

İSTANBUL BİLGİ UNIVERSITY  
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**THE EFFECT OF CORPORATE SOCIAL RESPONSIBILITY IMAGE AND  
SERVICE QUALITY ON CUSTOMER SATISFACTION AND CUSTOMER  
LOYALTY**

Master's Thesis

Emel ÖZCAN

Thesis Advisor : Esra ARIKAN

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The Effect of Corporate Social Responsibility Image and Service Quality  
on Customer Satisfaction and Customer Loyalty

(Kurumsal Sosyal Sorumluluk İmajı ve Hizmet Kalitesinin Müşteri  
Memnuniyeti ve Müşteri Sadakati Üzerindeki Etkisi)

Emel Özcan  
113689004

Tez Danışmanı: Yrd. Doç. Dr. Esra Arıkan  
Jüri Üyesi: Prof. Dr. Selime Sezgin  
Jüri Üyesi: Doç. Dr. Elif Karaosmanoğlu



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## ABSTRACT

In today's globalizing World, due to increasing conditions of competition, businesses put so much effort in to continue their existence in market. High costs of gaining new customers cause businesses to head towards customer demands and determining own strategies for business gains importance. Having loyal customers for businesses provides underwriting as well as decreasing in marketing costs. Accordingly not to lose loyal customers is an important factor for business to become successful. Businesses can keep their loyal customers increasing their service quality.

Therefore, the impact of service quality on customer loyalty is examined through corporate social responsibility. In addition, definitions of customer and social responsibility are explained with factors affecting customer loyalty.

In the first part of the study brand loyalty is tried to be explained conceptually; brand loyalty approaches is explained discussing the correlation between customer loyalty and customer satisfaction. Then, brand loyalty managements of businesses are handled and quality of services, relations with customers and provided services are described. In the third part of the study, social responsibility concept is examined with its positive and negative aspects, its development and its impact on brand image. As a method, linear regression analysis with 10 different hypothesis is used and the study is completed.

**Keywords:** Corporate Social Responsibility, Service Quality, Customer-Company Identification, Customer Satisfaction, Customer Loyalty

## ÖZ

Bugünün modernleşen dünyasında, artan rekabet koşulları nedeniyle işletmeler varlıklarını sürdürebilmek için oldukça fazla çaba sarf etmektedirler. Yeni müşteriler elde etmenin bedelinin oldukça fazla olması, işletmelerin tüketicilerinin isteklerine yönelmelerine neden olurken, işletmelerin kendilerine ait stratejileri belirlemelerinin de önemi artmıştır. İşletmeler için sadık müşterilere sahip olmak, satış garantisi sağlamakla birlikte pazarlama maliyetlerinin de düşmesine neden olmaktadır. Dolayısıyla işletmeler için sadık müşterileri kaybetmemek başarılı olabilmeleri için oldukça önemli bir faktördür. İşletmeler sağladıkları hizmetin kalitesini artırarak, sadık müşterilerini ellerinde tutabilirler.

Bu nedenle çalışmada hizmet kalitesinin müşteri sadakatine olan etkisi sosyal sorumluluk kavramı algısıyla incelenmiştir. Ek olarak sosyal sorumluluk, müşteri tanımları üzerinde durulmuş ve müşteri sadakatini etkileyen faktörler de açıklanmıştır.

Çalışmanın ilk bölümünde marka sadakati kavramsal olarak açıklanmaya çalışılmış, müşteri sadakati ve müşteri tatmini arasındaki ilişkiler ele alınarak marka sadakati yaklaşımları açıklanmıştır. İkinci bölümde ise işletmelerin marka sadakati yönetimleri ele alınarak, sağlanan hizmetler, hizmetlerin kalitesi ve müşteriler ile olan ilişkiler belirtilmiştir. Üçüncü bölümde sosyal sorumluluk kavramına değinilerek, bu kavramın gelişimi, olumlu ve olumsuz yönleriyle birlikte bu kavramın marka imajına olan etkilerinden bahsedilmiştir. Yöntem olarak lineer regresyon analizi 10 farklı hipotez üzerinden kullanılmıştır ardından çalışma tamamlanmıştır.

**Anahtar Kelimeler:** Kurumsal Sosyal Sorumluluk, Hizmet Kalitesi, Müşteri-Şirket Aidiyeti , Müşteri Memnuniyeti, Müşteri Sadakati

## FOREWORD

Today businesses determine the service quality as ultimate goal while applying management systems according their customers. Therefore, service quality is important for each business that want to become a big brand. Increasing the importance of the service sector causes also to increase the share in the economy. Competition and emphasis on customer satisfaction in the service sector leads to increase service quality. Quality in the service businesses can be described as concrete features, reliability, sensibility, empathy concept of institutions (Parasuraman, 1994).

With the growth of the services sector number of service businesses increase and diversify. Today service businesses compete with each other under free market conditions. In order to provide competitive advantage, businesses have to provide quality service that meet expectations of customers. This situation shows the importance of service quality.

The measurement of service is another factor that should be focused on. Quality in services are more interested in abstract relations than the quality of service. This makes difficult to measure service quality. These challenges cause many researchers to work on the measurement of service quality.

Both corporate social responsibility and service quality are important, this study handles both concepts inclusively.

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## INTRODUCTION

In literature differences are experienced about corporate social responsibility, sustainability, corporate citizenship, corporate ethic definitions, also economic, social and environmental needs can vary according to developments of concepts, strategical approaches of businesses and periodic changes of businesses.

Corporate social responsibility concept is related to environment, economy and society. It also reaches a broad target group; therefore, that makes it difficult to apply in practice and to be examined theoretically.

However, the subjects (social, environmental and economic) indicators (social projects, environmental impacts) and difficulties of the concept are revealed through target market (customers, employees, investors, stakeholders, public institutions), the most important basis of corporate social responsibility is that moving on the basis of that created by the concept, therefore it serves a common goal.

Brand loyalty is expression of customer satisfaction about previously purchased goods. Here loyalty describes the frequency of purchase instead of using a single brand. Loyal customers can affect people around in a positive way about the brand. This allows businesses to acquire new customers.

Brand loyalty is defined as the purchase of specific brand in future period not only at present time. Brand loyalty is a decision of consumer between various brands.

The purpose of this study is to determine brand loyalty of Turkcell users within the context of corporate social responsibility. For this purpose, the survey results applied to 300 people are interpreted and analyzed.



## **1. THE CONCEPT OF CORPORATE SOCIAL RESPONSIBILITY (CSR)**

### **1.1. The Development of Concept of Social Responsibility (SR)**

The historical development process of social responsibility activities goes back to Code of Hammurabi, which dominated business life in BC 18 Century. The obligations of directors are mentioned in the Code of Hammurabi, even though they do not belong in today's context. The concept of Social Responsibility of businesses showed up in the late 1800s as a result of variations of social perceptions and the increase of big businesses after the Industrial Revolution (Yamak, 2007). In that period of time, some practices against competition such as pressure, commissions and fixed price agreements forced governments to make legal reforms (Halıcı, 2001).

Many studies, which focus on responsibilities of big businesses toward society, have been made after World War II and they emphasize that operating activities have to be coherent with value judgment of society (Kakabadse, Rozuel and Lee-Davies, 2005). With the growing importance of corporate business in 50s, the concept of social responsibility was begun to be called as corporate social responsibility (CSR). In 1953 Howard Rothmann Bowen published his article named Social Responsibilities of the Businessman, which caused to transition from the concept of social responsibility to corporate social responsibility (Carroll, 1999).

In CSR applications in 80s businesses realized that it was not enough to move with only profit motivation and they were responsible to the environment and society, then they started to discuss suitability of their actions while they fulfil their responsibilities. Because actions of businesses influenced the society and the environment, it was suggested that they had accountability to their shareholders (Lantos, 2001). In 1991 Carroll diversified social responsibilities of business into economical, legal, economical and philanthropic and he organized these as a four-layered pyramid model called as pyramid of social responsibility (Carroll, 1991:42).

The concept of new Corporate Philanthropy was proposed in the article that was published in Harvard Business Review in 1994. This context is described as to take an obligation at specific subjects, increase cash assistance, make strategic alliances using charity budget; all these activities are identified together with business strategy (Kotler, Lee, 2006: 7).

In 2001 Lantos described corporate social responsibility as ethical, philanthropic and strategic responsibility and he defined today's corporate social responsibility as strategic responsibility (Lantos, 2001: 15). The concept of CSR has become even more important in earlier 21st century. It has become an objective for individuals and corporations who change their expectations in order to live under better conditions.

Social responsibility activities are developing in strategical plans of businesses as a result of changing expectations of consumers and developing economical structure and increasing competition. In Turkey corporate social responsibility religion, tradition and philanthropy play a significant role. Ahi-Order and endowments carry out an activity to solve social problems in Seljuk and Ottoman Period in order to enroll Ahi-Order, which is an artisan organization, predetermined ethical principles must be accepted. To know forgiveness, to help those in need, even if they're enemy, are a few of these principles (Alakavuklar et al., 2009: 111-112).

