highly engaged, will be more willing to repurchase that brand and to spread word of mouth about it. Kumar et al. (2010) emphasized this subject in their study that, the engaged customers on online brand communities, will promote repurchase intention and positive word-of-mouth in the end.

In addition, at the literature, customer's willingness to pay a price premium (WPP) is explained as the customer's intention to pay a higher price for that brand later, and it is stated as a consequence of customer engagement behaviours. Generally, customer engagement is thought to be a customer-brand relational concept by Brodie et al. (2011a) and customer engagement behaviours may be thought as expressions of customer brand relationships (Van Doorn, et al., 2010). It is believed by academicians that, if a customer has desire to keep an ongoing relationship with a brand, then the customer may become price sensitive towards this brand (Thomson, Maclnnis, & Park, 2005). For instance, customers who are behaviorally engaged to Iphone brand, may spend more for the new version of Iphone, in order to keep their previously formed brand relationship. Also, behaviourally engaging with a brand through some activities like collecting brand-related information, participating in brand marketing activities and interacting with other customers related to the same brand may give

some benefits to the customers and may lead to reduce the perceived risk of future purchase which, in turn, may make customers price-sensitive (for example: willing to pay a price premium) as long as they keep receiving such benefits. So, ongoing behavioural engagement with a brand is thought to effect customer's willingness to pay a price premium for that brand in future (Dwivedi, Dean, Lester, & Jay, 2016). The other studies about willingness to pay a price premium, tried to show how brand engagement behaviour of customers, form their willingness to pay premium price. At previous studies, it was defined that, continuous involvement with a brand may have an effect on consumer behaviour (Bloch & Richins, 1983). Also, the positive impact of pre-purchase consumer behavior (information acquisition, paying attention to and understanding of advertisements, brand comparison) and customer involvement with a category were indicated. It is expected that there is a positive link between involvement and postpurchase brand engagement behaviours (such as; collection of brand information, participation to brand marketing activities and interaction with other people) (Dwivedi, Dean, Lester, & Jay, 2016).

In addition, Zott et al. (2000) stated that, in order to generate stickiness, an online company should focus on building trust, and they explained that if one customer trusts a specific website, than they will be more stickier to that website. The findings of a study showed that, internet user's willingness to stick in a website has a very significant role in effecting a customer's thought to transact on that website. For website management, enhancing transaction volumes is one of the significant targets. The studies indicated that, the quality of the website content, web user's attitude to a website and trust in a website, affects formation of the stickiness. So, website owners should focus to find ways to force revisiting, and to prolong the web user's each visit's duration. Moreover, to improve the content and formats of the website may increase the web user's favorable attitude toward that website, which will eventually cause to enhance his/her stickiness intention (Judy & Chuan, 2007). Also, it is defined that, customer engagement with social media channels can effect the co-creation of hedonic value (emotional experience), functional value (information), and social value (identity), which results in a customer's stickiness to company social networks(CSNs). If a customer has high level of engagement, then it is probable that he/she start "interesting interaction" via posting extremely teasing and joyful contents. Finally, pleasant emotional experience to customers will be introduced by this type of interaction, which will lead positive attitude towards CSNs and result in the probable revisits to that network (Hollebeek, 2011b). The people who are engaged in CSNs oftenly plays an active role (Bijmolt, et al.,

2010). During interactions, if there is a high level of participation, then the product knowledge, use skills and knowledge of life could be obtained. For this reason, they are willing to have a longer relationship with related company social networks (Mingli, Lingyun, Mu, & Wenhua, 2016).

CHAPTER THREE

3.PROPOSED MODEL AND HYPOTHESIS

At this chapter a conceptual model of customer brand engagement on online social media platforms is proposed and various hypotheses are suggested based on the literature background that is discussed at previous chapters. First of all, proposed model will be evaluated briefly. And then, the hypotheses concerning the factors affecting behavioral, emotional and cognitive customer brand engagement on online social media platforms are stated. Then, the hypotheses about the effects of the dimensions of customer brand engagement on WOM, purchase intention, willingness to pay premium and online stickiness will be described.

3.1. PROPOSED MODEL

In order to understand factors affecting behavioral, emotional and cognitive reactions of customers on online social media platforms, conceptual model of customer brand engagement on online social media platforms is proposed and some other constructs were added to the proposed model (willingness to pay premium and online stickiness), for understanding their effects on customers' behavior at online social media platforms.

The proposed model is presented in Figure 3.1.

3.1.THESIS MODEL

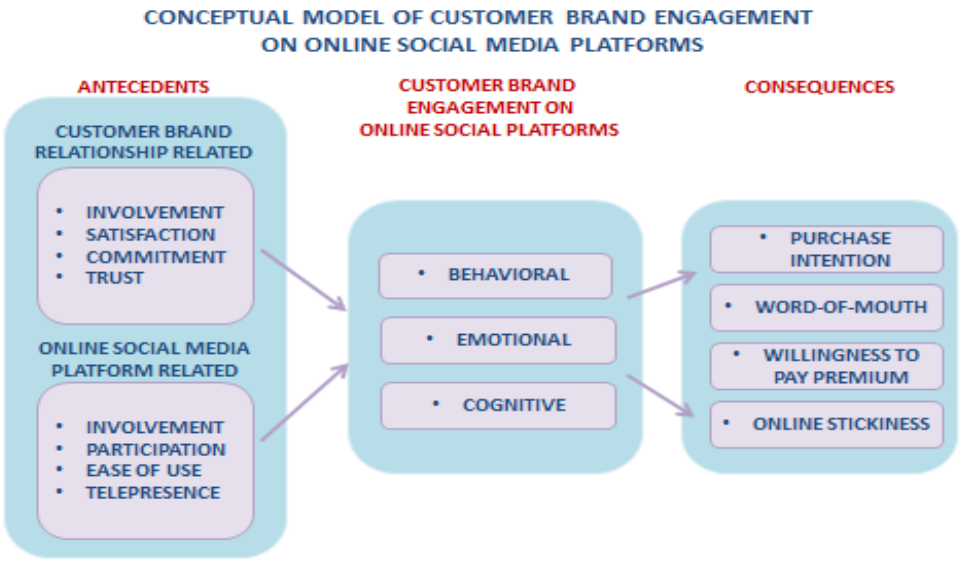


Figure 3.1: Conceptual Model of Customer Brand Engagement on Online Social Media Platforms

In this model, the concept of customer brand engagement on online social media platforms is featured by interactive customer experiences with the brand. The central element in the model is, customer brand engagement on online social media platforms and it is embedded in a broader network of other relational constructs which serves as the antecedents (drivers) and the consequences (outcomes).The engagement concept is multidimensional and it includes the definitions of behavioral, emotional and cognitive engagement particular to this framework.

Depending on this definition and the literature review findings, this conceptual model is proposed (Figure 3.1.). At the structure of the model, the basis element is customer brand engagement on online social media platforms and it is centralized in the network of other relational constructs, that are divided into two groups of potential antecedents and consequences. Principally, the structure of the framework is related with the conceptual model of customer engagement behavior, which is proposed by Van Doorn et al. (2010). But, in the proposed model only, the customer-based antecedents and consequences are focused on, instead of considering three types of factors that can influence engagement. For the help of business', the customer-based perspective has been selected and the consequences(outcomes) of engagement to the customers are also proposed to have an essential impact on the business performance eventually (Kumar et al., 2010). Also, the model does not only include the

behavioral dimension of engagement, but it includes the cognitive and emotional aspects as well for evaluating the concept in a broader sense.

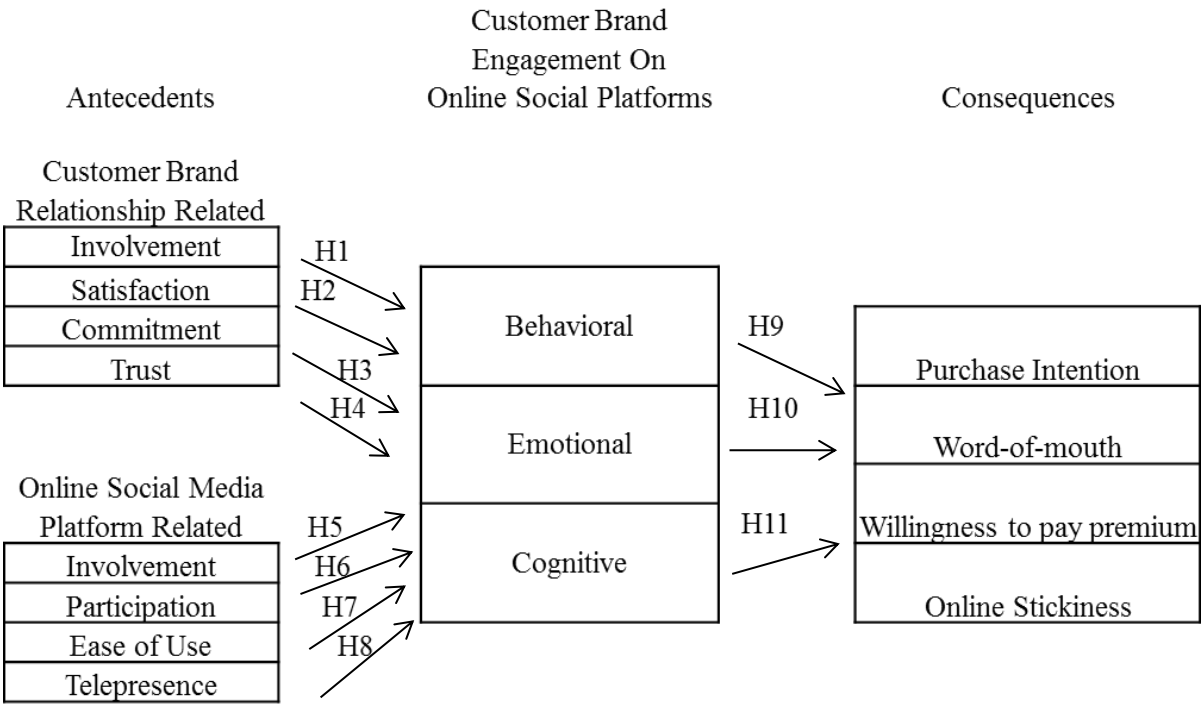
The potential antecedents group, presented in this model, involves factors that are related to customer brand relationship and online social media platforms. The customer brand relationship related factors are determined as involvement, satisfaction, commitment and trust. Involvement is suggested by Brodie et al. (2011a) as a required customer engagement antecedent, while customer satisfaction, commitment and trust which are related with the brands, are suggested as potential attitudinal antecedents by Bowden and Lay (2009) and Hollebeek (2011a). Because of the customer engagement's iterative nature, it is found that, all three attitudinal factors may act as both antecedents and consequences. Additionally, it is stated that, the role of the factor will differ depending on whether the customer is new or existing (Hollebeek, 2011a). But, the framework of the conceptual model presented in Figure 3.1, is chosen by thinking existing customers.

The other antecedents group includes online social media platform related factors, which are, involvement, participation, telepresence and ease of use. Although involvement, has already been added to the brand relationship related factors, the second one addresses the concept in terms of personal interest and relevance toward online social media channels. As reported by Brodie et al., (2011a) other prerequisite of customer engagement is participation, as it specifies a customer's tendency of participation to online social media channels. Also, telepresence is added in this model, because Mollen and Wilson (2010) suggested that, telepresence is a direct driver (antecedent) of online engagement. Finally, as a potential contextual antecedent, ease of use is included at this model, referring to the degree to which a customer thoughts online social media channels usage to be free of effort (Davis, 1989).

Furthermore, at the proposed model for consequences part, first of all, two items were selected, purchase intention, and word-of-mouth (which refers to intention to advise that brand). And then two other items such as, willingness to pay premium and online stickiness are added to the model. In comparison to other more traditional marketing constructs, customer engagement is addressed by Bowden and Lay (2009) as the superior predictor of customer loyalty. On the other hand, Cheung et al. (2011) suggested that customers' who are willing to invest physical, emotional and cognitive efforts into a specific online platform, will also have tendency to spread word-of-mouth communication about that platform. Kumar et al.

(2010) introduced a customer valuation framework and they suggested that, the value of customer engagement has four dimensions such as customer purchasing behaviour, customer referral behaviour, customer influencer behaviour via customers' effect on other existing or potential customers, and in the end, customer knowledge behaviour via feedback provided to the company. For these reasons, both customer purchase intention and word-of-mouth constituted the basis as potential engagement consequences in the literature. The other two items, willingness to pay premium and online stickiness are also presented at the model as consequences. According to the literature, researchers define that the customers who have strong relationship with the brands are willing to pay premium prices for that brands (Thomson, Maclnnis, & Park, 2005). Therefore, future research was needed. For this reason willingness to pay premium is also added to the model to fullfill that gap in the literature. Also, according to latest literature online stickiness has become important. For example, a model of the impact of customer engagement on stickiness was proposed by Mingli et al. (2016) and according to the findings, it is found that customer emotional engagement has a direct effect on stickiness. As online stickiness needs more research, it is also added to the model and tried to be evaluated deeply via the survey.

3.2.HYPOTHESES



The hypotheses are presented in Figure 3.2.

Hypotheses are formed as stated below:

H1: Brand involvement has a positive effect on a) behavioral CBE b) emotional CBE c) cognitive CBE in social media.

H2: Brand satisfaction has a positive effect on a) behavioral CBE b) emotional CBE c) cognitive CBE in social media.

H3: Brand commitment has a positive effect on a) behavioral CBE b) emotional CBE c) cognitive CBE in social media.

H4: Brand trust has a positive effect on a) behavioral CBE b) emotional CBE
c) cognitive CBE in social media.

H5: Involvement in online social media platform has a positive effect on
a) behavioral CBE b) emotional CBE c) cognitive CBE in social media.