At the same time in Ahi-Order standards and appropriate prices were set for goods production and business operations of Ahis were bound to specific standards and rules, the concept of fair trade was constituted with the applications that helps Ahis gain together and share fairly. In this period endowments were in service to solve social problems without profit making purpose. This situation continues in a similar way nowadays (Alakavuklar et al., 2009: 113-114). Activities, which were made by Ahis or craft guilds in 17th century, correspond to economic, legal and ethical social responsibility in Carroll's pyramid. Carroll claimed that companies Carroll claimed that the social responsibility of companies surrounds economic, legal, ethical expectations of community at a particular time. Carroll was the first academic who makes a distinction between different types of organizational responsibilities. According to him companies have economic, legal, ethical and charity responsibilities.

Actually, the responsibility of a company is to make profit to company owner in return for investment. The first and primary social responsibility is economic responsibilities.



**Figure 1. 1.** Responsibilities Triangle

When evaluated in concept of economic responsibilities, first of all, it must be stated that all other responsibilities are based on this responsibility. According to Carroll, economic components of CSR are: Working to maximize profits of each share, devoting themselves to realize high profit, protecting their competitive position, maintenance organizational activity at high level and providing continuity in profitability.

Other step for companies is to make their duties within the legal limits. Communities expect from companies to make their activities in accordance with legal regulations. Legal responsibilities are as below: conducting activities lawfully, adapting various regulations at local, federal and national level.

Next is no harm to environment. This step means that a company should not harm its shareholders and environment in which it makes activities. Both economic and legal responsibilities surround ethical values. However, there are behaviours not written in laws but must be complied with. These are ethical responsibilities.

The last one is strategic behaviour. A company moving in charity should show strategic behaviours for both society and company itself. This responsibility is shaped through

moral compass and choices of individuals. Social value, working in compliance with ethical norms, respecting these norms, institutional integration are examples of ethical responsibilities.

Donations, which were made by Ahis, corresponded the top step of pyramid called as philanthropy. After proclamation of the republic in developing Turkey social responsibility applications of businesses continued in a perspective of economical responsibility.

## **1.2. The Concept of CSR**

The concept of corporate social responsibility is known as social responsibility of organizations towards society. Businesses are expected to join auxiliary facilities that increase public welfare and quality of life when they fulfill their social responsibilities towards public. Businesses accept responsibilities as soon as they are founded by force of social life. However social responsibilities can vary due to the fact that they are in dynamic shape. Social responsibility concerns all businesses without any exceptions, all businesses are responsible for the results of their activities. Even though social responsibility projects are economically quite costly, these projects show their importance both businesses and society in the long period (Özüpek, 2013). According to the definition made by European Commission, social responsibility is a concept that expresses the relationship based on voluntariness and their social, environmental problems between businesses and their shareholders. Being conscious of social responsibility make people go further from formal expectations beyond voluntary basis (Aktan and Börü, 2014).

Especially within the scope of consumer, CSR has been studied by many experts (Lombart and Didier, 2014). However, CSR concept can differ greatly (Saedi, Sofian, 2015). According to Carroll (1979; 1991) "CSR is the social responsibility of business which includes economic, legal, ethic and philanthropic community expectations on the organization at any given time."

CSR forms a concept as the construct defining the correlation between businesses and customers (D'aprile and Mannarini, 2012). In other words, according to van Marrewijk (2003)

it is all actions of business indicating the involvement of social, environmental and economic matters in business operations and cooperation with shareholders.

Another definition of CSR was made by Bhattacharya and Sen (2004) and Brown and Dacin (1997) "CSR refers to an organization's initiatives and performance in caring and completing its societal obligations at large and in a long run more than only focusing on self-centered corporate profit."

On the contrary, from the view of consumers, according to Ellen et al. (2006), consumers are likely to create attribution on organizational motives and categorize CSR attempts into either stakeholder-driven or value-driven pattern.

United Nations Conferences on Trade and Development (UNCTAD) describes CSR from the point of how it is relevant to the needs of society. According to UNCTAD all social groups expect to be fulfilled the roles and tasks in order to change the time with their own social alterations. As the roles of businesses increase in the globalized society hope about multinational businesses can change rapidly as the roles of businesses increase. Because of this social responsibility standards of multinational businesses are important factors of global community development activities (Aktan, 2007). The think tank of International Standards Organization (ISO) about corporate social responsibility accept corporate social responsibility as an approach that handles the social and environmental and economic problems and that will be beneficial to the people and society.

Oliver Shelton, who mentioned the concept of social responsibility for the first time, in his book *The Philosophy of Management* used the statement "the management principles of institution should focus on the total benefit on society"; however, Howard R. Bowen said that firms should consider social influences of their decisions in his book "Social Responsibility of the Businessman" (Atlıg, 2006).

Responsibility is to show respect the value of others accepting their presence. Social responsibility is assessment requirement of the variations formed by all corporate applications in the decision making process of the institutions (Davis and Blomstrom, 1971). According to Achenbaum, social responsibility is a factor that limits all the harmful activities for society from production to consumption (Achenbaum, 1986). Social responsibility is a process of

conformance in which legal, technological and economic powers and social system factors are specified. Social responsibility is to use resources of businesses for the benefit of society.

### 1.2.1. Advantages

Advantages of corporate social responsibility to businesses can be listed as follows: (Çelik, 2007)

- To create a better social environment benefits both society and businesses.

From the perspective of society fulfilment of social responsibilities lead to show up a better environment and career opportunities. From the perspective of business, a business will found staff resources and consumers for their products easily.

- The voluntary participation of business into social responsibility make businesses move flexible and free without legal intervention.

- Businesses are systems associated with modern society and the relationship between business and society influence the production rate of business pretty much.

As long as the demands of interest groups are satisfied, the life of business are not in danger. Because productivity expectations are together with life quality, the view of public opinion is important at the decision of the business on social participation support.

- If the innovative capacity of business is applied to social problems, some outgoings, which are seen as expenditure in the traditional sense, can bring profit.

Because prevent is better and less costly than treat, postponing of today's social problems can make them worse. Therefore, if businesses take precautions before social problems show up, they reduce reactions of society and the cost.

- With social responsibility movement businesses create image that is supported by public opinion.

With this kind of image businesses can attract employees, investors and consumers.

### 1.2.2. Disadvantages

Disadvantages of corporate social responsibility to businesses can be sort: (Özüpek, 2013)

- The use of resources of businesses for social responsibility program deprives shareholders from economic gain violating of the rules of the competitive market. In other words, businesses are not the institutions established for the realization of social activities. The primary objective is to maximize profits. Social activities reduce economical productivity. Social problems are not important to be taken seriously, they are problems that will be solved in time. Businesses lose strength over the market if they go towards social objectives beside profit motive. Also businesses are highly interested in social responsibility and sell their goods and services at higher prices. Because the price of social activity is added on sold products and services.

- Another important point is that social obligations can be costly from the point of business. Because the cost of social activities is added on product price, business may lose their market facing businesses without social activity in an international market. Also business may give up other investments as a result of some shareholders withdraw funds from the business.

- Moreover, businesses may be lacking in having skilled staff and abilities that can solve problems successfully. In other words, they do not have skilled staff who has ability to solve social problems. In this case business should employ skilled staff in order to solve social problems and pay more wages.

- Being interested in social objectives can reduce economic productivity of business. Society can be in pain due to economic and social objectives be achieved at a low rate. Businesses can get away from the real purpose while dealing with social problems. Social responsibility is a subject that concerns whole society. The solution is not related to businesses, businessmen and executives.

### **1.2.3. Approaches about CSR**

Nowadays consumers pay attention to susceptibility toward social responsibilities, ecologic environment, and social norms of activities of businesses. In parallel with these expectations of consumers, businesses are taking actions against the social problems which are parallel to management goals in terms of outclassing in increasing competition environment. When today's conjuncture considered firstly differentiation of expectations of consumers should be mentioned. Consumers do not think not only to satisfy their needs but also to work with businesses that show awareness about social matters, trade with them and get into partnership with them.

Secondly it can be said that problems, which are experienced in underdeveloped economies, make the perception of social responsibility more important. Pollution in ecological environment, global warming and workers who do not work in a good condition may be examples of these problems. Therefore, consumers expect from businesses to act responsibly towards environment. According to financial approach, the view of Keynes "as an engine of economic mechanism, emergence of earning money instinct" has led to a separation economy from society and made capitalists focus on maximum profit (Torlak, 2007: 14). As a result of this, businesses ignore social responsibilities and the usage of raw materials is increased. This situation causes the perception of social responsibility to change.

### **1.3. CSR Standards**

Corporate social responsibility: to design and implement corporate social responsibility activities to society, environment and shareholders on the basis of providing information; to explain and provide information to society about the functioning and phases of these initiatives. In this context corporate executives meet all expectations of society about all institutions on the basis of economy, social and environmental expectations about activities (Doğan, 2015).

In order to provide their sustainability, businesses have to state an account for their activities. In general, corporate social responsibility standards can be sorted out:

- Transparency
- Accountability
- Sustainability

### **1.3.1. Transparency**

Nowadays consumers want businesses to be transparent rather than being in limelight. The transparency of business is to explain comprehensibly all information about the company at the right time excluding business secrets. Also transparency is an obligation to explain the reasons of the decisions. How much information will be shared depends on the degree of involvement of shareholders.

Transparency can be active (declared after being approved) and passive (existing but emerged by request) and also one-way (from institutions to shareholders) mutual (meet the expectations of stakeholders). The important thing is accuracy of information and accessibility. Exact information is defined as revealing the reliability of institution. Transparency is not that truth is known by others, but it lays a burden on institutions of clarification obligation (Yılmaz, 2012).

### **1.3.2. Accountability**

Accountability is to explain, to be replied or to be explainable. In other words, it is the reason related to actions, information, accounting demand or ability.

Accountability is a qualification of being responsible or taking responsibility. According to G. Hunt (1997) due to people's decisions, actions, intentions and omissions, an individual is ready for explaining, giving justification and accepting responsibility if requested. Corporate accountability proposes that external environment is influenced through activities of institution and the external environment should be responsible for activities

(Hunt, 1997). The main purpose of corporate accountability is to make sure that the business' service and behavior should be beneficial to society.

### **1.3.3. Sustainability**

Suspension of the environmental problems generated due to technological and economic developments is the starting point of the concept of sustainability. At first public institutions and non-governmental organizations talk about sustainability, in time business world adopt the idea that sustainability has to be active in the society on the behalf of resource sustainability and development. The contribution of institutions to sustainability is only possible with social responsibility. In addition, corporate sustainability is described as to meet all the needs of shareholders by making no concessions. In this context sustainability has three factors: environmental, economic and social.

Moreover, economic sustainability is provided by producing services and useful goods, reducing poverty, suppressing unfair distribution of income, meeting basic needs. Environmental sustainability mentions that ecological balance, natural resource system, biological productivity and ecosystem must be protected effectively. Social sustainability is related to improving life quality of society. As a result, these three concepts are involved in an interaction in long term sustainability (Şimşek, 2013).

### **1.4. Definitions and Features of CSR Campaigns**

In the past companies aimed to past rivals with their products and service quality and they emphasized outstanding aspects of their product.

“Volvo is the safest car.” is one of the motto that they use to announce these superiorities. However, nowadays companies capture outstanding features of their rivals thus customers think that all cars are safe and being safest contribute nothing to Volvo. Therefore, companies have begun to make works that appeal to the heart rather than the brain of the audience. Social responsibility campaign can be defined as linking strategic positioning and marketing tool to provide mutual benefits for a brand or a company. With the social

responsibility campaigns company aims at intensifying the emotional tie established with consumers indicating values that provided by company and telling them “we are aware of your problems.” (Koyuncu, 2010).

Saatchi & Saatchi Because Connection determine a mission while developing a social responsibility campaign: (Pringle and Thompson, 2000) “Promote a company into long term activity program in voluntarism sector; thus strengthen the area of brand and improving the connection with social purpose through advertising and communications as an active element in the perception of consumers.” (Pringle and Thompson, 2000: 101)

Social responsibility program can be applied through strategic alliance between a company and a voluntary agency that is active in a defined area and also can reach objective itself. No matter what method is, a social goal can provide belief system to the brand and this can improve consumer perceptions and buying habits. Also social responsibility campaigns can develop relationships between employees, suppliers and government institutions (Pringle and Thompson, 2000).

### **1.5. The Impact of CSR Campaigns of Brand Image**

Brand is the name of the seller or manufacturer for distinguish the goods of others products that promote products, symbol, term or a combination of these shapes.

Brand is not only real product or services but also it is a familiar characteristic features and qualifications that are important for separation from other products.

Nowadays brand plays an important role in the choice of certain products and services.

Most consumers symbolize the brand and become addicted. Consumer recommends that brand to others involuntary. These behaviors give confidence to consumers as well as they help brand increase brand image and brand recognition.<sup>150</sup> Brand image can be defined that the meaning that is identified with consumers or all perceptions about the product.

Keeping in mind brand recalls consists of brand image in consumer’s mind.

Brand recall can be characterized under five main titles:

**1. Qualifications**

Brand evokes some features in consumer's mind.

**2. Benefits**

Brand has to be remembered with qualifications and benefits in consumer's mind.

**3. Company Values**

Brand should carry company values.

**4. Personality**

Brand should recall some personality characteristics.

**5. Users**

Brand should recall what kind of people will buy it. The increased global competition and development of technology have increased the importance of emotional and image-dependent features as a result of being more easily imitable by the performance related features.

## 2. THE CONCEPT OF SERVICE QUALITY (SQ)

### 2.1. The Definition of Service

Service is an important value that increases success in companies (Ustasüleyman, 2009). Services can be described as abstract and when purchased it does not result in owning any abstract goods, range of products emerging from activities and benefits (Kotler, 2001) or economic activities providing benefits in terms of time, place, type and psychology (Parasuraman vd., 1985). According to Sevimli (2006), services can be described as overall activities that are sold at a certain price to meet people or people groups, intangible, and make benefit and satisfaction.

Although products are short and long termed physical presence, the most distinctive feature of the services is that not having a physical presence and they must be consumed when they are produced. For example, when a television is bought it can be used a long time and it continues its physical presence, but it is started to be produced and consumed when it is moved from the store to house. When television is delivered to home, service is totally consumed and its abstract presence disappears. Based on this example, services can be described as an activity that has no physical presence and continues its presence at a certain time and provides benefit between the parties (supplier-customer).

According to Murdick et al (2002). Services have some criteria. These criteria are listed below (Alkoç, 2004):

- Services are abstract and provides benefits to purchaser.
- Customer joins the production process of services.
- Services provide variable, nonstandard benefit.
- There is an intensive relationship between producer and customer during service operation.
- Services cannot be stored; they are consumed when they are produced.
- Pricing options are more detailed.
- Evaluation of service quality is subjective.
- Service production is labor-intensive.
- Mass production cannot be made for services.

- Quality control is restricted with process control, basically.
- Service production and consumption occur at the same time.
- Services are not protected through the patent.

## **2.2. Features of Service**

Services have some unique different features from products. First one is that services cannot be hold by the hand. Before purchasing services cannot be touched, seen and its value cannot be evaluated. Purchasing and consuming of a service occur in a short time and it depends totally on experience. For example, before going a theater play reviews and information about the play can be obtained from some sources. However, a direct review about the game cannot be made before watching the play. Also the play can be watched in a few hours and cannot be taken home (Ustasüleyman, 2009).

Second feature of services is that production and consumption remain together and cannot be separated from each other. In addition, this feature allows purchaser to join production process. Therefore, purchaser can lead supplier and can turn the service to be suitable for own needs. Haircut service can be shown as an example.

Third feature of services is that they are heterogeneous. Because performing services can change from producer to producer, consumer to consumer, day by day, standardizing services is harder by comparison with products. Although it is offered by same producer, service quality can be different after one time purchasing.

Fourth feature of services is that they are cannot be stored. Although when providing service, used equipment and labor force can wait at a certain place, above all it is not possible to store the service. Therefore, it is necessary to be careful against possible demand fluctuations (Hemedoğlu, 2010).

### 2.3. Service Quality

The importance of service sector in economy has grown in recent years. This also increases the importance of service quality. To gain competitive power in market conditions for businesses it is possible with quality service production.

Until today quality control techniques and methods of manufacturing businesses according to their structure and properties. However, in service businesses quality management should not be perceived as a new thought or concept. In 1949 some experts such as Denning, Ballowe, Rosander, Halbert and Jones used these quality control techniques applied by some service businesses in various service businesses. However, quality management applications used in service businesses are not accepted by executives like in manufacturing sector. Because quality control techniques and methods are developed for manufacturing sector; therefore, they don't provide desired efficiency and effectiveness in service sector (Gözlü, 1994: 31)

It is easy to make definitions about quality, as long as it is about goods because process and outputs are concrete. Considering services due to characteristic features of services, service quality has a complex and uncertain structure. In general service quality can be described as comparison of customer expectations before taking service and performance of service provider (Saat, 1995: 28).

Service quality is an ability of meeting customer expectations and perceived quality is important in service quality (Öztürk, 1996: 66). Therefore, about service quality it can be said that quality is the level of performance perceived by customers or level of customer satisfaction of the service. Service quality is turned by comparison of customer expectations and actual service performance. This performance is generally measured according to the standards formed by competition and the price is balanced in order to create a value (Öztürk, 1996: 66-67).