H6: Participation in online social media platform has a positive effect on
a) behavioral CBE b) emotional CBE c) cognitive CBE in social media.

H7: Ease of use of online social media platform has a positive effect on
a) behavioral CBE b) emotional CBE c) cognitive CBE in social media.

H8: Telepresence in online social media platform has a positive effect on
a) behavioral CBE b) emotional CBE c) cognitive CBE in social media.

H9: Behavioral CBE in social media has a positive effect on a) purchase intention
b) WOM c) willingness to pay premium d) online stickiness.

H10: Emotional CBE in social media has a positive effect on a) purchase intention
b) WOM c) willingness to pay premium d) online stickiness.

H11: Cognitive CBE in social media has a positive effect on a) purchase intention
b) WOM c) willingness to pay premium d) online stickiness.

CHAPTER FOUR

4.RESEARCH DESIGN AND METHODOLOGY

Fourth chapter of this thesis involves research design and methodology that are used in this research. First of all, the goal of the research will be explained and than research design will be described. And then operationalization of variables will be explained. Development of the questionnaire, design, administration of the questionnaire and data collection processes will be explained also. Also, sampling and data analysis methods will be introduced at the final part.

4.1. RESEARCH OBJECTIVE

This thesis' main objective is, to understand the antecedents and consequences of customer brand engagement on online social platforms and to investigate empirically the potential key factors that affect behavioral, emotional and cognitive customer brand engagement. And then the effects of behavioral, emotional and cognitive behaviors of customers on online social platforms are investigated, in order to understand their impacts on purchase intention, word-of-mouth, willingness to pay premium and online stickiness.

4.2 RESEARCH DESIGN

This is a descriptive study because, behavioral, emotional and cognitive behaviors of customers on online social platforms are analyzed in the context of customer brand engagement, and their effects on purchase intention, word-of-mouth, willingness to pay premium and online stickiness are evaluated. A cross-sectional design is applied in order to understand the relationship of them. Also, a survey research is selected, for using the benefits of providing data from high number of attendants easily (Kerlinger & Lee, 2000). The other advantage of survey research method which is, to be able to augment the results of the research from managerial perspectives is also used (Swaminathan, Fox, & Reddy, 2001).

4.3 OPERATIONALIZATION OF VARIABLES

According to the literature, because of their low reliability, single-item scales are criticized by Churchill (1979) and it is stated that, minimum as few as three items per construct should be utilized (Cook, Hepworth, Wall, & Warr, 1981) as a statistical approach. For these reasons, a multi-item scale is preferred in this thesis. The suggested model variables are measured according to respondents' self perceptions. And all of the variables in this survey, excluding demographic questions, are measured with five-point Likert type scale (strongly disagree, disagree, neither agree nor disagree, agree and strongly agree). For this reason, the participants are asked to rate how strongly they agree or disagree to each statement.

The former studies' variables and measurement items are used in this study. For better understanding and reliability, short and simple scales are selected (Churchill, 1979). At this part, each of the variables and measures will be covered in details and the former studies on which each scale is based on will be shown also. First, the antecedents' will be evaluated. Operationalization of customer brand relationship related factors (involvement, satisfaction, commitment and trust) and operationalization of online social media platform related factors

(involvement, participation, telepresence and ease of use) will be covered. Then, operationalization of customer brand engagement on online social media platform related factors will be explained. Finally, operationalization of consequences (purchase intention, word-of-mouth, willingness to pay premium, online stickiness) will be covered.

4.3.1 Involvement (Antecedent: Customer Brand Relationship Related Factor)

For measuring the impact of involvement, participants are asked to rate how strongly they agree or disagree with each item considering the most frequently visited social media account of the brand that they follow on social media. A five-item scale and a five-point Likert scale by Beatty and Talpade (1994) have been used in this part. 1 means strongly disagree and 5 means strongly agree. These items are shown in Table 4.1.

Table 4.1. Operationalization of Involvement

INVOLVEMENT		
1.In general, I have a strong interest in this brand.	Beatty & Talpade (1994)	BINV1
2.This brand is very important to me.		BINV2
3.This brand matters a lot to me.		BINV3
4.I get bored when other people talk to me about this brand*.		BINV4
5.This brand is relevant to me.		BINV5

*Reverse coded item.

4.3.2 Satisfaction (Antecedent: Customer Brand Relationship Related Factor)

In order to measure the effect of satisfaction, respondents are asked to rate how strongly they agree or disagree with each item considering the most frequently visited social media account of the brand that they follow on social media. A three item scale and a five-point Likert scale by Gustafsson et al., (2005) have been used in this part. 1 means strongly disagree and 5 means strongly agree. These items are shown in Table 4.2.

Table 4.2. Operationalization of Satisfaction

SATISFACTION		
6.Overall I am satisfied with this brand.	Gustafsson et al. (2005)	BSAT1
7.This brand exceeds my expectations.		BSAT2
8.The performance of this brand is very close to the ideal brand in the product category.		BSAT3

4.3.3. Commitment (Antecedent: Customer Brand Relationship Related Factor)

In order to measure the effect of commitment, respondents are asked to rate how strongly they agree or disagree with each item considering the most frequently visited social media account of the brand that they follow on social media. A six item scale and a five-point Likert scale by Aaker et al., (2008) have been used in this part. 1 means strongly disagree and 5 means strongly agree. These items are shown in Table 4.3.

Table 4.3. Operationalization of Commitment

COMMITMENT		
9.I am very loyal to this brand.	Aaker, Fournier, & Brasel (2008)	BCOM1
10.I am willing to make small sacrifices in order to keep using the products of this brand.		BCOM2
11.I would be willing to postpone my purchase if the products of this brand were temporarily unavailable.		BCOM3
12.I would stick with this brand even if it would let me down once or twice.		BCOM4
13.I am so happy with this brand that I no longer feel the need to watch out for other alternatives.		BCOM5

14.I am likely to be using this brand one year from now.		BCOM6

4.3.4. Trust (Antecedent: Customer Brand Relationship Related Factor)

In order to measure the effect of trust, respondents are asked to rate how strongly they agree or disagree with each item considering the most frequently visited social media account of the brand that they follow on social media. A four item scale and a five-point Likert scale by Chaudhuri and Holbrook (Chaudhuri & Holbrook, 2001) have been used in this part. 1 means strongly disagree and 5 means strongly agree. These items are shown in Table 4.4.

Table 4.4. Operationalization of Trust

TRUST		
15.I trust this brand.	Chaudhuri & Holbrook (2001)	BTRU1
16.I rely on this brand.		BTRU2
17.This brand is an honest brand.		BTRU3
18.This brand is safe to use.		BTRU4

4.3.5 Involvement (Antecedent: Online Social Media Platform Related Factor)

In order to measure the effect of involvement as online social media platform related factors, respondents are asked to rate how strongly they agree or disagree with each item considering the most frequently visited social media account of the brand that they follow on social media. A five-item scale and a five-point Likert scale by Beatty and Talpade (1994) have been used in this part. 1 means strongly disagree and 5 means strongly agree. These items are shown in Table 4.5.

Table 4.5. Operationalization of Involvement

INVOLVEMENT		
19.In general, I have a strong interest in Facebook	Beatty & Talpade (1994)	SMINV1
20.Facebook is very important to me		SMINV2
21.Facebook matters a lot to me		SMINV3
22.I get bored when other people talk to me about Facebook*		SMINV4
23.Facebook is relevant to me		SMINV5

*Reverse coded item.

4.3.6 Participation (Antecedent: Online Social Media Platform Related Factor)

In order to measure the effect of participation as online social media platform related factors, respondents are asked to rate how strongly they agree or disagree with each item considering the most frequently visited social media account of the brand that they follow on social media. A three-item scale and a five-point Likert scale by Beatty and Talpade (1994) have been used in this part. 1 means strongly disagree and 5 means strongly agree. These items are shown in Table 4.6.

Table 4.6. Operationalization of Participation

PARTICIPATION (Self-constructed)	Beatty & Talpade (1994)	
24.I consider myself an active user of Facebook.		SMPAR1
25.I log on to Facebook everyday.		SMPAR2
26.I spend long periods of time on Facebook.		SMPAR3

4.3.7 Ease of Use (Antecedent: Online Social Media Platform Related Factor)

In order to measure the effect of ease of use as online social media platform related factors, respondents are asked to rate how strongly they agree or disagree with each item considering the most frequently visited social media account of the brand that they follow on social media. A six-item scale and a five-point Likert scale by Davis (1989) have been used in this part. 1 means strongly disagree and 5 means strongly agree. These items are shown in Table 4.7.

Table 4.7. Operationalization of Ease of Use

EASE OF USE		
27.Learning to use Facebook is/was easy for me.	Davis (1989)	SMEASE1
28.It is easy to get Facebook to do what I want it to do.		SMEASE2
29.It is clear and understandable how to use Facebook.		SMEASE3
30.Facebook is flexible to interact with.		SMEASE4
31.It is easy to become skillful at using Facebook.		SMEASE5
32.In general, I find Facebook easy to use.		SMEASE6

4.3.8 Telepresence (Antecedent: Online Social Media Platform Related Factor)

In order to measure the effect of telepresence as online social media platform related factors, respondents are asked to rate how strongly they agree or disagree with each item considering the most frequently visited social media account of the brand that they follow on social media. A four-item scale and a five-point Likert scale by Kim and Biocca (1997) have been used in this part. 1 means strongly disagree and 5 means strongly agree. These items are shown in Table 4.8.

Table 4.8. Operationalization of Telepresence

TELEPRESENCE		
While browsing on Facebook	Kim & Biocca (1997)	
33… I feel like my mind is in a different world created by Facebook.		SMTEL1
34… I forget about the "real world" around me.		SMTEL2
35… I feel like my mind is more present in the "Facebook world" than the "real world".		SMTEL3
36.After I am done browsing on Facebook, I feel like my mind comes back to the "real world".		SMTEL4

4.3.9 Behavioral Dimension of Online Customer Brand Engagement on Online Social Platforms

In order to measure the effect of behavioral dimension of customer brand engagement on online social media platform related factors, respondents are asked 7 questions to rate never or always and last two questions to rate how strongly they agree or disagree with each item considering the most frequently visited social media account of the brand that they follow on social media. A nine-item scale and a five-point Likert scale by Malciute (2012) have been used in this part. 1 means strongly disagree and 5 means strongly agree. These items are shown in Table 4.9.

Table 4.9. Operationalization of Behavioral Dimension

BEHAVIORAL		
How often do you	Malciute (2012)	
37.…visit the Facebook fan page of this brand?		BEHA1
38…notice the posts by this brand in your news feed?		BEHA2
39…read posts by this brand?		BEHA3
40…‟like‟ posts by this brand?		BEHA4
41…comment on posts by this brand?		BEHA5
42…share posts by this brand with your friends?		BEHA6
43…post on the Facebook fan page of this brand yourself?		BEHA7
44.I can continue browsing on the Facebook fan page of this brand for long periods at a time.		BEHA8
45.I devote a lot of energy to the Facebook fan page of this brand.		BEHA9

4.3.10 Emotional Dimension of Online Customer Brand Engagement on Online Social Platforms

In order to measure the effect of emotional dimension of customer brand engagement on online social media platform related factors, respondents are asked to rate how strongly they agree or disagree with each item considering the most frequently visited social media account of the brand that they follow on social media. A six-item scale and a five-point Likert scale by Malciute, (2012) have been used in this part. 1 means strongly disagree and 5 means strongly agree. These items are shown in Table 4.10.

Table 4.10. Operationalization of Emotional Dimension

EMOTIONAL		
46.I am enthusiastic about the Facebook fan page of this brand.		EMO1
47.The Facebook fan page of this brand inspires me.	Malciute (2012)	EMO2
48.I find the Facebook fan page of this brand full of meaning and purpose.		EMO3
49.I am excited when browsing on and interacting with the Facebook fan page of this brand.		EMO4
50.I am interested in the Facebook fan page of this brand.		EMO5
51.I am proud of being a fan of this brand.		EMO6

4.3.11 Cognitive Dimension of Online Customer Brand Engagement on Online Social Platforms

In order to measure the effect of cognitive dimension of customer brand engagement on online social media platform related factors, respondents are asked to rate how strongly they agree or disagree with each item considering the most frequently visited social media account of the brand that they follow on social media. A six-item scale and a five-point Likert scale Malciute (2012) have been used in this part. 1 means strongly disagree and 5 means strongly agree. These items are shown in Table 4.11.

Table 4.11. Operationalization of Cognitive Dimension

COGNITIVE		
52.Time flies when I am browsing on the Facebook fan page of this brand.	Malciute (2012)	COG1
53.Browsing on the Facebook fan page of this brand is so absorbing that I forget about everything else.		COG2
54.I am rarely distracted when browsing on the Facebook fan page of this brand.		COG3
55.I am immersed in browsing on and interacting with the Facebook fan page of this brand.		COG4
56.My mind is focused when browsing on the Facebook fan page of this brand.		COG5
57.I pay a lot of attention to the Facebook fan page of this brand.		COG6

4.3.12. Purchase Intention (Consequence of Customer Brand Engagement on Online Social Media Platforms)

In order to measure the purchase intention as a consequence of customer brand engagement on online social media platforms, respondents are asked to rate how strongly they agree or disagree with each item considering the most frequently visited social media account of the brand that they follow on social media. A two item scale and a five-point Likert scale by Chaudhuri and Holbrook (2001) have been used in this part. 1 means strongly disagree and 5 means strongly agree. These items are shown in Table 4.12.