Actual performance of the service delivery level depends on controllable factors like facility, process, equipment, job design, motivation and education of the workers, strategies and managerial decisions. In addition, uncontrollable factors like other customer behaviors in

service delivery system, weather conditions, performance and effect of the rivals, traffic jam effect the performance level of delivery service system (Saat: 1985: 28)

Service quality has become issue among scientists. As a result of the evaluations that common points set forth below has come out about service quality:

According to these common results are obtained about service quality (Juran et al., 1989: 336).

- It is harder for consumers to evaluate the service quality than the product quality.
- Perceptions of service quality is the result of comparison between existing service performance of expectations and customer expectations.
- Evaluations on quality would not be made considering service output.

As a result, service quality is received and evaluated by people. And different demographic and social features of people differentiate the expectations. In parallel with this, service quality shows different features from person to person.

Quality which customers perceive can be described as satisfaction that originated from taking advantage of product. Therefore, service has an important role in perceived quality of customers. Thus, Profitability of firm increases.

Services are abstract actions that are performed for specific customers. Service production is performed interactive with customers. Because in terms of contributing to quality, customers are effective as much as providers (Gummerson, 1991: 13).

Customer expectations have an important role for firm while evaluating their own services. Customers evaluate service quality when their expectations are satisfied (Berry and Parasuraman, 1991: 57).

### 2.3.1. Dimensions of Service Quality

In order to determine whether a service of high quality it is necessary to reveal quality dimensions showing the service is quality. However, revealing quality dimensions showing the service quality is not possible at all times. This situation is related to mixed service quality structure and it makes hard evaluate service quality.

According to Sasser, Olsen and Wyckoff there are three dimensions that determine the service level of company. These dimensions are listed below (Sasser et al, 1978; as cited in Uyguç, 1998: 36);

1. Qualifications of materials used in service production,
2. Physical atmosphere and technical facilities such as equipment,
3. Attitude and behavior of personnel providing service.

Lehtinen examines service quality in three dimensions. According three-dimensional approach these dimensions are listed below (Lehtinen,1983:303–309; as cited in Uyguç, 1998:37);

**Physical Quality:** The quality dimension arising from physical elements of the service. Physical elements are physical product and physical support.

**Interaction Quality:** It is arising from interaction between sources being in touch with customers.

**Company Quality:** It is related to image in public opinion created by customers and potential customers. Even though the service of the company breaks down, its quality (its image) can survive.

Lehtinen (1983) said that it is good to examine quality in two dimensional facts in terms of customers in some situations. According to Lehtinen, two-dimensional quality approach is similar to three-dimensional approach, but it is more abstract than three-dimensional approach and it becomes different as quality process and output quality (Uyguç, 1998: 38). Process quality is evaluating made by customers when obtaining the service. Output quality is evaluating made by customers after the service is completed.

Christian Grönroos indicates that there are three important dimensions affecting the total quality of the service. These dimensions are; technical quality, functional quality and company image. Technical quality is related to what obtained by the customer in delivering service process (Grönroos, 1984:36-44). Functional quality is how quality is perceived by customer. Company image indicates that how customers perceive the company as a result of technical and functional quality of the company.

According to Parasuraman, Zeithaml and Berry (1985) there are ten quality dimensions;

- Tangibles
- Reliability
- Responsiveness
- Communication
- Credibility
- Security
- Competence
- Courtesy
- Understanding / knowing the Customer
- Access

These ten quality dimensions are reduced to 5 later. Tangibles, Reliability and Responsiveness dimensions are preserved, Competence, Courtesy, Security and Credibility dimensions are combined and are handled under the title of Assurance. Access, Communication and Understanding/Knowing the Customer dimensions are involved in Empathy.

### 2.3.2. Models of Service Quality

Quality measurement becomes necessary for companies operating in this sector due to growth and increasing competition in service sector. When the literature is examined it can be spotted that there are some models for service quality measurement.

#### *2.3.2.1. The Service Quality Model of Grönroos*

One of the first models in this concept is Grönroos' service quality model (Grönroos, 1990). In this model, service quality is formed through comparison of expectations of customers on the service and evaluations after the service. In this model quality has two ways. These are expected quality and experienced quality. Expected quality consists of many factors. These factors are listed below;

- Market Communication
- Image
- Word-of-Mouth
- Customer Needs

According to Grönroos company has market communication in hand and it consists of activities such as commercial and mail communication, public relations and sales campaign. Image and verbal communication is not in control of the company, directly. Customer needs form the basis of expected quality.

In Grönroos' service quality model, second part is formed by experienced quality. Experienced quality consists of perceived quality of customers and shows what the quality is in actual fact. Technical quality and functional quality merge with image in customer's mind and form experienced quality in other words perceived quality by customers.

Total perceived quality is accessed as a result of comparing expected quality with experienced quality. If experienced quality is higher than expected quality, a satisfying quality

emerges and it can be said that customers are satisfied. In the exact opposite situation low quality and customer dissatisfaction show up.

#### *2.3.2.2. The Quality Model of Grönroos and Gummesson*

This model is developed as synthesis of 4Q model and service quality model generated by Grönroos. This model is revealed to contribute both product companies and service companies in terms of quality management.

In Gummesson's 4Q model dimensions forming perceived quality are design quality, production quality, delivery quality and relationship quality. **Design quality** is that products are designed to obtain features that meet customer needs. **Production quality** indicates that a product is produced in line with designers' thoughts. According to authors **delivery quality** is related to correct goods, error-free goods, correct documents and secure transportation, loading and unloading. **Relational quality** is related to success in creating relationships between employees working in a company and everyone who has directly or indirectly relationship with the company (Gummesson, 1993: 219; as cited in Seyran, 2004: 46). These four quality dimensions' merge with customer expectations, experiences and company image in their minds and form perceived quality or customer satisfaction.

According to Grönroos-Gummesson quality model, 2Q is added to Gummesson's 4Q. These are Grönroos' technical and functional quality dimensions. When these six quality dimensions are merged with customer expectations, experiences and company image, perceived quality can be reached.



**Figure 2. 1.** The Quality Model of Grönroos and Gummesson

Design, production, delivery and relations are factors affecting service quality directly. However, these variables especially affect functional quality when the role of the customer gains importance in production system (Uyguç, 1998: 33).

### *2.3.2.3. The 4Q Model of Presented*

In the first form of 4Q model developed by Gummesson design quality, production quality, delivery quality and relational quality are determined as four quality components. In a new updated model “Presented quality 4Q Model” production and delivery quality is merged together and output quality is added. In this model generated by Gummesson, he claims that using presented quality concept is more suitable than using production or service quality concept. Because according to him, presented things are combination of goods and services (Gummesson, 1993: 222; Seyran, 2004: 48).

- **Design Quality:** It indicates that how good the presented service is with designs, features, work-flow diagram and plans (Gummesson, 1993: 229; Seyran, 2004: 49). All information obtained from studies to determine customer demands should not be lost in design. If the thought service and designed service are not suitable with each other, service cannot provide customer satisfaction (Seyran, 2004: 49).

- **Production and Delivery Quality:** Production quality shows that how compatible the service production with the expectations in design phase. Delivery quality is related to applications and commitments to customers when providing service. Due to service structure production and delivery occur together. In case of problems in this phase customer dissatisfaction can take place.
- **Relational Quality:** Relationships between people form the basis of relational quality. In this relationship network there are customers, employees, raw material suppliers, company representatives etc. Relational quality contains both professional and social relationships.
- **Output Quality:** Output quality represents the general impression of the service on customer. Whether this impression positive or not, next time the customer prefers that company; this situation is entitled by authors as future benefits (Seyran, 2004: 49).

#### ***2.3.2.4. The Evaluation Model***

Evaluation model is developed by Edvardsson and Gustavsson in order to determine quality problems and faults in services. In the center of the model it is stated that quality problems change among service companies and general models related to quality dimensions can help to only at one point. Quality problems should be analyzed in every service, separately and unique solutions should be revealed for every type of service. The model analyzes service company in terms of four factors. These are listed below (Edvardsson, 1994: 95).

1. Target Group / Market Section
2. Concept of service
3. Organizational Culture and Image
4. Integrated Service System

#### **Target Group/Market Section:**

In this model first of all service company should analyze the market and determine features of target market and customers.

### **Concept of Service:**

This concept is related to benefits provided by service company to customers in target market.

### **Organizational Culture and Image:**

Organizational culture and image are general principles that can affect work environment and service quality of the service company. The culture of the company contains rules, assumptions, values and way of thinking.

### **Integrated Service System:**

There are four factors forming integrated service system:

1. Employees
2. Customers
3. Physical Environment
4. Organizational Structure

Employees are seen an important quality factor. Employment, education, reward system, career opportunities are seen an important factors, too. In addition to this relationships with customers have importance on quality. Low quality can be noticed through physical environment. Organizational structure, responsibility and authority distribution show usage of information system (Seyran, 2004: 55).

#### ***2.3.2.6. The Model of Servqual***

Servqual model is one of the most extensive study in service quality literature and was developed by Parasuraman, Zeithaml and Berry between 1983-1990 in U.S.

In this study, which was made for measurement of service quality, answers are investigated for these questions:

- How do customers perceive service quality?
- Do customers take up the service in detail or evaluate it with certain points?
- If customers evaluate the service with certain points, what are these points?
- Do these points show an alteration for different service types and different customer segments?
- If customer expectations have an important role in evaluating service quality, what are the factors generating and affecting these factors?

Parasuraman et al. (1985) made “in-depth interview” with company managers and “group discussions” with customers in order to answer these questions. For the study four service categories was selected. These are credit cards, banking, broking and repair service.

For in-depth interviews, one company was determined to represent one of the four service categories and three or four managers working for that company joined the interview. Managers were selected from departments that have effect on service quality. All in all, interviews were made with total 14 managers and context of these interviews were what they do for service quality and which problems they come across while serving high quality service (Parasuraman et al., 1985: 43).

12 group discussions were made with customers for four determined service quality. Customers who joined group discussions were customers for those companies. In group discussions, questions were asked such as satisfaction or dissatisfaction reasons, definition of ideal service, what service quality means, and expectations from the service; answers for these types of questions were searched (Parasuraman et al. 1985: 43).

As a result of these qualifying researches they achieved important information about service quality definition, factors affecting service expectations and dimensions of

service quality then they defined service quality as “difference between expectations and demands of customers and their perceptions” (Parasuraman et al. 1985: 43).

After regulations, SERVQUAL Model consists of two parts. 22 propositions are involved in the first part to measure expectations. 22 propositions are involved in the second part to measure perceptions. Therefore, real measurement is made via 44 propositions. In measurement 7 Likert scale was used. Before measuring customer perceptions in the model, statements about 5 service quality dimensions was taken part with no name and customers are wanted to share 100 points among these dimensions according to their significance level.

- **Tangibles:** It consists of equipments used while providing service. Tangibles are materials that represent service, equipments and physical appearance of employee and business, physically (Gürbüz, 2008: 790).
- **Reliability:** According to studies, reliability is the most important dimension in perceiving service quality. Reliability can be described as the ability of fulfilling promised service correctly (Gürbüz et al., 2008: 790). Reliable service performance is an expectation of customer and it means that service must be made in same form and faultlessly. Reliability includes the ability of fulfilling the promises given by business about providing service, provision of services, solving problems and pricing (Dursun, 2008:41; Yılmaz, Filiz and Yaprak, 2007:302; Zerenler and Ögüt, 2007:503).
- **Responsiveness:** Helping customers and providing service fast (Bülbül and Demirer, 2008: 182). Handling an emergency in a medical center, a lawyer who do not make answering phone all day can be example of this. Being eager helps to provide fast service to customers. Without a specific reason for waiting customers creates unnecessary negative perceptions on quality expectations. In case of service failure, troubleshooting with professionalism creates a very positive perception on quality (Erdem, 2007: 138).
- **Assurance:** Employees being informed and polite and the ability of evoking feeling of trust on customers (Çiçek and Doğan, 2009: 205; Öztürk, 2003: 142).

- Empathy: That company replacing itself to its customers and showing personal attention. Empathy includes understanding customer needs and special requests, provide individualized attention and realizing an important element in highly interactive retail services "regular customers". While customers create ideas on the basis of expected service and perceived service on service quality, they use other dimensions described above. The difference between expected service and perceived service is the measure or result or satisfaction or vice versa of service quality. The importance and value of quality dimensions are based on service nature (Erdem, 2007: 138).

### **Hierarchy of Effects Model**

According to the hierarchy of effects model customers do not change at once into persuaded purchasers. Actually approach of customers get through several steps. According to him customer behavior separates into three important sections. These sections are; the cognitive dimension mentioning thoughts and beliefs of customers; the effective dimension pointing out emotions zone and the last one conative dimension that relates to customer intentions and actions in terms of behavioral (Lavidge, 1961). These parts of the hierarchy of effects model are followed by many companies because they are related to CSR and they want to concentrate on sensibility and emotions. As a result of this efforts customers show beneficial customer behaviors. While companies work on their CSR actions they are mainly interested in Lavidge (1961) "image advertising" thought that focuses on the steps of creating attitudes and feelings rather than directly connecting conative behavior (Lavidge, 1961). According to researchers the important factors of CSR have three positive results. These are: customer-company identification, satisfaction and loyalty. Hierarchy of effects model starts with summoning feelings related to opinion of customers on the company. Therefore, customer-company identification mentions a mental status or mental relationship between customer and company. Customer-Company Identification is one of the most important factor in the decision making process (Perez and Del Bosque, 2014). Hierarchy of effects model has six steps:

### Awareness

It is a risky step. Through advertising companies try to create awareness of their brand on customers.

### Knowledge

If customer is aware of the brand, he starts to gain knowledge about the product. When consumers do not get the information they wish, they can immediately choose rival brand.

### Liking

This step expresses that whether customer likes the product.

### Preference

Consumers may like more than one product in the same category. At this point advertisers want the customer to separate from competitor's product and choose their product.

### Conviction

They can promote the features of their product by offering samples or some other proposals.

### Purchase

If these steps above are exceeded, the advertiser wants the customer to buy the product. This step must be clear and uncomplicated. If anything goes wrong, the customer may be bored and leave without buying the product.

## **2.4. The Relationship between CSR and Service Quality**

CSR has been for a long time in practice for companies and institutions. But it has no generally accepted description. There are a lot of theoretical aspects about it and these viewpoints try to explain CSR correctly. Recently CSR is started to be seen as important factor to attract customers; therefore, companies start to examine the impact of CSR on customers. In this point, service quality becomes a part of an activity. The increasing power of

the services in the economy sector increases the importance of quality in service. Customers prefer to buy products from a brand with good social responsibilities, despite its high prices. Because they believe that, when a company has corporate social relationship, it also has service quality and eventually products of the company are good and have almost no risk at all. Service quality is perceived by customers and they expect service quality to be high level.

In last two decades, service quality research has gained importance thanks to academics. "Service quality represents the difference between customers' expectations of a service and their perception of the way service has been performed (Parasuraman et al., 1988)."

From a different viewpoint CSR has a force on customer loyalty (Sureschandar et al., 2002; Maignan and Ferrell, 2001). Some research puts forward that the concept of responsible behaviour intensifies promise toward the company because the behaviour transports the character (Brown and Dacin, 1997).

Nowadays consumers pay attention to actions of companies whether these actions are suitable for community's norms or environment as well as companies' social responsibilities. In the modern sense social responsibility consists of a series of actions that emerge from responsibilities of companies while creating a better community beyond their economic and legal objectives. It is also explained that adoption of procedures and actions that aim to improve public welfare (Top & Öner, 2011)

For customers it is hard to make evaluation about service quality before purchasing activity. Similarly, quality control in services is hard. However, it can be possible to make service quality standardize with the carefully selection of the staff (Deming, 1945). Service quality expectation and real service quality do not coincide with each other. Practically disconnection between them emerges. Therefore, in order to get rid of these disconnections, companies have to change their service presentation policy in the broadest sense service quality is described as providing superior or perfect service to meet customer expectations (Altman & Marilyn, 1995).

### 3. COMPANY-CUSTOMER IDENTIFICATION (CCI)

“Company – Customer Identification” concept is important for companies that want to create deep and significant relationships and to continue these relationships long. Therefore, both concepts are examined in consumer behavior studies and their premises and results are investigated.

CCI has been one of the most accentuated concepts in recent years. This concept was developed through “Social Identity Theory” (Brewer 1991; Tajfel, 1978; Turner, 1982; Tajfel and Turner, 1985) and “Organizational Identification (Bergami and Bagozzi, 2000; Dutton et al., 1994; Mael and Ashfort, 1992).

#### 3.1. Social Identity Theory

Criticisms and reactions made against minimalist approach for many years causes to lay foundations of “Social Identity Approach” (Tajfel, 1978; Turner, 1978). Tajfel and Turner (1985) suggested “Social Identity” concept and developed “Social Identity Theory”.

Social Identity Theory is a social psychology theory that tries to explain relationships between groups and is interested in formation and development process of group behaviors (Tajfel, 1978: 60). Theory is based on information from individuals’ social groups, meaning assigned by them and assumptions formed by their emotions (Mummendey and Schreiber, 1983).