Table 4.12. Operationalization of Purchase Intention

PURCHASE INTENTION		
58.I will buy this brand the next time I buy from this product category.	Chaudhuri & Holbrook (2001)	PI1
59.I intend to keep purchasing this brand.		PI2

4.3.13. Word-of-Mouth (Consequence of Customer Brand Engagement on Online Social Media Platforms)

In order to measure the word-of-mouth as a consequence of customer brand engagement on online social media platforms, respondents are asked to rate how strongly they agree or disagree with each item considering the most frequently visited social media account of the brand that they follow on social media. A three- item scale and a five-point Likert scale by Zeithaml et al., (1996) have been used in this part. 1 means strongly disagree and 5 means strongly agree. These items are shown in Table 4.13.

Table 4.13. Operationalization of Word-of-Mouth

WORD-OF-MOUTH		
60.I say positive things about this brand to other people.	Zeithaml, Berry & Parasuraman (1996)	WOM1
61.I often recommend this brand to others.		WOM2
62.I encourage friends to buy this brand.		WOM3

4.3.14. Willingness to pay premium (Consequence of Customer Brand Engagement on Online Social Media Platforms)

In order to measure the willingness to pay premium as a consequence of customer brand engagement on online social media platforms, respondents are asked to rate how strongly they agree or disagree with each item considering the most frequently visited social media account of the brand that they follow on social media. A four- item scale and a five-point Likert scale by Srinivasan et al., (2002) have been used in this part. 1 means strongly disagree and 5 means strongly agree. These items are shown in Table 4.14.

Table 4.14. Operationalization of Willingness to Pay Premium

WILLINGNESS TO PAY PREMIUM		
63. I will take some of my business to a competitor that offers better prices. *	Srinivasan et al. (2002)	WPAY1
64. I will continue to do business with this website if its prices increase somewhat.		WPAY2
65. I will pay a higher price at this website relative to the competition for the same benefit.		WPAY3
66. I will stop doing business with this website if its competitors' prices decrease somewhat.*		WPAY4

*Reverse coded item.

4.3.15. Online Stickiness (Consequence of Customer Brand Engagement on Online Social Media Platforms)

In order to measure the online stickiness as a consequence of customer brand engagement on online social media platforms, respondents are asked to rate how strongly they agree or disagree with each item considering the most frequently visited social media account of the brand that they follow on social media. A four- item scale and a five-point Likert scale by

Wen-YuTsao (2014) have been used in this part. 1 means strongly disagree and 5 means strongly agree. These items are shown in Table 4.15.

Table 4.15. Operationalization of Online Stickiness

STICKINESS (ONLINE STICKINESS)		
67. I would stay a longer time on this website, when compared to other websites.	Wen- YuTsao (2014)	STIC1
68. I intend to prolong my staying on this website.		STIC2
69. I would visit this website as often as I can.		STIC3
70. I intend to link to this website every time I am online.		STIC4

4.4. QUESTIONNAIRE DEVELOPMENT AND DESIGN

Initially a comprehensive literature analysis is done for this study. After gaining significant data and information, then, questionnaire form was created. A structured questionnaire is used in the study, which involves close-ended and fixed-alternative questions. There were only few open-ended questions, which are asked only for, when there are not any selected fixed alternatives.

This study's questionnaire includes, 7 parts and 84 questions totally. In the first part, 3 introduction questions were asked to the participants, for understanding their social media using status, their social media platform preferences and daily usage frequency. Then 18 online social media platform related questions were asked. Totally, first part include 21

questions. In the second part, the participants' tendency to online shopping was tried to be understood and 5 questions were asked in order to understand the participants' online shopping websites usage habbits. Their frequency of online shopping website usage per month, purpose of online shopping website usage, name of the online shopping website which is also followed via social media platform is asked also. In the third part, customer brand relationship related factors were tried to be analysed. 18 questions were asked in order to assess the customer brand relationship related factors (involvement, satisfaction, commitment and trust). Key drivers of customer brand engagement on online social media platforms were analysed in this part.

In the forth part, 7 questions were asked to understand the behavioral dimension of customer brand engagement. In this part, behavioral dimension of customer brand engagement on online social media platforms was tried to be understood. In the fifth part, 14 questions were asked in order to understand emotional and cognitive dimensions of customer brand engagement on online social media platforms. In the sixth part, 13 questions were asked in order to understand consequences of customer brand engagement on online social media platforms. Purchase intention, word-of-mouth, willingness to pay premium and online stickiness concepts were investigated deeply, in order to understand the outcomes of customer brand engagement on online social media platforms. In the last part, six demographic questions were asked (gender, marital status, age, education level, working status, income level) in order to understand the demographic profiles of the participants.

In the questionnaire, as a rule, respondents weren't allowed to skip any question or leave it unanswered for preventing data missing throughout the questionnaire. As this study is applied in Turkey locally, at first the questionnaire was arranged in English and later it was translated to Turkish language by two people. Then the two translations were compared to provide equivalence. The scale used in this study is given in Appendix A and the Turkish version of the questionnaire is given in Appendix B.

4.5. QUESTIONNAIRE ADMINISTRATION AND DATA COLLECTION

The questionnaire's answers formed this study's basis. This study's questionnaire form was made on a famous survey website and then the link of the questionnaire was shared through e-mail and social media channels (such as; Facebook, Whatsapp, Linkedin).

The questionnaire began with the remark that, the answers of the questionnaire will be confidential and they will be only used for academic aim without any sharing to third parties (any other person, organizations or institutions). In addition, an e-mail address is given to the participants, in order to give support to clarify their any question about the questionnaire. The answering duration of the questionnaire was approximately 10 minutes and after the questions were finished respondents were thanked for their contribution to this academic survey. In total, the data collection continued three months.

4.6. SAMPLING

In order to get healthy answers and in order to reach the correct target group, at the beginning of the questionnaire, the participants were asked if they are using any social media account. The aim was to eliminate the ones that don't use any social media account. In addition, the questionnaire was prepared on online platforms where participants could easily access.

The survey was made by 541 participants, but 284 of them answered all the questions and completed the questionnaire. 257 of them responded that , they have not followed online social media platforms of the online shopping website. So, they were excluded from the analysis. All of the 284 participants who completed the questionnaire are kept for data analyses. Convenience and snowball sampling techniques were used in this survey.

4.7. DATA ANALYSIS METHOD

In this study, the descriptive analysis, factor analysis, reliability analysis, regression analysis and correlation analysis were used as statistical analysis methods. For describing the demographic profiles of the respondents along with their online shopping website's social website platform preference, demographic analyses were made. In addition, factor analyses and reliability analyses were made in order to realize if the data is reliable or not. Also,

correlation analyses were done to find out the dependent and the independent variables' correlations. At last, the regression analyses were done to understand the explanatory power of independent variables on dependent variables. The data is analyzed via a computer program named as Statistical Package for Social Sciences (SPSS 20.0 version). At the beginning of the analysis, the answers of the questionnaire were extracted to the Excel program and then they were transferred to SPSS 20.0 in order to be analyzed deeply.

CHAPTER FIVE

5.DATA ANALYSIS AND RESULTS

In this section, the data which is collected through the internet survey (facebook, email, whatsapp) will be analyzed deeply. Also, the results will be explained within the framework of SPSS analysis. At the beginning of the analysis, social media usage intention of the respondents were analyzed and later their demographic profile was added. Then, each item's factor analysis results were shown and analysed. Finally, correlation analyses and regression analyses were made and findings were explained in detail.

5.1. SOCIAL MEDIA USAGE AND ONLINE SHOPPING ANALYSES

Social media usage, frequency and online shopping frequency and preferences were analyzed and shown in this part.

Data related to social media usage of respondents are shown in Table 5.1.

Table 5.1. Social Media Usage of the Respondents

	Social Media Usage	
	N	**%**
Facebook	79	27.8
Instagram	176	62.0
Twitter	29	10.2
Total	284	100.0

In terms of social media usage of the 284 survey respondents, 27.8% of them have been using Facebook, 62% of them have been using Instagram, 10.2% have been using Twitter.

Data related to social media usage frequency of respondents are shown in Table 5.2.

Table 5.2. Social Media Usage Frequency of the Respondents

	Social Media Usage frequency at one week	
	N	**%**
Less than 1 hour	12	4.2
1-3 hours	65	22.9
4-6 hours	102	35.9
7-9 hours	84	29.6
More than 10 hours	21	7.4
Total	284	100.0

The duration of the social media usage of respondents were analysed. At one week, of the 284 respondents, 4.2% of them were using social media less than 1 hour, 22.9% of them 1-3 hours, 35.9% of them 4-6 hours, 29.6% of them 7-9 hours, 7.4% of them more than 10 hours.

Data related to online shopping frequency at last month of respondents are shown in Table 5.3.

Table 5.3. Online Shopping Frequency at Last Month of the Respondents

	Online shopping frequency at last one month	
	N	**%**
None	9	3.2
1-3 times	164	57.7
4-6 times	101	35.6
7-9 times	6	2.1
10 or more	4	1.4
Total	284	100,0

Of the 284 respondents, at last month, 57.7% of them have done 1-3 times online shopping , 35.6% of them 4-6 times, 3.2% of them done none, 2.1% of them done 7-9 times, 1.4% of them done 10 or more times.

Data related to online shopping purposes of respondents are shown in Table 5.4.

Table 5.4. Online Shopping Purpose of the Respondents

What is your main purpose of online shopping?		
	N	**%**
Variety	49	17.3
Convenience/Easiness	101	35.6
Price Advantage	102	35.9
Time Saving	32	11.3
Total	284	100.0

The online shopping usage purposes of the 284 respondents were evaluated and found that, 17.3% respondents' main purpose of online shopping was variety, 35.6% of their purpose was Convenience/Easiness, 35.9% of their purpose was price advantage, 11.3% of their purpose was time saving.

5.2. DEMOGRAPHIC PROFILE

5.2. Descriptive Statistics for Demographic Variables

The descriptive statistics that are used for this questionnaire were, age, gender, marital status, education level, income level and working status.

5.2.1. Age

The participants' age, vary form eighteen years to more than sixty firve years. 6.3% of respondents were between eighteen and twenty four years old, 23.9% were between twenty five and thirty four years old, 41.5% were between thirty five and fourty four years old, 26.8% were between fourty five and fifty four years old and the age fifty five years old and more are under 1%. It is observed from the table that, the most of the respondents' age vary between thirty five and fourty four years old.

Table 5.2.1. Age Representation of the Sample

	Age	
	N	**%**
18-24	18	6.3
25-34	68	23.9
35-44	118	41.5
45-54	76	26.8
55-64	2	0.7
65 or more	2	0.7
Total	284	100.0

5.2.2. Gender

Out of the 284 online shopping users, who also follow social media platforms of online shopping companies, 65.5% of them are females and 34.5% of them are males.

Table 5.2.2. Gender Representation of the Sample

	Gender	
	N	**%**
Female	186	65.5
Male	98	34.5
Total	284	100.0

5.2.3. Marital Status

50.4% of the respondents were married while 49.6% of them were single.

Table 5.2.3. Marital Status of the Sample

	Marital Status	
	N	**%**
Married	143	50.4
Single	141	49.6
Total	284	100

5.2.4. Education Level

Education level of the respondents vary from high school to doctorate degree where, 6.7% were high school level, 60.2% were university level, 31.3% were master's degree, 1.8% were doctorate degree. Most of the respondents were university graduates.

Table 5.2.4. Level of Education Representation of the Sample

	Level of Education	
	N	**%**
High School	19	6.7
University	171	60.2
Master's Degree	89	31.3
Doctorate Degree	5	1.8
Total	284	100

5.2.5. Income Level

Respondents income levels vary from less than 3000 TL to more than 15.000 TL, where 11.3% gains less than 3000 TL, 16.5% between 3000-5999 TL, 23.6% between 6000-8999 TL, 19.4% between 9000-11999 TL, 16.9% between 12000-14999 TL, 12.3% more than 15000 TL.

Table 5.2.5. Level of Income Representation of the Sample

	Level of Income (TL)	
	N	**%**
Less than 3000 TL	32	11.3
3000-5999 TL	47	16.5
6000-8999 TL	67	23.6
9000-11999 TL	55	19.4
12000-14999 TL	48	16.9
More than 15000 TL	35	12.3
Total	284	100.0

5.2.6. Working Status

Out of 284 respondents, 2.5% were working at public sector, 53.2% were working at private sector, 30.3% were self-employment, 1.1% were unemployed, 0.7% were housewife, 1.4% were retired, 10.6% were student. One person was disabled.

Table 5.2.6. Working Status Representation of the Sample

	Working Status	
	N	**%**
Public Sector	7	2.5
Private Sector	151	53.2
Self-Employment	86	30.3
Unemployed	3	1.1
Housewife	2	0.7
Retired	4	1.4
Student	30	10.6
Disabled	1	0.4
Total	284	100.0

5.3. FACTOR ANALYSES AND RELIABILITY ANALYSES

The factor analysis are implied to determine the variable sets that are highly interrelated which are specifically called as factors (Hair, Black, & Babin, 2010) Generally, factor analyses are implemented to determine, if the same constructs acquired from the past studies can be obtained with distinct data set or they are implemented to observe the relationship between content categories and empirically determined constructs (Hair, Black, & Babin, 2010). At factor analyses, initially, the adequacy of sample is measured to understand if the data is suitable for implementing the factor analyses or not (Durmus, Yurtkoru, & Cinko, 2011).

To be sure that, if the data is suitable or not, the Keiser- Meyer-Olkin (KMO) and Bartlett's test results are used. KMO output indicates that, the data which is used in the analyses is a collection of variables homogenously; also it shows that, there is a correlation among the variables. KMO value should be between zero and one, and generally, it is more than 0.50 (Hair, Black, & Babin, 2010). If the KMO value is not valid, it means that more data should be gathered for analysis. Usually, the upper limit for Bartlett's test should be 0.05 and it demonstrates the statistical significance of the inter-correlation between variables (Hair, Black, & Babin, 2010). In summary, Kaiser-Meyer-Olkin measure of sampling adequacy and Bartlett test of sphericitiy tests are used to analyze if the data is proper to operate factor analyses (Sharma, 1995).