There are many definitions about group concept. Group can be described as a social phenomenon that is formed by two or more people affecting each other, sharing common purpose and common norms and behavior principles (Koçel, 2003). According to Turner (1982) group is a community that perceives themselves as same social class, share same emotional commitment and social identity. People experience various groups for the life. These groups have important impact on individuals’ lifestyle, choices and behaviors. One of the reason of this impact is that the person has to obey the norms of the group. Norms are the rules that group members want to obey when they make in-group activities and in

relationships with each other. The more norms are adopted, the more values are created. Values and norms regulate behaviors of members.

Ashfort and Mael (1989) conceptualized individual-organization relationship as “organizational identification” or “belonging to organization” of individual.

### **3.2. Organizational Identification**

Organizational identification has been discussed for a long time in organizational behavior literature (Mael and Ashfort, 1992; O'Reilly and Chatman, 1986). Organizational identification is described as the level of individuals and organizations having same features (Dutton et al., 1994). In other words, it is said that identification is the attunement process of targets of individuals and organizations (Hall et al., 1970).

Ashfort and Mael (1989) conceptualized individual-organizational relationship as “organizational identification” or “belonging to organization” perception. If concepts used by employees while defining themselves show similar features with organizational identity, communication between individual and organization is called as “organizational identification”. Also organizational identification is similarity level of concepts used by individual while defining themselves and defining organizations (Dutton and Dukerich, 1991).

Theoretic structure of organizational identification is based on “Social Identity Theory” and “Social Identification” concept. Organizational identification was developed through adapting of expressions used in these theories (Ashforth and Mael, 1989). Social identity is personality reflection that is obtained by individual from social classes or social groups (Tajfel, 1978; Tajfel and Turner, 1985). These social classes are formed according to features of members (Ashfort and Mael, 1989). Members perceive themselves as same social class member, they establish a bond with group and evaluate other members likewise. This situation is called social identification. Organizational identification is a type of social identification. If individuals classify them with unique features and as a center of social group, they can define themselves with organization (Albert and Whetten, 1985).

Organizational identity lays down at the bottom of organizational identification. According to Albert and Whetten (1985) “organizational identity” is distinctive, continuous and central organizational features perceived by members. Although organizational identity is similar to individual identity concept, it has more complicated structure. Every member has own organization definition. All of these definitions form organizational identity. Organizational identity is whole important features that separates organization from others.

### **3.3. Customer-Company Identification Relationship**

Developments in relational marketing strategies cause increasing attention in identification concept and customer-company identification is started to be examined in marketing literature (Bahattacharya et al. 1995; Drumwright, 1996; Sen and Bhattacharya, 2001). Customer-company identification was developed based on “Social Identity Theory”(Brewer, 1991; Tajfel, 1978; Tajfel and Turner, 1985) and “Organizational Identification”(Ashfort and Mael, 1989; Bergami and Bagozzi, 2000; Dutton et al., 1994; Kristof, 1996).

Customer-Company identification has become one of major concepts for companies that want to create deep and significant relationship with their customers. Strong relationship between customer and company is based on identification created by customers to satisfy ego definition needs (Bhattacharya and Sen, 2003). Therefore, companies are in search of establish strong identification with their customers.

Customers are interested in not only products or services but also companies producing services. Customers want to know more about the companies, develop the relationship with them and define themselves with companies (Bhattacharya and Sen, 2003). Today some companies offer significant and social identities to their customers and try to satisfy ego-definition needs of customers. Therefore, companies try to establish some groups that identify with companies (Pratt, 1998; Scott and Lane, 2000).

It is stated that customer-company identification leads positive results in terms of companies. Identification with company cause to determine customer-company relationships

(Bhattacharya and Sen, 2003). Identification with company motivates customers to connect success of company's objectives. Customers establishing strong with companies become good supporters for companies and act positively such as buying behavior or citizenship behavior (Mael and Ashfort, 1992).

Customer with identifying with a company has positive thoughts or feelings about that company. Identification of customer with a company can lead positive actions such as dependence to company, strong manner (Bergami and Bogazzi, 2000; Brown et al., 2005), or negative actions such as word of mouth communication (Ahearne et al., 2005).

When customer with identifying company gets negative information about the company, they want to protect their feelings about the company. These customers can ignore faults or false steps of company due to their positive feelings (Einwiller et al. 2006).

### **3.4. The Relationship between CSR and CCI**

According to some scholar emotions are instinctive behaviors (Chaudhuri and Holbrook). It can be said that there are two important associated with customer emotions: the company itself and its services (Brown and Dacin, 1997). Also the effects of corporate image can vary in terms of customers. Customers think differently when they evaluate the company and everything related to it. While customers do this, they evaluate the company through many different stages. For example, they pay attention to CSR. Sometimes due to different corporate images, customer reactions to company can be different. Accordingly, it is important to analyze the precise impact on CSR to customer reactions and possible reactions (Sen and Bhattacharya, 2001). Recently, CSR is having extensive notice of consumers. According to researchers CSR may boost brand value, consumer loyalty and also income from sales. CSR Image has also specific effect on Company-Customer Identification (Wood, 1991: 693). Because it influences purchasing activity and intention of consumers. According some researches consumers with high purchasing intention and activity prefer social responsible company than socially irresponsible company. This shows that CSR has an important factor for consumers and this also affects Company-Consumer Identification.

## 4. EMOTIONS (COMPANY) AND EMOTIONS (SERVICE)

### 4.1. Customer Emotions and Related Concepts

With globalization it can be said that companies reduce their market shares and even big retailers go downsizing (Weiss et al., 2004). This situation forces marketing managers of retailers to analyze customer behaviors well and forces them to develop marketing strategies according to obtained information.

It is stated that customer make decisions due to emotions generated by companies (Kim and Moon, 2009). Positive feelings of customers have gain importance on buying products or services. Therefore, marketing researchers have been made studies about product, brand and marketing for thirty years (Holbrook and Hirschman, 1982).

Emotions, mood, attitude and affects are generally mixed with each other and have place in different studies (Derbaix, 1995; Diener and Emmons, 1984; Sherman and Smith, 1987; Söderlund and Sara, 2004). Defining these concepts is hard for psychology and marketing.

Attitude can be described as a structure that consists of all feelings (Burns and Neisner, 2006). Mood, attitude and feelings concepts are more specific spiritual process (Bagozzi et al., 1999). These concepts can be described as follows.

Mood is situation that is more dispersed, unmeant, unawareness (Burns and Neisner, 2006). Attitude is evaluator judgements (Derbaix and Bree, 1997). Feelings and attitudes are hard to separate each other (Burns and Neisner, 2006). Feelings are multiple situations that create excitement process due to experienced different emotional situations (Burns and Neisner, 2006). In other words, feelings are psychological states that are experienced by individuals while evaluating incidents (Burns and Neisner, 2006; White, 2010). These psychological states are emerged through conceptual evaluation of the incident or the thoughts (Bagozzi et al.,1999).

Because emotions are resulted in behavior, they find place for themselves in marketing science that examines consumer behavior. Emotions are major reasons in consumer behaviors (Machleit and Eroğlu, 2000). They show themselves at many places in customers' life. All

emotions of customers on products affect buying motive of customers (Odabaşı and Barış, 2007; Solomon, 2011). If customers have positive emotions about product or service, they can buy that product or service again; or vice versa (Donovan and Rossiter, 1982; Eroğlu et al., 2003; Sherman and Smith, 1987). Also emotions can affect time spent in stores, cost and unplanned purchasing number (Donovan et al., 1994; Spies et al., 1997; Chebat and Michon, 2003). In addition they can lead long termed customer loyalty and customer satisfaction (Westbrook, 1987; Chebat and Sluzarczyk, 2005).

According to researchers working in especially psychology different feelings typologies are suggested and used in studies (Westbrook, 1987; Watson et al., 1988; Baker et al., 1992).

#### **4.2. Major Typologies in Psychology**

In this section five major feeling typologies are explained in this section. These are respectively S.O.R Theory developed by Mehrabian and Russel (1974), Differential Emotions Scale (DES) Theory developed by Izard (1977), PPE Theory by Plutchik (1980), PANAS Theory by Watson et al. (1988) and Basic Emotions Theory by Ekman (1992).

**S-O-R Theory:** Many retailer researchers are interested in variables of environment and examine how these affect consumers through S-O-R Model. According to basic principle of S-O-R Theory environment consists of some stimulants. These stimulants affect organismic states and as result they form behavior of organism. S letter in model external environmental stimulants, "O" letter organism and "R" letter cite to response or behavior (Nagasawa et al., 1991).

Usage of the model in marketing literature is observed usually in retailer environment. Stimulant in the model states environmental effects; organism states feelings of individuals in retailer environment and response states behavior. The model expresses feelings in organism as PAD. Stated feelings with PAD are "pleasure", "arousal" and "dominance" (Russell and Mehrabian, 1977). According to basic principle of PAD, all dimensions of PAD characterize

all feelings. These feeling dimensions consist of mood, perceptions and concepts related to other feelings.