Unidimensionality is explained by Hair et al. (2010) that, it is the presence of a single construct which explains a set of items. It is declared by Hair et al. (2010) that, unidimensionality is significant when the suggested model includes more than two constructs. In order to guarantee unidimensionality, Hattie (1985) advises that, the factor loadings of the items should be at least 0.50. After ensuring unidimensionality, reliability analyses are done. Cronbach's alpha, is the most widely used and common measure for reliability (Netemeyer, Bearden, & Sharma, 2003). Still the limits of Cronbach's alpha does not have a universal standart, but Nunnally and Bernstein (1994) suggested that the value of the Cronbach alpha should be at least 0.70. In this study, KMO and Bartlett's test results are found to be satisfactory. Principal Component Analysis and Varimax Rotation were used and the factors whose Eigen value is greater than 1 are included to analysis.

In the next parts, the results of factor analyses and reliability analyses will be shown and explained. In this research, factor analyses is applied for the constructs stated in research

model, such as customer brand relationship related constructs and online social media platform related constructs as antecedents, customer brand engagement on social platforms consisting of the constructs behavioral, emotional and cognitive and finally purchase intention, word of mouth, willingness to pay premium and online stickiness as consequences.

5.3.1.Factor and Reliability Analyses for Online Social Media Platform Related Constructs

The extent to which the data is useful and suitable for the factor analysis, Kaiser-Mayer-Olkin and Barlett test measures were obtained. The results (KMO=0.938, Bartlett test $\chi 2$=6124.021, df=91, p=0.000) were adequate. Anti-image correlation diagonals are all exceeding 0.50, meaning all single items in the factor analysis are to be involved. All the items in "Participation" construct were excluded since their factor loadings were not suitable. Additionally, one of the Involment item (SMINV4) was excluded.

Following these measurements, component analysis and varimax rotation were performed. Cronbach's alpha coefficient for the constructs given in Table 6 were determined as 0.974, 0.978 and 0.946, respectively. They all were estimated to be consistent. Three dimensions were found as a result of the analyses, and its total variance is 90.30%.

Table 5.3.1. Factor and Reliability Analyses of Online Social Media Platform Related Constructs

Factor Name	Factor Item	Factor Loading	Variance (%)	Reliability
Online Social Media Platform Related Ease of Use (SMEASE)	SMEASE _6	.895	36.721	.974
	SMEASE_1	.874		
	SMEASE_2	.856		
	SMEASE_3	.843		
	SMEASE_5	.789		
	SMEASE_4	.782		

Online Social Media Platform Related Telepresence (SMTEL)	SMTEL_2	.918	29.135	.978
	SMTEL_3	.906		
	SMTEL_4	.893		
	SMTEL_1	.865		
Online Social Media Platform Related Involvement (SMINV)	SMINV2	.864	24.445	.946
	SMINV3	.854		
	SMINV1	.803		
	SMINV5	.688		

5.3.2. Factor and Reliability Analyses for Customer Brand Relationship Related Constructs

The results (KMO=0.907 Bartlett test $\chi 2$=4426.569, df=78, p=0.000) were adequate. Anti-image correlation diagonals are all exceeding 0.50, meaning all single items in the factor analysis are to be involved.

Following these measurements, component analysis and varimax rotation was performed. Cronbach's alpha coefficients for the constructs given in Table 7 were determined as 0.980, 0.919 and 0.911, respectively. They all were estimated to be consistent. Three dimensions were found as a result of the analyses, and its total variance is 83.79%. Factor loadings of Satisfaction (BSAT) construct was below the suggested criteria and excluded from the analysis. Additionally BINV_4 and BCOM_6 item's factor loading were less than 0.50, for this reason they were excluded.

Table 5.3.2. Factor and Reliability Analyses of Customer Brand Relationship Related Constructs

	Factor Item	**Factor Loading**	**Variance (%)**	**Reliability**
Customer Brand Relationship Related Trust (BTRU)	BTRU_4	.931	30.931	.980
	BTRU_3	.924		
	BTRU_2	.920		
	BTRU_1	.882		

Customer Brand Relationship Related Commitment (BCOM)	BCOM_4	.862	28.160	.919
	BCOM_5	.806		
	BCOM_2	.799		
	BCOM_3	.772		
	BCOM_1	.684		
Customer Brand Relationship Related Involvement (BINV)	BINV_2	.882	24.702	.911
	BINV_3	.836		
	BINV_1	.786		
	BINV_5	.646		

5.3.3. Factor and Reliability Analyses for Customer Brand Engagement on Social Platforms

The results (KMO=0.913, Bartlett test $\chi 2$=4237.856, df=91, p=0.000) were adequate. Anti-image correlation diagonals are all exceeding 0.50, meaning all single items in the factor analysis are to be involved.

Following these measurements, component analysis and varimax rotation were performed. Cronbach's alpha coefficients for the constructs given in Table 5.3.3 were determined as 0.844, 0.981 and 0.895, respectively. They all were estimated to be consistent. Three dimensions were found as a result of the analyses, and its total variance is 86.56%. Due to the low factor loadings BEHA_4, BEHA_8, BEHA_9, EMO_1, EMO_5, EMO_6 and COG_1 items were excluded from the analysis.

Table 5.3.3. Factor and Reliability Analyses of Customer Brand Engagement on Social Platforms

Factor Name	Factor Item	Factor Loading	Variance (%)	Reliability
Behavioral (BEHA)	BEHA_6	.931	38.315	.844
	BEHA_7	.913		
	BEHA_2	.903		
	BEHA_5	.863		

	BEHA_3	.856		
	BEHA_1	.778		
Cognitive (COG)	COG_4	.904	34.423	.971
	COG_2	.902		
	COG_5	.867		
	COG_3	.860		
	COG_6	.819		
Emotional (EMO)	EMO_2	.740	13.820	.895
	EMO_3	.717		
	EMO_4	.638		

5.3.4. Factor and Reliability Analyses for Consequences

The result of Kaiser-Mayer-Olkin and Barlett test measures were obtained (KMO=0.874, Bartlett test $\chi 2$=2589.132, df=55, p=0.000) and it was found that they were adequate.

Willingness to pay premium construct was excluded from the analysis due to having a Cronbach's Alpha equal to 0.664 that implied an inconsistency among items. The factor analyses were performed again after omitting this construct.

Kaiser-Mayer-Olkin and Barlett test measures (KMO=0.880, Bartlett test $\chi 2$=2453.506, df=36, p=0.000) were still found as adequate with the remaining items.

Following these measurements, component analysis and varimax rotation were performed. Cronbach's alpha coefficients for the constructs given in Table 5.3.4. were determined as 0.929, and 0.911, respectively. They all were estimated to be consistent. Two dimensions were found as a result of the analysis, and its total variance is 80.89%.

According to factor analysis results purchase intention and word of mouth behavior of the sample in this study were seemed to be similar, as from this point two constructs were combined and named as "Purchase Intention and Word of Mouth".

Table 5.3.4. Factor and Reliability Analyses of Consequences

Factor Name	Factor Item	Factor Loading	Variance (%)	Reliability
Purchase Intention and Word of Mouth (PI&WOM)	PI_2	.915	42.950	.929
	WOM_1	.904		
	PI_1	.850		
	WOM_2	.777		
	WOM_3	.693		
Online Stickiness (STIC)	STIC_2	.892	37.554	.911
	STIC_4	.884		
	STIC_3	.858		
	STIC_1	.706		

5.3.5. Summary of Reliability Analyses for Each Construct

Reliability scores of each construct extracted with Factor Analyses were conducted. Table 5.3.5 shows the Cronbach's Alpha scores of each construct in the study.

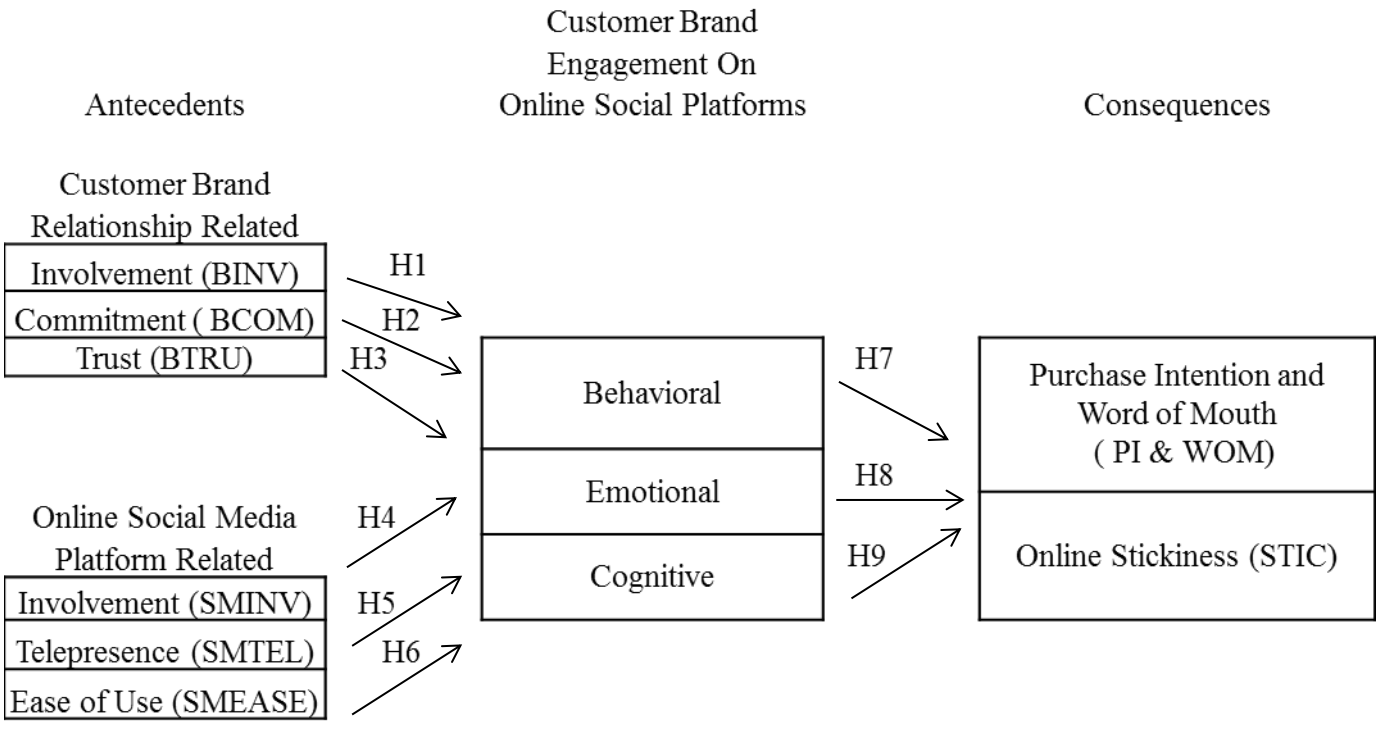
Table 5.3.5. Cronbach's Alpha Score of Constructs

Constructs	Abbreviations	Reliability (Cronbach's alpha)
Online Social Media Platform Related Ease of Use	SMEASE	.974
Online Social Media Platform Related Telepresence	SMTEL	.978
Online Social Media Platform Related Involvement	SMINV	.946
Customer Brand Relationship Related Trust	BTRU	.980
Customer Brand Relationship Related Commitment	BCOM	.919

Customer Brand Relationship Related Involvement	BINV	.911
Behavioral	BEHA	.844
Cognitive	COG	.971
Emotional	EMO	.895
Purchase Intention and Word of Mouth	PI&WOM	.929
Online Stickiness	STIC	.911

After the performing factor analyses and reliability analyses, it was concluded that the items for each construct are factorable and consistent within the constructs. Online Social Media Platform Related Participation, Customer Brand Relationship Related Satisfaction, and Willingness to Pay Premium constructs were excluded from the analysis, Purchase Intention and Word of Mouth constructs were combined and some inadequate items within these mentioned constructs were excluded. After this part, these constructs are used at the analysis. The revised model is given in Figure 5.1.

Figure 5.1. Revised Research Model



Revised hypotheses according to the revised model are follows:

H1a: Brand involvement has a positive effect on behavioral CBE in social media.

H1b: Brand involvement has a positive effect on emotional CBE in social media.

H1c: Brand involvement has a positive effect on cognitive CBE in social media.

H2a: Brand commitment has a positive effect on behavioral CBE in social media.

H2b: Brand commitment has a positive effect on emotional CBE in social media.

H2c: Brand commitment has a positive effect on cognitive CBE in social media.

H3a: Brand trust has a positive effect on behavioral CBE in social media.

H3b: Brand trust has a positive effect on emotional CBE in social media.

H3c: Brand trust has a positive effect on cognitive CBE in social media.

H4a: Involvement in online social media platform has a positive effect on behavioral CBE in social media.

H4b: Involvement in online social media platform has a positive effect on emotional CBE in social media.

H4c: Involvement in online social media platform has a positive effect on cognitive CBE in social media.

H5a: Telepresence in online social media platform has a positive effect on behavioral CBE in social media.

H5b: Telepresence in online social media platform has a positive effect on emotional CBE in social media.

H5c: Telepresence in online social media platform has a positive effect on cognitive CBE in social media.

H6a: Ease of use of online social media platform has a positive effect on behavioral CBE in social media.

H6b: Ease of use of online social media platform has a positive effect on emotional CBE in social media.

H6c: Ease of use of online social media platform has a positive effect on cognitive CBE in social media.

H7a: Behavioral CBE in social media has a positive effect on purchase intention and WOM.

H7b: Behavioral CBE in social media has a positive effect on online stickiness.

H8a: Emotional CBE in social media has a positive effect on purchase intention and WOM.

H8b: Emotional CBE in social media has a positive effect on online stickiness.

H9a: Cognitive CBE in social media has a positive effect on purchase intention and WOM.