**DES Theory:** According to Differential Emotions Scale there are ten major emotions. Seven-ten of are negative emotions, two of them are positive and left is neutral emotion. These emotions are attention, joy, astonishment, sadness, anger, disgust, humiliation, fear, embarrassment, crime. The flexibility and extent of these emotions allows to be used in different structures, also they expresses certain emotions of people (Westbrook, 1987). In addition these emotions interact with each other (Huang, 2001). DES Theory of Izard has four different types. In researches about consumption feelings, DES II Form is used in order to measure stated ten major emotions (Richins, 1997).

**PPE Theory:** According to PPE Theory (Plutchik, 1980) is one of the most influential psychological approach to classify emotional responses. This theory forms structural model defining relationship of emotions. There are many factors describing hundreds of emotions in order to express emotions but according to this theory there are 8 primary emotions. These emotions are anger, fear, sadness, disgust, astonishment, anticipation, trust and joy. According to Plutchik (1980) primary emotions are primitive as biological, whole other emotions are emerged from these emotions and interact with each other. Some of these emotions are similar to Izard's DES Theory (1997).

**PANAS Theory:** According to basic principle of positive affect and negative effect schedule (PANAS) as result of major emotions negative or positive effects are formed (Watson et al., 1988). Positive effects of PANAS are active, determined, delighted, enthusiastic, inspired, proud, warmhearted, amazed, excited, interested. Negative effects are distressed, upset, guilty, scared, revulsion, irritable, blameworthy, nervous, jittery, afraid. In marketing studies feelings about service satisfaction measured through PANAS (Mano and Oliver, 1993; Dube and Morgan, 1996) are about behaviors after purchasing.

**Basic Emotions Theory:** In "Basic Emotions" study of Ekman (1992) he claimed that emotions of people have impact on facial expressions. In this study basic emotions are different from other premise emotions. The main ones are these; these emotions are distinctive universal markers, they have different physiology, they are short-dated, they start

rapidly, they create significant evaluations and they emerge from significant subjective experiences (Ekman, 1999). There are 6 major emotions of Ekman; anger, contempt, disgust, fear, sadness, surprise (Ekman, 1992).

### **4.3. Major Emotions Typologies in Marketing**

There are also other emotion theories apart from psychology literature and marketing literature. In this section emotion typologies will be examined that developed by marketing scholars inspiring from psychology.

#### **Ad Feeling Clusters by Aaker et al.**

This study is one of the most important study that shows scholars start to examine consumer emotions in terms of their own views. In the study feelings are dwelled on instead of emotions. Although feelings have same meaning with emotions, feelings are a bit stronger than emotions and feelings are considered to be better variable than emotions or mood for advertising (Aaker et al., 1988).

#### **Ad Feeling Dimensions of Edell and Burke**

This three-dimensional model focuses on how customers feel when they are exposed to advertisements (Derbaix and Bree, 1997). In other words, this study was made to evaluate emotions of customers when they face advertisements.

According to Burke and Edell (1987) these emotions affect consumer's attitudes towards advertisements and brand (Derbaix, 1995). Scholars summarized customer emotions emerged from advertisements in three factor. These are entertaining emotions, negative emotions and warm feelings.

#### **Affective Responses to Advertising by Batra and Holbrook**

This study examines emotional evaluation of customers towards advertisements. Batra and Halbrook (1990) focuses on major reactions created by advertisements on customers (Derbaix and Bree, 1997). The study determines mood, emotions and motives as responses

that are effective against advertisements. In order to evaluate these 12 types of major reactions (impersonation, skepticism, anger, peace, desire, fear, weariness, social education, satisfaction, sadness, furiousness, intumescency) and 34 emotion adjectives are defined (Batra and Holbrook, 1990).

#### **4.4. The Relationship between CCI and Emotions (Company)**

Emotions are important in terms of both companies and customers. Emotions can influence everything about purchasing transaction. Because Company-Customer Identification is a series of actions, emotions are seen likewise them. Companies carry out a transaction with their emotions also consumers make this activity with their emotions. These two concepts are related each other and without one it is hard to work properly for the other one.

#### **4.5. The Relationship between CCI and Emotions (Service)**

Companies always try to satisfy their customers. Therefore, high quality relationship between them is important. Relationship quality is defined as a complete evaluation of the power of the relationship to lower doubts (Crosby et al. 1990) or the quality of the communication between company and customer (Gummesson, 1987). Non-economic customer satisfaction is based on relationship quality between company and customer. This also affects emotions of customers. Because customers want to feel free and relieved when they buy products or services. However, according to many researchers, trust issues are most important factor for customers and their emotions (Marcella, 1999; Yoon, 2002, Fassnacht and Köse, 2007). However, emotions can last from a second to a few minutes. Therefore, companies must always keep their eyes open in order not to lose their customers. According to Izard (1991), emotions motivate, organize and guide perceptions, opinions and reactions. Emotions are the highest intensity states in customer perception towards companies and their services.

#### **4.6. The Relationship between CSR and Emotions (Service)**

Corporate Social Responsibility Image concept has been examined by researchers since 1950s and it has showed diversity. According to some experts corporate social responsibility is the social responsibility of businesses towards their customers such as economic, legal, ethical expectations of customers. Corporate Social Responsibility have huge impact on emotions as well as customer satisfaction and loyalty. When a company fulfills their responsibilities towards customers, customers start to feel connected to company and they prefer to buy products of that company. This leads to increase income and success of the company.

## 5. CUSTOMER SATISFACTION

### 5.1. The Concept of Customer

Modern marketing approach is based upon profitability so as to satisfy the recipients and the basis of reaching other organizational objectives by determining the primary duty of the business as the request and requirement of target market. Thus, we can describe modern marketing conception as the marketing conception towards the customers (Ergünda, 2002).

Centered on the business activity with the modern marketing understanding, customers underlie the existence and success of every business. The real boss of business employees are the customers. The customer provides the revenue, future and guarantee of the business. Customer also pays all the expenses, salaries of the employees and subsidise the business investment. Therefore, the customer is a person deserving of all the care and attention, admiration and acknowledgement (Barutçugil, 2009: 11). According to another definition, customer is a person or an organisation, buying a specific asset of a specific firm for its commercial or self interest (Taşkın, 2005: 20).

According to Acuner (2003), the answers of a question, “Who is the customer of a firm?”, as follows: (Acuner, 2003: 27):

- Customer is the end user of the product and services of a firm.
- Customer is the most important person in the business.
- Customer is a person who is expecting to fulfil his/her wish and requirement. The duty of the firm is to serve to benefit both the customers and firm itself.
- Customer is not a statistical data. It is a person with emotions and deserves to be acted respectfully.
- Customer is not a means to an end, but it is a destination of our business. He/she does a favour to us by giving us opportunity to serve, rather than we do a favour to customer by serving (Acuner, 2003: 27).

Focusing on creating value for the customer, the firms understand in time that their most important assets are human being namely their own employees and realize that when they satisfy them, the customers will satisfy as well. Modern-day firms, whose ultimate purpose is to satisfy the customers and create value for the customers, find a way to avoid a dilemma named "Employee or Customer?" by separating the term customer as internal and external customer (Doğan and Kılıç, 2008: 62).

By internal customer, employees of the firm are meant. Internal customer term has an important place with regards to ameliorate the production and serving process activities. Every unit in the business is a customer of preceded phase. If the firms demand the satisfaction level, loyalty, permanence and profitability of the external customers, they firstly need to satisfy their own employees defined as internal customer (Demirel, 2007: 22-23).

In order to ensure the satisfaction of the internal customers, needs of the internal customers are necessary to determine and these needs are necessary to turn into requests. It is easier to determine the needs and requests of internal customers, because there is an opportunity to talk and share ideas with them (Şimşek, 2006: 35).

The relations of the internal customers within the firm are closely related with systems, rules, orders, communication and personal support. As the activity of the internal customers is raised, concerning the areas used in the firm, the product and service quality will raise as well. Therefore, competitive edge will be gained (Taşkın, 2005: 24).

The customers named as external customers want the maximum benefit from a good or service provided quality and are supported with purchasing power. It is required to speak the same language, listen the customers, provide the necessary flexibility to have an agreement, evaluate the pooled results, reach the zero error level at the relationships built with external customers (Demirel, 2007: 23). It is not wrong to consider the term customer only as an end-user of a good or service, however missing parts can be seen. In order to actively compete and genuinely success, it will be inevitable to consider internal customer side, internal-external customer relationship and firm-customer relationship as an institution (Doğan, Kılıç, 2008: 84).

In order to understand customer concept, first of all consumer concept should be explained. Consumer is a person or constitution who needs to be satisfied and has money to spend; customer is a person or constitution that buys branded product of certain company for personal purpose (Alabay, 2008:3).