H9b: Cognitive CBE in social media has a positive effect on online stickiness.

5.4. CORRELATION ANALYSES

Correlation means relationship between two variables. Before regression analysis, for understanding if there is a correlation between constructs, correlation analysis are performed. Correlation tests are done on the independent constructs, for finding if there is a relationship between them or not. According to the literature, between constructs, the correlation shouldn't exceed 0.85 when there is a discriminant validity at the constructs (Kline, 2005). But Hair et al. (2010) accepted 0.85 and higher values of correlations if they are supported by various analysis. According to the correlation analysis results, r value is usually wanted to be higher than 0,70. If r value is greater than 0,70, it can be said that, there is a valuable correlation between two constructs.

The Pearson correlation results of the constructs are shown in the Table 5.4.

Table 5.4. Correlation Analyses Results

	SMEASE	SMTEL	SMINV	BTRU	BCOM	BINV	BEHA	COG	EMO	PI&WOM	STIC
SMEASE	1										
SMTEL	.627**	1									
SMINV	.545**	.611**	1								
BTRU	.651**	.480**	.534**	1							
BCOM	.440**	.567**	.467**	.539**	1						
BINV	.591**	.594**	.621**	.574**	.678**	1					
BEHA	.299**	.321**	.341**	.365**	.513**	.401**	1				
COG	.536**	.763**	.535**	.461**	.645**	.652**	.519**	1			
EMO	.528**	.608**	.576**	.509**	.643**	.647**	.549**	.608**	1		
PI&WOM	.561**	.464**	.552**	.586**	.621**	.640**	.487**	.623**	.698**	1	
STIC	.420**	.587**	.527**	.483**	.678**	.572**	.524**	.715**	.690**	.652**	1

** Correlation is significant at the 0.01 level

From the Table 5.4. , it is evident that, the relationship between cognitive and online stickiness constructs, with r=0,715, there is a statistically significant correlation. Also, there is a strong relationship between social media telepresence and cognitive constructs with r=0,763.

Multicollinearity means, strong correlation between independent variables, and for successful analysis, it should be eliminated. According to Kalaycı (2011) if the correlation between independent variables is under 0.80 then the multicollinearity can be avoided. But, r values that are closer to 0.80 should be considered deeply for ensuring the discriminant validity of constructs. For this reason, before eliminating the constructs, VIF values, which means, variance inflation factor should be controled to evaluate if there is multicollinearity. According to Mason and Perreault (1991) if the VIF value of a variable exceeds 10, then it can be anticipated that there is a multicollinearity problem.

5.5. REGRESSION ANALYSES

Regression analyses are done for finding the impact of independent variables on dependent variables. In order to find the relationship between the constructs given in revised model and to test the hypotheses proposed in the conceptual model, Multiple Linear Regression Analyses were performed. The findings will be shown described and interpreted in the following parts.

5.5.1. Multiple Regression Analyses Results between Antecedents and Behavioral Customer Brand Engagement

Behavioral construct as the dependent variable and all the other key factors (antecedents) being independent variables, a multiple lineer regression analysis was performed and VIF and tolerance values are shown. As reflected in Table 5.5.1. the antecedents has an effect on Behavioral. The overall explanatory power of model was 28.2% (R=0.531; R^2=0.282 F=18.105, p=0.000).

R squared value, which means Coefficient of determination, is 0.282. R squared value shows to what extent dependent variable is explained by independent variables. In our model, 28,2% of the dependent variable (behavioral construct) is explained by independent variables.

Table 5.5.1. Multiple Linear Regression of Antecedents and Behavioral Customer Brand Engagement

Dependent Variable: Behavioral (BEHA)				
Independent Variables	**Beta**	**t-value**	**p-value**	**VIF**
BINV	.023	.285	.776	2.538
BCOM	.421	5.634	.000	2.151
BTRU	.095	1.309	.192	2.050
SMINV	.120	1.479	.140	2.528
SMTEL	-.032	-.426	.670	2.118
SMEASE	-.030	-.336	.737	2.974

According to Table 5.5.1, only Customer Brand Relationship Related Commitment (BCOM) has a statistically significant effect on Behavioral construct (β=0.421, p= 0.000). There is a positive moderate relationship between BCOM and BEHA.

The rest of the constructs in the model has no effect since their p-values are greater than 0.05 which implies no statistically significant relationship with the dependent variable.

5.5.2. Multiple Regression Analyses Results between Antecedents and Emotional Customer Brand Engagement

Emotional construct as the dependent variable and all the other key factors (antecedents) being independent variables, a multiple lineer regression analysis was performed.

As reflected in Table 5.5.2., antecedents have an effect on Emotional construct. The overall explanatory power of model was 55.8% (R=0.747; R^2=0.558; F=58.380, p=0.000).

R squared value is 0.558. In our model, 55,8% of the dependent variable (emotional construct) is explained by independent variables.

Table 5.5.2. Multiple Linear Regression of Antecedents and Emotional Customer Brand Engagement

Dependent Variable: Emotional (EMO)				
Independent Variables	**Beta**	**t-value**	**p-value**	**VIF**
BINV	0.197	3.096	.002	2.538
BCOM	0.289	4.937	.000	2.151
BTRU	0.055	0.954	.341	2.050
SMINV	0.166	2.609	.010	2.528
SMTEL	0.197	3.387	.001	2.118
SMEASE	0.005	0.067	.947	2.974

According to Table 5.5.2., BINV (β=0.197, p= 0.002), BCOM (β=0.289, p= 0.000), SMINV (β=0.166, p= 0.010) and SMTEL (β=0.197, p= 0.001) have statistically significant effect on Emotional construct. BINV, BCOM, SMINV and SMTEL have all positive weak relationships with EMO.

BTRU and SMEASE have no effect since their p-values are greater than 0.05 which implies no statistically significant relationship with the dependent variable.

5.5.3. Multiple Regression Analyses Results between Antecedents and Cognitive Customer Brand Engagement

Cognitive construct as the dependent variable and all the other key factors (antecedents) being independent variables, a multiple lineer regression analysis was performed.

As reflected in Table 5.5.3., antecedents have an effect on Cognitive construct. The overall explanatory power of model was 66.7% (R=0.817; R^2=0.667; F=92.602, p=0.000).

R squared value is 0.667. In our model, 66,7% of the dependent variable (cognitive construct) is explained by independent variables.

Table 5.5.3. Multiple Linear Regression of Antecedents and Cognitive Customer Brand Engagement

Dependent Variable: Cognitive (COG)				
Independent Variables	**Beta**	**t-value**	**p-value**	**VIF**
BINV	0.205	3.720	0.000	2.538
BCOM	0.224	4.403	0.000	2.151

BTRU	-0.035	-0.706	0.481	2.050
SMINV	-0.015	-0.279	0.780	2.528
SMTEL	0.529	10.483	0.000	2.118
SMEASE	0.019	0.314	0.754	2.974

According to Table 5.5.3., BINV (β=0.205, p= 0.000), BCOM (β=0.224, p= 0.000), SMTEL (β=0.529, p= 0.000) have statistically significant effect on Cognitive construct. BINV and BCOM constructs have both positive weak relationships with COG. On the other hand, SMTEL and COG has a positive moderate relationship.

BTRU, SMINV and SMEASE have no effect since their p-values are greater than 0.05 which implies no statistically significant relationship with the dependent variable.

5.5.4. Multiple Regression Analyses Results between Constructs of Customer Brand Engagement on Social Platforms and Purchase Intention & Word of Mouth Construct

Purchase Intention & Word of Mouth construct as the dependent variable and all the other key factors being independent variables, a multiple lineer regression analysis was performed.

As reflected in Table 5.5.4., constructs of customer brand engagement on social platforms have an effect on Purchase Intention and Word of Mouth. The overall explanatory power of model was 50.9% (R=0.714; R^2=0.509; F=96.836, p=0.000).

R squared value is 0.509. In our model, 50,9% of the dependent variable (Purchase Intention & Word of Mouth construct) is explained by independent variables.

Table 5.5.4. Multiple Linear Regression of Constructs of Customer Brand Engagement on Social Platforms and Purchase Intention & Word of Mouth

Dependent Variable: Purchase Intention & Word of Mouth (PI &WOM)				
Independent Variables	**Beta**	**t-value**	**p-value**	**VIF**
BEHA	.133	2.621	.009	1.465
EMO	.510	6.935	.000	3.086
COG	.142	1.977	.049	2.951

According to Table 5.5.4., BEHA (β=0.133, p= 0.009), EMO (β=0.510, p= 0.000), COG (β=0.142, p= 0.049) have statistically significant effect on Purchase Intention and Word of Mouth. Behavioral and Cognitive constructs have both positive weak relationships with Purchase Intention and Word of Mouth whereas, Emotional construct has a positive moderate relationship.

5.5.5. Multiple Regression Analyses Results between Constructs of Customer Brand Engagement on Social Platforms and Online Stickiness Construct

Online Stickiness construct as the dependent variable and all the other key factors being independent variables, a multiple lineer regression analysis was performed.

As reflected in Table 5.5.5., constructs of customer brand engagement on social platforms has an effect on online stickiness. The overall explanatory power of model was 56.6% (R=0.752; R^2=0.566; F=121.614, p=0.000).

R squared value is 0.566. In our model, 56,6% of the dependent variable (Onlline Stickiness construct) is explained by independent variables.

Table 5.5.52. Multiple Linear Regression of Constructs of Customer Brand Engagement on Social Platforms and Online Stickiness Construct

Dependent Variable: Online Stickiness (STIC)				
Independent Variables	**Beta**	**t-value**	**p-value**	**VIF**
BEHA	.163	3.416	.001	1.465
EMO	.263	3.800	.000	3.086
COG	.418	6.182	.000	2.951

According to Table 5.5.5., BEHA (β=0.163, p= 0.001), EMO (β=0.263, p= 0.000), COG (β=0.418, p= 0.000) have statistically significant effect on online stickiness. Behavioral and Emotional constructs have both positive weak relationships with online stickiness whereas, Cognitive has a positive moderate relationship.

5.6. INDEPENDENT SAMPLE T-TEST ANALYSES RESULTS

In order to find the difference for each of the constructs between gender categories and marital status categories, independent sample t-test was performed.

Table 5.6.1. Independent Sample t-test Results for Gender

Construct	Category	N	Mean	Std. Dev.	t- value	p-value
SMEASE	Female	186	3.894	0.689	-0.421	0.674
	Male	98	3.926	0.568		
SMTEL	Female	186	3.505	0.920	-0.007	0.995
	Male	98	3.506	0.813		
SMINV	Female	186	4.305	0.603	-0.901	0.368
	Male	98	4.375	0.654		
BTRU	Female	186	4.195	0.760	-0.357	0.722
	Male	98	4.230	0.815		
BCOM	Female	186	4.016	1.171	-1.899	0.059
	Male	98	4.283	1.035		
BINV	Female	186	4.555	0.659	-1.098	0.273
	Male	98	4.646	0.687		
BEHA	Female	186	2.930	0.703	-0.36	0.719
	Male	98	2.961	0.647		
COG	Female	186	3.796	0.759	-0.039	0.969
	Male	98	3.799	0.740		
EMO	Female	186	3.750	1.007	-0.767	0.444
	Male	98	3.841	0.845		
PI &WOM	Female	186	4.059	0.567	-0.639	0.523
	Male	98	4.104	0.556		
STIC	Female	186	3.671	0.836	-0.781	0.435
	Male	98	3.750	0.767		

As stated in Table 5.6.1., In conclusion, for any of the constructs, because their p-value were all greater than 0.05, there is no statistically significant difference between males and females.

Table 5.6.2. Independent Sample t-test Results for Marital Status

Construct	Category	N	Mean	Std. Dev.	t- value	p-value
SMEASE	Married	143	3.913	0.562	0.200	0.842
	Single	141	3.897	0.728		
SMTEL	Married	143	3.501	0.835	-0.095	0.925
	Single	141	3.511	0.933		
SMINV	Married	143	4.365	0.624	0.988	0.324
	Single	141	4.293	0.619		
BTRU	Married	143	4.206	0.779	-0.012	0.990
	Single	141	4.207	0.780		
BCOM	Married	143	4.213	1.043	1.579	0.115
	Single	141	4.002	1.209		
BINV	Married	143	4.591	0.675	0.118	0.906
	Single	141	4.582	0.664		
BEHA	Married	143	2.928	0.680	-0.322	0.748
	Single	141	2.954	0.689		
COG	Married	143	3.800	0.648	0.058	0.954
	Single	141	3.794	0.845		
EMO	Married	143	3.818	0.833	0.660	0.510
	Single	141	3.743	1.064		
PI &WOM	Married	143	4.056	0.541	-0.563	0.574
	Single	141	4.094	0.585		

STIC	Married	143	3.729	0.770	0.646	0.519
	Single	141	3.667	0.855		

As stated in Table 5.6.2., In conclusion, for any of the constructs, because their p-value were all greater than 0.05, there is no statistically significant difference between married and single respondents.

5.7. Analysis of Variance (ANOVA) Results

In order to find the difference among the categories of demographic variables for each of the constructs we applied analysis of variance. ANOVA is applied when the number of categories is exceeding two, with a condition that sample size of each category for the related variable should be at least 30. In our sample only level of income's every category had more than 30 observations. Even though level of education and working status variables had measured with more than two category levels, some of their category levels were not exceeding 30 observations. For this reason we could only examine the differences among the categories of level of income.

Another condition to perform ANOVA is homogeneity of variances among the categories. To test this assumption, homogeneity of variances, Levene test was performed. As a result SMTEL, SMEASE, EMO, COG and STIC constructs did not satisfy the assumption of equal variances. Alternatively in order to find out the differences for these mentioned constructs we applied Welch test that does not strictly require equality of variances.

Table 5.7.1. Welch Test Results

Constructs	Levene Statistic	p-value	Welch Statistic	p-value
SMTEL	2.912	.014	.624	.079
SMEASE	3.082	.010	1.581	.081
EMO	2.547	.028	2.392	.378
COG	4.988	.000	1.687	.149
STIC	3.228	.008	.165	.200

According to Table 5.7.1., there is no statistically significant difference among the level of income categories for SMTEL, SMASE, EMO, COG and STIC. If p-value is greater than 0.05, it means that there is no statistically significant difference among the constructs.

ANOVA was performed for the constructs that satisfied the assumption of equality of variances. As it can be seen in Table 5.7.2, none of the constructs had a significant difference among level of income categories. If p-value is greater than 0.05, it means that there is no statistically significant difference among the constructs. All the p-values at the table are greater than 0,05.

Table 5.7.2. ANOVA Test Results

Constructs	F-value	p-value
BINV	.648	.663
BCOM	1.889	.096
BTRU	2.025	.075
SMINV	1.523	.183
BEHA	.163	.976
PI &WOM	.811	.543

5.8. Summary of Hypotheses Results

According to the analyses performed and discussed on previous sections, Table 5.8. shows the summary of the hypothesis conducted in the research model.

Table 5.8. Summary of Research Hypotheses

Hypothesis	Conclusion
H1a: Brand involvement has a positive effect on behavioral CBE in social media.	Not Supported
H1b: Brand involvement has a positive effect on emotional CBE in social media.	Supported
H1b: Brand involvement has a positive effect on cognitive CBE in social media.	Supported
H2a: Brand commitment has a positive effect on behavioral CBE in social media.	Supported
H2b: Brand commitment has a positive effect on emotional CBE in social media.	Supported
H2c: Brand commitment has a positive effect on cognitive CBE in social media.	Supported
H3a: Brand trust has a positive effect on behavioral CBE in social media.	Not Supported
H3b: Brand trust has a positive effect on emotional CBE in social media.	Not Supported
H3c: Brand trust has a positive effect on cognitive CBE in social media.	Not Supported
H4a: Involvement in online social media platform has a positive effect on behavioral CBE in social media.	Not Supported
H4b: Involvement in online social media platform has a positive effect on emotional CBE in social media.	Supported

H4c: Involvement in online social media platform has a positive effect on cognitive CBE in social media.	Not Supported
H5a: Telepresence in online social media platform has a positive effect on behavioral CBE in social media.	Not Supported
H5b: Telepresence in online social media platform has a positive effect on emotional CBE in social media.	Supported
H5c: Telepresence in online social media platform has a positive effect on cognitive CBE in social media.	Supported
H6a: Ease of use of online social media platform has a positive effect on behavioral CBE in social media.	Not Supported
H6b: Ease of use of online social media platform has a positive effect on emotional CBE in social media.	Not Supported
H6c: Ease of use of online social media platform has a positive effect on cognitive CBE in social media.	Not Supported
H7a: Behavioral CBE in social media has a positive effect on brand purchase intention and WOM.	Supported
H7b: Behavioral CBE in social media has a positive effect on online stickiness.	Supported
H8a: Emotional CBE in social media has a positive effect on brand purchase intention and WOM.	Supported
H8b: Emotional CBE in social media has a positive effect on online stickiness.	Supported
H9a: Cognitive CBE in social media has a positive effect on brand purchase intention and WOM.	Supported
H9b: Cognitive CBE in social media has a positive effect on online stickiness.	Supported

CHAPTER SIX

6. DISCUSSION

The findings and managerial implications are described in this chapter. First of all, the findings' discussion is presented. Then, theoretical implications and managerial implications are written. At last, the limitations of this study and suggestions for future research areas and comments on conclusion part are presented.

6.1. DISCUSSION

The primary purpose of this study was to fill the gap between the academicians and practitioners in customer engagement context. The main purpose of the study is to find out the factors that effect customer brand engagement on social media platforms and to determine if customer brand engagement on online social media platforms has an effect on purchase intention, word-of-mouth, willingness to pay premium and online stickiness.

As the academic literatures aren't enough about empirical evidence of customer engagement and as its nature and presupposed impact on customers are uncertain, this study intended to make a contribution to the academic literature, through a proposed conceptual model of CBE (customer brand engagement) on online social platforms with the confirmation via empirical analyses.

Therefore, the study findings indicate how customer engagement is shaped in this specific context and which outcomes should be awaited relatedly. The findings of the study showed that the factors such as, brand involvement, brand commitment, involvement in online social media platform and telepresence in online social media platform have impact on customer brand engagement on social media platforms. Also factors affecting purchase intention, word-of-mouth, willingness to pay premium and online stickiness are discussed and evaluated in the study. Behavioral, emotional and cognitive customer brand engagement in social media

are found to have a positive effect on purchase intention, WOM and online stickiness. At the following sections the significant implications for marketing theory and marketing practice will be evaluated.

6.2. THEORETICAL IMPLICATIONS

This study supports the proposed model and the findings indicated the effect of customer brand relationship related factors (brand involvement and brand commitment) and online social media platform related factors (involvement and telepresence in online social media platform), on customer brand engagement on social media platforms, which consequently affect purchase intention, WOM and online stickiness.

The findings showed that, customer brand engagement on online social media platforms have the three selected outcomes (consequences), purchase intention, WOM (word-of-mouth) and online stickiness. This survey has also indicated that, although there is infrequent customer-brand interactions on an online social media platform, these interactions may have an impact on making major increase in purchase intention, WOM and online stickiness.

In the literature, it is stated that, involvement is a significant dimension of engagement (Mollen & Wilson, 2010) and it is considered as an internal state of arousal and it can be used to show an ongoing interest by the customer, toward a brand, based on the general interest and/or perceived importance in the purchasing process (Bowden & Lay, 2009). The literature also defined that, when the consumers have more interest or involvement levels, this will probably increase their engagement levels (Vivek, S.D., Beatty, S.E., & Morgan, R.M., 2012). If the customer involvement level is intensive, the customer relationship with a product will be deeper and the customers will feel more connected to that product. Finally, this will lead customers'to search more information about the product. Also, it is found that, consumer brand involvement has effects customer brand

engagement(CBE) positively (Hollebeek, L.D., Glynn, M.S., & Brodie, R.J., 2014). In our study, the findings are parallel with the literature and they showed that, customer brand relationship related antecedent, brand involvement (BINV), is found to have direct impact on emotional and cognitive dimension of customer brand engagement on online social media platforms, but it has no effect on behavioral dimension.

In this study, also, the customer brand relationship related antecedent, brand commitment (BCOM), is found to have important direct impacts on all three dimensions (behavioral, emotional and cognitive) of engagement which is compatible with the literature. For example, by Dessart, (2017) the brand commitment was considered as the enduring desire to keep a longterm valuable relation with the brand.

In our study, the online social media related antecedent, involvement (SMINV) is found to have effect on emotional dimension of customer engagement and no effect on behavioral and cognitive dimensions. In the literature, the studies held on online brand communities revealed that, when the involvement level of the customers increase, then the customer engagement increases (Wirtz, et al., 2013). Also, in another study held by Raed et al., (2018), involvement was found to be the primary antecedent of customer brand engagement. So, our findings are in line with the academic literature.

According to Raed et al., (2018), besides involvement, telepresence was also stated as an antecedent of customer brand engagement. Previous studies held about telepresence by Mollen and Wilson (2010), suggested, the mediation effect of engagement between the relationship of telepresence and consumer attitude and behaviours and telepresence was thought to be a major predictor of customer brand engagement (Fiore, Jihyun, & Hyun-Hwa, 2005) (Mollen & Wilson, 2010).The findings of our study also revaled that, the online social media related antecedent, telepresence (SMTEL) is found to have effect on emotional and

cognitive dimensions of customer engagement and no effect on behavioral dimension. This finding is also suitable with the previous literature emphasized above.

In our study, the customer brand relationship related antecedent, trust (BTRU) and the online social media related antecedent, ease of use (SMEASE), are found to have no effect on all three dimensions (behavioral, emotional and cognitive) of engagement.

All of the three dimensions, (behavioral (BEH), emotional (EMO) and cognitive (COG)) of customer brand engagement on online social media platforms are found to have important impact on purchase intention & word-of-mouth as a consequence. The academic studies about customer engagement mostly propose that, the potential consequences of customer engagement should induce to improvement of customer brand relationship and for this reason, brand loyalty and intention to recommend should increase (Brodie, Hollebeek, Ilic, & Juric, 2011a). The study held by Russell-Bennett et al. (2007) also showed that, customer involvement with a product category, affects attitudinal loyalty towards a favorite brand, positively. Additionally, the studies showed the relationship between brand loyalty and three customer brand engagement dimensions such as affection, cognitive processing and activation. Also, Dhir et al. (1987) defined the social judgement theory as, judgement of human is a subjective process as customers probably process information according to their previous judgements and values. For this reason, when customers are curious about the brand, they allocate cognitive capacity on it and it is more likely that brand loyalty develops. (Hollebeek, 2011a). After, the affective connection is provided with the focal brand, the brand loyalty is cultivated. When customers spend time, effort and energy to the brands, the customers will be most probably loyal (Hollebeek, 2011a). Moreover, another study revealed that, the customers who are engaged, possibly develop strong feelings, which leads repurchase behavior toward a brand (Oliver, 1999; Vivek, S.D., Beatty, S.E., & Morgan, R.M., 2012). For these

reasons, Leckie et al. (2016), proposed that, cognitive processing, affection and activation have positive impact on brand loyalty. Chan et al. (2014) defined that, engagement in an online brand community, can generate positive behaviours among their members (like ; repurchasing, active participation and word-of-mouth behaviour). In particular, the online brand community members who are highly engaged, are thought to be more willing to repurchase that brand and to spread word of mouth about that brand.

The studies done about social media, showed that, marketing people are considering social media website an important opportunity to contact with their customers (Michaelidou et al., 2011). A study, held by Canhoto and Clark (2012) defined that, social media websites are suitable platforms for eWOM. So, in terms of purchase intention and WOM, our findings are also, compatible with the academic literature.

Stickiness is an important dimension and it is considered in some studies recently. The studies recently held about stickiness showed that, customer engagement has a positive and direct effect on customer stickiness. According to Zott et al. (2000), stickiness is considered to be an important ability for companies to attract and retain customers. The literature showed that, company social networks (CSNs) are important means for companies to draw attention of the customers. It is found that, the customers who are highly engaged, are more willing to expand their social networks via social media, in order to find new and other customers who share the same goals, interests or needs and then communicate with them. By this way, customer engagement can enhance their time and energy (stickiness) devoted to CSNs via the effective means of value co-creation (Mingli, Lingyun, Mu, & Wenhua, 2016). In our study, all of the three customer brand engagement dimensions on online social media platforms (behavioral, emotional and cognitive) are found to have significant effect on online stickiness as a consequence, that are compatible with the previous literature.

In conclusion, the study's findings showed that, customer brand engagement on online social media platforms' effective predictors (antecedents) are brand involvement, brand commitment, social media involvement and social media telepresence. Brand trust and social media ease of use have no effect on customer brand engagement on online social media platforms. Also, the findings showed that, customer brand engagement on online social media platforms, have important impact on purchase intention & word-of-mouth and online stickiness as consequences.

6.3. MANAGERIAL IMPLICATIONS

There has been a lot of researches about customer engagement. And its importance is increasing day by day because of the development of technology and increased usage of internet. But few studies have been conducted about the effect of social media on customer engagement and business performance. So, this study will contribute to the literature in this field. Recently, the social media platforms of the companies and brands had countless effects on the competition. So, enormously rising competition among companies and products, made harder to keep the same customers. For this reason, customer engagement became very important for companies to be successful at the high competitive world. Therefore, the subject of this study is determined, according to the rising importance of customer engagement in the electronic world market. So, the antecedents (drivers) and consequences (outcomes) of online social media customer engagement is analyzed in this study.

In this study brand commitment is found to have positive effect on three dimensions (behavioral, emotional and cognitive) of customer brand engagement on social media platforms. Also, brand involvement is found to have an effect on both emotional and cognitive dimensions. So, from these findings it can be interpreted that, marketing managers should focus on the strategies that increases

brand involvement and brand commitment. By this way, they can increase purchase intention & WOM and online stickiness as consequences.

Parallel to the literature by Raed et al. (2018), in this study, also, important antecedents of customer brand engagement are found to be as telepresence and involvement on online social media platforms. So, companies should design proper social media platforms, in order to give sense of human warmth and to reflect sensory information. For getting higher involvement, they can upload new and repeatedly announcements about their brands, success stories of their products, videos about their marketing campaigns and activities, positive comments of other customers about their products. In order to provide loyalty and increase purchase intention, company facebook pages or instagram profiles should be proper and active. As stated in the literature, while customers are interacting with the company social media page, they can be mentally transported to the offline location also.

Customer engagement is considered as a connection between customers and companies through different communication efforts made by the company and it is based on the interaction with and participation of customers. In today's technologically connected society, customer engagement is very important for survival of companies. By adapting to this changing customer environment and communicating directly with customers, brand awareness, loyalty and purchase intention via eWOM is increasing. Interactions with customers raise the marketing campaigns' success levels, and add value to the brands and enhance customer service in the end. Customer engagement aims long-term engagement, in order to increase customer loyalty and purchase intention via word-of-mouth. In todays world, companies are trying to engage with customers more. One of the important ways to make customer engaged is using company's all online means to effect customers.

Since, the internet has provided consumers much information, customers now have higher expectations. Therefore, companies have to fulfill their high expectations. Today, customers can buy from anywhere, at any time, so if the customer engagement is successful, the relationship will be more sustainable and it will increase brand loyalty (Sashi, 2012). In today's brand management environment, brands are widely engaging with customers via social media websites. Customers talk about brands to other customers, and also customers give response to the brand content shared by the company. With the increased usage of social media channels, the importance of companies' interactions with customers via social media is increasing day by day. So, how to implement and manage social media websites related with topic customer engagement is very important for companies.

The findings of this study can be used by marketing or brand managers, to customize brand relationship marketing activities on social media channels. This study provides valuable insights for marketing managers. First of all, it gives a current situation and model of the customer brand engagement on online social media platforms with their demographic profile data. The study can be an example for marketing managers studies'. By using the demographic data of this study, they can focus on the true segment. So, marketing managers can take this study's findings as a model for making their targeting strategies on social media. For entrepreneurs, this study can guide them also. For example, a start-up can target 35-44 age group and women products for establishing a new e-commerce company. Thus, this study's findings can be taken as a reference by marketing managers of each sector who are making online social media campaigns to their products on social media.

As stated before, from a managerial perspective, at today's challenging world and high competition among the companies and brands, being successful at online is crucial for companies to survive. To create a positive word-of-mouth and increase loyalty and purchase intention levels to their brands, is very crucial for companies

in order to be ahead of the competition. So, for the companies to be successful at the competition, factors that affect loyalty, purchase intention and WOM is significant to be focused on. The findings of this study showed that, customer brand engagement on social media platforms have significant effect on purchase intention and word-of-mouth. So, from managerial perspective, marketing managers should focus on creating their own social media platforms. Because, the success of any business is related with the customer's loyalty and repurchase intentions, in today's internet world, to be successful and to be ahead, companies should make their organization charts again and they should hire digital marketing managers to their companies. The digital marketing people who manage their social media platforms should have budgets specific to this area, seperate from other marketing activities' budgets.

In terms of eWOM, social media websites provide benefits for marketing people. First, companies can interfere with customers through social media and they can prevent the negative dialogues before they became bigger and harmful to them. Second, they can help customers to start positive dialogues with the correct interaction in order to get positive thoughts aboout their products and to get likes about their company profile sharings. For these reasons, social media websites are valuable means for marketing people and eWOM in social media platforms became very important for marketing people. Marketing people should try to encourage their followers, to share photos and write comments about their experiences and opinions related with their brands on their company online social platforms.

This study also provided a data about the social media usage intention and frequency of the participants. So, this can be an example for the companies for deciding to which social media platform to focus on more. In this study, Instagram is found to be mostly used social media platform with 62.0% percentage. So, companies' digital marketing managers should focus on company instagram profiles first. They should create attractive instagram profiles and they

should try to increase their instagram follower numbers via advertisements. Besides increasing company instagram followers, they should be active and innovative and they should create instagram marketing activities in order to communicate and engage with them continually.

Additionally, the findings of the study showed the purpose of the online shopping preferences of the attendents. So, companies can arrange their marketing strategies according to the preferences of the customers as an example. For example, price advantage and convenience/easiness of products should be considered by the marketing managers.

Moreoever, this study showed that online stickiness is very important consequence of customer brand engagement on online social media platforms. For todays world, the company success is directly related with online success. Company social networks are important means for attracting and retaining customers. To ensure online stickiness, which is the ability to keep customers online and to augment their stay duration is very significant for companies. So, in order to increase online stickiness, the digital marketing managers can arrange campaigns accordingly and content management should be done properly. As the literature and our findings showed that, customer engagement has a positive and direct effect on stickiness, companies should focus on increasing engagement via social media platforms. Today, competition is very high among companies and customers are more demanding. But, it is known that, if customers have positive thoughts about the contents and features of a company's website or social media platform, stickiness is obtained. So, marketing managers should focus on creating social media platforms which meet their customers' demands via searching for always novelty.

6.4. LIMITATIONS AND SUGGESTIONS FOR FUTURE RESEARCH

This study is made in Turkey, so the results may differ at different countries and at different participant groups. The cultural differences may affect the results of

the same study, so, in order to expand to different populations and areas, it can be a future research suggestion. Additionally, the sample size is limited in this study and it is not randomly selected. Because of these reasons, the findings of the study can not be generalized and further research with larger sample size should be done.

Other limitation is that, participants are wanted to consider their mostly preferred social media platform while answering the questions. However, each social media platform has its own characteristics, so, this may effect customer engagement differently for each social media platform. So, for the future research, it can be suggested that, for each mostly preferred social media platform, new studies can be made about customer brand engagement specific to that platform. The studies focusing on only one social media platform can give additional information to the marketing literature.

The number of surveys on the impacts of e-wom on brand performance is increasing (Gopinath, Thomas, & Krisnamurthi, 2014) but there is not enough research on the effects of different brand dialogue behaviours(BDBs). For instance, more studies should be made on the effect of the content that is formed by consumers themselves (for example, via facebook, instagram or blog). So, further research about consumer generated contents should be done.

6.5.CONCLUSION

At this study, a comprehensive analysis is done about customer brand engagement in the context of online social media platforms. With the digitalization and enhanced worlwide internet usage, the rules of marketing is also changed, and the traditional marketing evolved to online marketing. In this context, customer engagement on online social media channels, became the center of interest among marketers for being a path to improve customer brand relationships.

In this study, first the customer engagement and online customer engagement concepts were evaluated with the present academic literature review. Then, customer brand engagement on online social media platforms concept is explained by interactive customer experiences with brands. The roots of this concept is S-D logic and the relationship marketing area, and it has an iterative and dynamic nature. That means, building superior value with customers is important to be advantageous in the competition, for this reason it is significant for companies to concentrate on forming and protecting long-term mutual value-driven relationships with customers.

Customer brand engagement on online social media platforms is the central element of the network of other relational constructs, which serves as the antecedents and the consequences. The engagement concept is multidimensional and it includes behavioral, emotional and cognitive dimensions in this context. Moreover, a model on customer brand engagement on online social media platforms has been proposed via determining the potential antecedents (drivers) and consequences (outcomes) of CBE. At the end, the model is tested via a quantitative online customer survey.

After the statistical analysis of the survey, two groups of antecedents were found to effect the overall level of customer brand engagement on social media platforms. First, customer brand relationship related factors such as; involvement

and commitment, second, online social media platform related factors such as; involvement and telepresence.

Also, purchase intention andword-of-mouth and online stickiness constructs were defined as being the consequences of customer engagement, that are driven by the three dimensions (behavioral, emotional and cognitive) of engagement, respectively.

As a summary, this study's findings have significant implications for marketing literature and also have contributions to both practitioners and academicians. This study, aimed to give additional information, to recently done customer engagement empirical studies, because of the increased usage of internet and enhanced online customer engagement accordingly. The survey which is done in Turkey, intended to give additional information about online customer engagement and to give empirical analysis about the online customer engagement behaviours of Turkish people. Moreover, this study gives useful and significant implications for marketing managers and aimes to give support when forming their customer engagement strategies. Still, additional testing may be implemented to the model, for enhancing the potential of customer brand engagement on online social media platforms.

APPENDICES

APPENDIX A: SCALE IN ENGLISH

Measure	Items	Source
Answer these questions according to the most prefered online shopping website by you.		
ANTECEDENTS		
Customer brand relationship related		
INVOLVEMENT		(Beatty & Talpade, 1994)
	1.In general I have a strong interest in [BN].	
	2.[BN] is very important to me.	
	3.[BN] matters a lot to me.	
	4.I get bored when other people talk to me about [BN]*.	
	5.[BN] is relevant to me.	
SATISFACTION		(Gustafsson, Johnson, & Roos, 2005)
	6.Overall I am satisfied with [BN].	
	7.[BN] exceeds my expectations.	
	8.The performance of [BN] is very close to the ideal brand in the product category.	

COMMITMENT		(Aaker, Fournier, & Brasel, 2008)
	9.I am very loyal to [BN].	
	10.I am willing to make small sacrifices in order to keep using the products of [BN].	
	11.I would be willing to postpone my purchase if the products of [BN] were temporarily unavailable.	
	12.I would stick with [BN] even if it would let me down once or twice.	
	13.I am so happy with [BN] that I no longer feel the need to watch out for other alternatives.	
	14.I am likely to be using [BN] one year from now.	
TRUST		(Chaudhuri & Holbrook, 2001)
	15.I trust [BN].	
	16.I rely on [BN].	
	17.[BN] is an honest brand.	
	18.[BN] is safe to use.	
Online social media platform related		
INVOLVEMENT		(Beatty & Talpade, 1994)
	19.In general, I have a strong interest in Facebook.	

	20.Facebook is very important to me.	
	21.Facebook matters a lot to me.	
	22.I get bored when other people talk to me about Facebook*.	
	23.Facebook is relevant to me.	
PARTICIPATION (Self-constructed)	24.I consider myself an active user of Facebook.	
	25.I log on to Facebook everyday.	
	26.I spend long periods of time on Facebook.	
EASE OF USE		(Davis, 1989)
	27.Learning to use Facebook is/was easy for me.	
	28.It is easy to get Facebook to do what I want it to do.	
	29.It is clear and understandable how to use Facebook .	
	30.Facebook is flexible to interact with.	
	31.It is easy to become skillful at using Facebook.	
	32.In general, I find Facebook easy to use.	
TELEPRESENCE		(Kim & Biocca, 1997)
	While browsing on Facebook	

	33… I feel like my mind is in a different world created by Facebook.	
	34… I forget about the "real world" around me.	
	35… I feel like my mind is more present in the "Facebook world" than the "real world".	
	36.After I am done browsing on Facebook, I feel like my mind comes back to the "real world".	
CUSTOMER BRAND ENGAGEMENT ON ONLINE SOCIAL MEDIA PLATFORMS		
BEHAVIORAL		(Malciute, 2012)
	How often do you	
	37….visit the Facebook FP of [BN]?	
	38…notice the posts by [BN] in your news feed?	
	39…read posts by [BN]?	
	40…‟like‟ posts by [BN]?	
	41…comment on posts by [BN]?	
	42…share posts by [BN] with your friends?	
	43…post on the Facebook FP of [BN] yourself?	

	44.I can continue browsing on the Facebook FP of [BN] for long periods at a time	
	45.I devote a lot of energy to the Facebook FP of [BN]	
EMOTIONAL		(Malciute, 2012)
	46.I am enthusiastic about the Facebook FP of [BN]	
	47.The Facebook FP of [BN] inspires me	
	48.I find the Facebook FP of [BN] full of meaning and purpose	
	49.I am excited when browsing on and interacting with the Facebook FP of [BN]	
	50.I am interested in the Facebook FP of [BN]	
	51.I am proud of being a fan of [BN]	
COGNITIVE		(Malciute, 2012)
	52.Time flies when I am browsing on the Facebook FP of [BN]	
	53.Browsing on the Facebook FP of [BN] is so absorbing that I forget about everything else	

	54.I am rarely distracted when browsing on the Facebook FP of [BN]	
	55.I am immersed in browsing on and interacting with the Facebook FP of [BN]	
	56.My mind is focused when browsing on the Facebook FP of [BN]	
	57.I pay a lot of attention to the Facebook FP of [BN]	
CONSEQUENCES		
PURCHASE INTENTION		(Chaudhuri & Holbrook, 2001)
	58.I will buy [BN] the next time I buy from this product category.	
	59.I intend to keep purchasing [BN]	
WORD-OF-MOUTH		(Zeithaml, Berry, & Parasuraman, 1996)
	60.I say positive things about [BN] to other people.	
	61.I often recommend [BN] to others .	
	62.I encourage friends to buy [BN].	
WILLINGNESS TO PAY PREMIUM		(Srinivasan et.al., 2002)
	63. I will take some of my business to a competitor that offers better prices.*	

	64. I will continue to do business with this website if its prices increase somewhat.	
	65. I will pay a higher price at this website relative to the competition for the same benefit.	
	66. I will stop doing business with this website if its competitors' prices decrease somewhat.*	
STICKINESS (ONLINE STICKINESS)		(Wen-YuTsao, 2014)
	67. I would stay a longer time on this website when compared to other websites.	
	68. I intend to prolong my staying on this website.	
	69. I would visit this website as often as I can.	
	70. I intend to link to this website every time I am online.	

APPENDIX B: QUESTIONNAIRE IN TURKISH

Değerli katılımcı,

Bu anket çalışması İstanbul Bilgi Üniversitesi Pazarlama Yüksek Lisans Programı'nda yapılan bir araştırma kapsamında gerçekleştirilmektedir. Anketimiz yaklaşık 10 dakikanızı alacaktır. Sorularda açıklığa kavuşturulmasını istediğiniz herhangi bir nokta olursa lütfen çekinmeden sorunuz.

Bu ankete vereceğiniz cevaplar bilimsel açıdan çok değerli olacaktır. Ancak çalışmanın verimliliği için tüm soruları eksiksiz yanıtlamanız çok önemlidir. Paylaştığınız tüm bilgiler gizli tutulacak ve sadece akademik amaçla kullanılacaktır.

Katılımınız ve katkılarınız için teşekkür ederiz.

Beyza Şengül

BÖLÜM 1

Herhangi bir sosyal medya hesabınız var mı?

Evet_____ Hayır _____

Yukarıdaki soruya cevabınız Hayır ise, anketi burada sonlandırabilirsiniz. Cevabınız Evet ise:

En çok kullandığınız sosyal medya platformu hangisidir?

Facebook _____

Instagram _____

Twitter_____

Pinterest _____

Diğer _____ (lütfen belirtiniz)

Aşağıdaki soruları yukarıda belirttiğiniz ve en çok kullandığınız sosyal medya platformunu düşünerek cevaplayınız.

Bir haftada toplam kaç saatinizi bu sosyal medya platformunda geçiriyorsunuz?

1 saatten az _____
1-3 saat _____
4-6 saat _____
7-9 saat _____
10 saat veya üzeri _____

Aşağıda en çok kullandığınız bu sosyal medya platformu ile ilgili çeşitli ifadeler yer almaktadır. Bu ifadelere ne derece katıldığınızı size en uygun olan seçeneği işaretleyerek lütfen belirtiniz. (1= Kesinlikle Katılmıyorum, 5= Kesinlikle Katılıyorum)

		Kesinlikle Katılmıyorum	Katılmıyorum	Ne katılıyorum, Ne Katılmıyorum	Katılıyorum	Kesinlikle Katılıyorum
1	Genel olarak bu sosyal medya platformuna karşı büyük bir ilgi duyuyorum.	1	2	3	4	5
2	Bu sosyal medya platformu benim için çok önemlidir.	1	2	3	4	5
3	Bu sosyal medya platformu benim için çok şey ifade eder.	1	2	3	4	5
4	Başkaları benimle bu sosyal medya platformu hakkında konuştuklarında sıkılırım.	1	2	3	4	5
5	Bu sosyal medya platformu beni alakadar eder.	1	2	3	4	5
6	Kendimi bu sosyal medya platformunun aktif bir kullanıcısı olarak görüyorum.	1	2	3	4	5
7	Her gün bu sosyal medya platformuna bağlanırım.	1	2	3	4	5
8	Bu sosyal medya platformunda uzun zaman geçiririm.	1	2	3	4	5
9	Bu sosyal medya platformunu kullanmayı öğrenmek benim için kolay/kolaydı.	1	2	3	4	5
10	Bu sosyal medya platformunun yapmak istediğim şeyi yapmasını sağlamak kolaydır.	1	2	3	4	5
11	Bu sosyal medya platformunun nasıl kullanılacağı net ve anlaşılırdır.	1	2	3	4	5
12	Bu sosyal medya platformu etkileşimde esnektir.	1	2	3	4	5
13	Bu sosyal medya platformunun kullanımında	1	2	3	4	5

	yetenekli hale gelmek kolaydır.					
14	Genel olarak bu sosyal medya platformunun kullanımını kolay buluyorum.	1	2	3	4	5
	Bu sosyal medya platformunda dolaşırken:					
15	Aklımın bu sosyal medya platformu tarafından yaratılmış farklı bir dünyada olduğunu hissederim.	1	2	3	4	5
16	Çevremdeki "gerçek" dünyayı unuturum.	1	2	3	4	5
17	Aklımın "gerçek dünyadan" çok "bu sosyal medya platformunun dünyasında" olduğunu hissederim.	1	2	3	4	5
18	Bu sosyal medya platformunda dolaşmayı bıraktığımda, tekrar "gerçek dünyaya" dönmüş gibi hissederim.	1	2	3	4	5

BÖLÜM 2

İnternetten alışveriş yapıyor musunuz?

Evet _____ Hayır _____

Yukarıdaki soruya cevabınız Hayır ise, anketi burada sonlandırabilirsiniz.

Cevabınız Evet ise;

Son bir ay içerisinde internet alışveriş sitelerinden kaç kez sipariş verdiniz?

Hiç _____
1-3 kez _____
4-6 kez _____
7-9 kez _____
10 kez veya üzeri _____

İnternet alışveriş siteleri üzerinden alışveriş yapmanızın en önemli nedeni nedir?

Çeşitlilik _____
Kolaylık/Rahatlık _____
Fiyat Avantajı _____

Zamandan Tasarruf _____
Diğer: _____ (lütfen belirtiniz)

İnternet alışveriş sitelerini *en çok kullandığınızı belirttiğiniz sosyal medya platformu* üzerinden takip ediyor musunuz?

Evet _____ Hayır _____

Yukarıdaki soruya cevabınız Hayır ise, anketi burada sonlandırabilirsiniz.

Anketin başında belirtiğiniz sosyal medya platformu üzerinden de takip ettiğiniz, internetten alışveriş için en çok tercih ettiğiniz alışveriş sitesini belirtiniz. _____

BÖLÜM 3

Aşağıda çeşitli ifadeler yer almaktadır. Bu ifadelere ne derece katıldığınızı, **yukarıda belirttiğiniz alışveriş sitesini düşünerek** ve size en uygun olan seçeneği işaretleyerek lütfen belirtiniz. (1= Kesinlikle Katılmıyorum, 5= Kesinlikle Katılıyorum)

		Kesinlikle Katılmıyorum	Katılmıyorum	Ne katılıyorum, Ne Katılmıyorum	Katılıyorum	Kesinlikle Katılıyorum
1	Genel olarak bu alışveriş sitesine karşı büyük bir ilgi duyuyorum.	1	2	3	4	5
2	Bu alışveriş sitesi benim için çok önemlidir.	1	2	3	4	5
3	Bu alışveriş sitesi benim için çok şey ifade eder.	1	2	3	4	5
4	Başkaları benimle bu alışveriş sitesi	1	2	3	4	5

	hakkında konuştuklarında sıkılırım.					
5	Bu alışveriş sitesi beni alakadar eder.	1	2	3	4	5
6	Genel olarak bu alışveriş sitesinden memnunum.	1	2	3	4	5
7	Bu alışveriş sitesi benim beklentilerimin üstündedir.	1	2	3	4	5
8	Bu alışveriş sitesinin performansı, kendi kategorisindeki ideal alışveriş sitesine çok yakın.	1	2	3	4	5
9	Bu alışveriş sitesine çok sadığım.	1	2	3	4	5
10	Bu alışveriş sitesinden alışveriş yapmaya devam etmek için küçük fedakarlıklarda bulunmaya gönüllüyüm.	1	2	3	4	5
11	Bu alışveriş sitesinde ürünler geçici olarak bulunmuyor olsaydı, ürünler gelene kadar alışverişimi ertelemeye gönüllü olurdum.	1	2	3	4	5
12	Eğer bir veya iki kez beni hayal kırıklığına uğratsaydı da, bu alışveriş sitesine sadık kalırdım.	1	2	3	4	5
13	Bu alışveriş sitesinden o kadar memnunum ki, başka alternatiflere bakma ihtiyacı artık duymuyorum.	1	2	3	4	5
14	Bir yıl sonra da muhtemelen bu alışveriş sitesini kullanıyor olacağım.	1	2	3	4	5
15	Bu alışveriş sitesine güveniyorum.	1	2	3	4	5
16	Bu alışveriş sitesine itimat ediyorum.	1	2	3	4	5
17	Bu alışveriş sitesi dürüst bir markadır.	1	2	3	4	5
18	Bu alışveriş sitesini kullanmak güvenlidir.	1	2	3	4	5

BÖLÜM 4

Aşağıda çeşitli iki uçlu ifadeler sıralanmaktadır. Bu ifadelerin arasındaki numaralardan size en uygun geleni **yukarıda belirttiğiniz alışveriş sitesini ve bu sitenin anketin başında en çok kullandığınızı belirttiğiniz sosyal medya platformunu düşünerek** seçiniz.

		Hiçbir zaman				**Her zaman**
1	Bu alışveriş sitesinin sosyal medya platformundaki sayfasını ne sıklıkta ziyaret edersiniz?	1	2	3	4	5
2	Bu sosyal medya platformundaki haber akışınızda, bu alışveriş sitesinin gönderilerini ne sıklıkta fark edersiniz?	1	2	3	4	5
3	Bu alışveriş sitesinin sosyal medya platformundaki gönderilerini ne sıklıkta okursunuz?	1	2	3	4	5
4	Bu alışveriş sitesinin sosyal medya platformundaki gönderilerini ne sıklıkta beğenirsiniz?	1	2	3	4	5
5	Bu alışveriş sitesinin sosyal medya platformundaki gönderilerine ne sıklıkta yorum yaparsınız?	1	2	3	4	5
6	Bu alışveriş sitesinin sosyal medya platformundaki gönderilerini arkadaşlarınızla ne sıklıkta paylaşırsınız?	1	2	3	4	5
7	Bu alışveriş sitesinin sosyal medya platformunda kendiniz ne sıklıkla bir şeyler yazarsınız/yayınlarsınız?	1	2	3	4	5

BÖLÜM 5

Aşağıda çeşitli ifadeler yer almaktadır. Bu ifadelere ne derece katıldığınızı **yukarıda belirttiğiniz alışveriş sitesini ve bu sitenin anketin başında en çok kullandığınızı belirttiğiniz sosyal medya platformunu düşünerek** belirtiniz. (1= Kesinlikle Katılmıyorum, 5= Kesinlikle Katılıyorum)

		Kesinlikle Katılmıyorum	Katılmıyorum	Ne katılıyorum, Ne Katılmıyorum	Katılıyorum	Kesinlikle Katılıyorum
1	Bu alışveriş sitesinin sosyal medya platformundaki sayfasına bağlandığımda uzun süreler dolaşmaya devam edebilirim.	1	2	3	4	5
2	Bu alışveriş sitesinin sosyal medya platformundaki sayfasına çok enerji (zaman) harcarım.	1	2	3	4	5
3	Bu alışveriş sitesinin sosyal medya platformuna karşı hevesliyim/istekliyim.	1	2	3	4	5
4	Bu alışveriş sitesinin sosyal medya platformundaki sayfası bana ilham veriyor.	1	2	3	4	5
5	Bu alışveriş sitesinin sosyal medya platformundaki sayfasını anlamlı ve amaca yönelik buluyorum.	1	2	3	4	5
6	Bu alışveriş sitesinin sosyal medya platformundaki sayfasında dolaşırken ve etkileşimde bulunurken heyecanlıyım.	1	2	3	4	5
7	Bu alışveriş sitesinin sosyal medya platformundaki sayfasına ilgiliyim.	1	2	3	4	5
8	Bu alışveriş sitesinin sosyal medya platformunu takip ettiğim için gurur duyuyorum.	1	2	3	4	5
9	Bu alışveriş sitesinin sosyal medya platformunda dolaşırken zaman hızlı geçiyor.	1	2	3	4	5
10	Bu alışveriş sitesinin sosyal medya platformunda dolaşmak o kadar sürükleyici ki diğer herşeyi	1	2	3	4	5

	unutuyorum.					
11	Bu alışveriş sitesinin sosyal medya platformundaki sayfasında dolaşırken nadiren dikkatim dağılır.	1	2	3	4	5
12	Bu alışveriş sitesinin sosyal medya platformundaki sayfasındayken dolaşırken kendimi kaptırırım.	1	2	3	4	5
13	Bu alışveriş sitesinin sosyal medya platformundaki sayfasında dolaşırken zihnim odaklanmış durumdadır.	1	2	3	4	5
14	Bu alışveriş sitesinin sosyal medya platformundaki sayfasına çok önem veririm.	1	2	3	4	5

BÖLÜM 6

Aşağıda, **yukarıda belirttiğiniz alışveriş sitesi** ile ilgili çeşitli ifadeler yer almaktadır. Bu ifadelere ne derece katıldığınızı belirtiniz. (1= Kesinlikle Katılmıyorum, 5= Kesinlikle Katılıyorum)

		Kesinlikle Katılmıyorum	Katılmıyorum	Ne katılıyorum, Ne Katılmıyorum	Katılıyorum	Kesinlikle Katılıyorum
1	Bir sonraki internet alışverişimde bu alışveriş sitesini tercih edeceğim.	1	2	3	4	5
2	Bu alışveriş sitesinden alışveriş yapmaya devam etme niyetindeyim.	1	2	3	4	5
3	Diğer insanlara bu alışveriş sitesi hakkında olumlu şeyler söylerim.	1	2	3	4	5
4	Sıklıkla diğer kişilere bu alışveriş sitesini öneririm.	1	2	3	4	5
5	Arkadaşlarımı bu alışveriş sitesinden alışveriş	1	2	3	4	5

	yapmaları konusunda teşvik ederim.					
6	Daha iyi fiyat sunan bir rakip olursa alışverişimi bu rakibe kaydırırım.	1	2	3	4	5
7	Ürünlerinin fiyatları bir miktar artsa da bu alışveriş sitesinden alışveriş yapmaya devam ederim.	1	2	3	4	5
8	Aynı fayda için söz konusu alışveriş sitesine, rakip alışveriş sitelerine oranla daha fazla para ödeyebilirim.	1	2	3	4	5
9	Eğer rakip alışveriş sitelerindeki fiyatlarda düşüş olursa söz konusu alışveriş sitesinden alışveriş yapmayı bırakırım.	1	2	3	4	5
10	Diğer alışveriş sitelerine karşılaştırıldığında bu alışveriş sitesinin sayfasında daha uzun süre kalırım.	1	2	3	4	5
11	Bu alışveriş sitesinin sayfasında kaldığım süreyi uzatma niyetindeyim.	1	2	3	4	5
12	Bu alışveriş sitesini olabildiğince sık ziyaret ederim.	1	2	3	4	5
13	İnternete her girdiğimde bu alışveriş sitesine bağlanma niyetindeyim.	1	2	3	4	5

BÖLÜM 7

Cinsiyetiniz: Kadın _____
Erkek _____

Medeni durumunuz: Evli _____
Bekar _____

Yaşınız: 18-24 _____
25-34 _____
35-44 _____
45-54 _____
55-64 _____
65 veya üzeri _____

Aylık kişisel geliriniz: 3000 TL'den az _____
3000-5999 TL _____
6000-8999 TL _____
9000-11999 TL _____
12000-14999 TL _____
15000 TL veya üzeri _____

En son bitirdiğiniz okul: İlkokul _____
Ortaöğretim _____
Lise _____
Üniversite _____
Yüksek lisans _____
Doktora _____

Çalışma durumunuz: Kamuda ücretli çalışıyor _____
Özel sektörde ücretli çalışıyor _____
Serbest Meslek _____
İşsiz/İş arıyor _____
Ev hanımı _____
Emekli _____
Öğrenci _____
Yaşlılık veya engeli sebebiyle çalışamıyor _____
Diğer (lütfen belirtiniz) _____

ANKETİMİZE KATILDIĞINIZ İÇİN TEŞEKKÜR EDERİZ.

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