The most important step to provide a good customer service is to know customer demands and expectations (Barutçugil, 2009:22). The existence reasons of organizations are customers who are served products and service. Organizations survive as long as they satisfy their customers.

Current customer is a person or constitution that buys branded product of certain company for personal purpose. Current customer always buys service or product of the company. Prospect is a customer candidate that is in talking with the company.

In today's business world there is one determinant; service. Prices are only remarkable factors because rival brands use each other prices. Customer service industry is wide and is not planned, totally.

## **5.2. The Types of Customer**

### **5.2.1. Internal Customer**

An internal customer is a person that directly attached to the organization and generally is included to the organization. In the organization every unit is a customer of predecessor phase.

Internal customer concept is a new concept for businesses. Before employees are seen as production factor. But with the developments of social, economic and technological factors lead businesses to tend towards employees who will contribute quality and productivity. As a concept internal customers are people who are included in organization.

### **5.2.2. Foreign(External) Customer**

External customers can be classified as current customer, prospect and lost customer. Current customer is a customer who buys continuously product or service of the company (İspir, 2008:18).

External customer provides payment of employees buying products and services for self-purpose. In terms of external customer, customer focus means that in all executive and organizational efforts targeting customer. It is stated that this organizational environment aims to satisfy external customer; therefore, it knows customers and is aware of them. In order to create this environment information from various sources should be obtained and customer satisfaction should be measured using various quantifier techniques (Ulusoy, 2008: 12).

### **5.3. Factors Affecting Customer Satisfaction**

In traditional market, companies have more information than customers will achieve. However, thanks to internet, companies and customers have nearly same amount of information. This leads power exchange. Informed customers are enthusiastic to argue prices and terms with company (Pralhad and Ramaswamy, 2001: 21).

Today, customer expectations are higher than past; but product and service options of companies are higher, too. Ensuring customer satisfaction, gaining loyal customers and maintaining these continuities is a hard process (Özçelik, 2007: 78). Another factor creating customer satisfaction is to know and understand the customer. Customers can come from different cultures and their demands and expectations can be different. However, there can be problems while providing service. At this point, companies should determine customer satisfaction verbally or written, then should solve the problems.

Companies have to communicate with their customers. In addition, they should give information about prices, products, services etc. Service quality and continuity should not be ignored for customer satisfaction. Service forms the backbone of every sector. Trust, susceptibility, expertness, accessibility, kindness can be counted as determinants of service quality (Coşar, 2006: 35).

Paying attention to customer complaints is also important for customer satisfaction. Evaluating and solving complaints of customers helps the company to determine demands and expectations of customers (Coşar, 2006: 35).

#### **5.4. The Importance of Customer Satisfaction in Terms of Companies**

Companies should evaluate customers according to their needs and demands then should provide customer satisfaction and increase their profits (Alagöz et al., 2004: 23).

First of all, customer satisfaction is important for company as economic reason. There are many economic advantages of customer satisfaction for companies. Also, customer satisfaction has important role in cost saving (Özçelik, 2007:73).

The key point for companies is to understand all transactions between target customer and company and communicate well with them. Behind this though there is solid economic reason. Gaining new customer costs double than keeping current customers (Sharp, 2003:2).

Customer acquisition cost reflects activities such as public relations, promotions and advertisements to gain new customer. For companies, customer satisfaction is vital. Ever-changing and developing expectations of customer should be investigated and services should be reviewed according to these demands and needs.

Companies place emphasis on determining customer satisfaction. There are many factors causing companies to prioritize customer satisfaction or dissatisfaction. The most important of them can be sorted:

-Because acquisition new customer is costly and hard, companies try to use current customers' remembering ability for marketing target.

-Benefiting from customers' remembering ability is possible only with customer satisfaction.

-In providing customer satisfaction/dissatisfaction product and service quality is used as rivalry tool (Özgüven, 2007:30).

In companies, satisfaction is described as organization is operated well.

### **5.5. The Relationship between Emotions (company) and Satisfaction**

Consumption feeling is a reaction emerged in consumption process in customer's psychology and this feeling changes continuously. Customer satisfaction, though, emotional and cognitive reaction at the end of consumption and it is a consistent evaluation. Therefore, it is generally accepted that emotions while consuming are one of the important factors of customer satisfaction. Company leaders and managers have to manage the process of emotions very well in order to gain organizational goals (Lee, 2002: 3). Businesses have to control all the emotions and concepts affecting exclusive performance (Gross, 1999: 551). However, for service organizations it is hard to gain customer satisfaction due to simultaneously production and consumption and changing customer expectations. Emotions have significant impact on customer satisfaction and positive emotions increase customer satisfaction while negatives decrease. Especially positive emotions have more importance than negative emotions on customers.

### **5.6. The Relationship between Emotions (service) and Satisfaction**

According to Izard's Differential Emotions Scale, customers experience ten different emotions on the service and quality. These are; interest, joy, anger, disgust, contempt, shame, guilt, sadness, fear and surprise (Izard, 1972). Service performance can directly affect customer satisfaction. This affects emotions of customers, too. If company want to gain customer's trust and improve its image on customer, it should focus on emotions of customers (Darden and Babin, 1994).

"The symmetry of this relationship has been challenged by the idea of a customer-perceived zone of tolerance (Woodruff et al., 1983; Zeithaml et al., 1991). According to Strandvik (1994) quality function is unbalanced for example while service quality decreases than thought of customer, it will have big impact on customer's behaviours because it influences on customer's behaviour directly.

When customer satisfaction increases, the company can gain more income and become more successful. Customers always search for better services from the companies and if they find right one, they become loyal customer to that company.

### **5.7. The Relationship between CSR and Satisfaction**

According to Boshooof and Gray (2004), satisfaction is not related to service or the product, but it is related to perceptions of customers on features of product or service. Therefore, customers mean that satisfaction is related to different experiences. In marketing, customer satisfaction is accepted as an important factor of corporate strategy and long term profits for companies (Fornell & Mithas & Krishan & Morgeson, 2006). According to some studies, CSR has a big influence on attitudes, purchase intentions, consumer-company identification as well as satisfaction of consumers and also it can be said that CSR actions of companies are taken into consideration by consumers when judging the company or products (Oberseder & Schlegelmilch & Murphy, 2013).

According some studies CSR Image have positive impact on customer satisfaction more than customer loyalty. Also, higher level of corporate social responsibility image has influence customer satisfaction more. Besides, customer perception of corporate social responsibility is also important because it may change the level of satisfaction. At that point customer expectations step in and corporate social responsibility should fulfill its duties. Therefore, companies have to increase their corporate social responsibility funds. Corporate social responsibility initiatives should satisfy the demands of customers and make them be loyal to the company.

## 6. BRAND LOYALTY

### 6.1. The Concept of Brand Loyalty

Brand might be a directive hint for deciding what to buy and use in the competitive environment. At this condition, brand must leave a mark on the consumer's brain to be perceived differently. There is more competition among brands rather than products. While the product has a functional benefit for the consumers, brand stated the name increasing the value of the product beyond the functionality, symbolic design, meaning created by the sign or abstract quality (Uztuğ 2008: 22).

According to a simple definition, brand: "Identity of products of producer or seller firm and distinguished symbol and name from the rival commodities" (Çifci and Cop, 2007: 70). Brand is the simplest way to learn a product from the point of customers. Brand shows the origin of the product and provides quality assurance and guarantee (Dereli and Baykasoğlu, 2007: 63).

Product has a different and special meaning with brand. Consumers take on a new meaning to the product because of the brand (Odabaşı 2009: 146). Customers undertake the risks when choosing the brand, such as satisfying the needs by the chosen brand, getting in return for the time and amount spent. Customers always tend to choose the same brand to minimise the risk undertaken by themselves. The term brand loyalty gains importance at that point (Alkibay 2002: 23) Brand loyalty can be described as a searching only for a specific brand and buying habit developed by customers in response to competitors offering lower price and promotion (Kurtuldu and Çilingir 2009: 250).

Brand loyalty is a faith and commitment that a customer has for a brand. Knowledge created by customers regarding a brand has an important effect on the choice of specific brand. Therefore, a brand offers a brand value which is different, is not found at rivals and preferable by customers. If it increases the pleasure level experienced by the customers with brand, it will take an important step on the way of creating 28 powerful brands with loyal customer mass (Elden, 2009: 124)

Brand loyalty is not a choice of price, but it is a choice of a brand by taking into consideration of perceived quality by consumer (Demir 2012: 106) According to Jacoby and

Chestnut (1978), brand loyalty is a consciously repetitive buying habit of the brand (Kurtuldu and Çilingir 2009: 250) Brand loyalty is a psychological commitment resembling to friendship with brand created by customer. This is not a coincidental, but a conscious behavior (Yılmaz 2005: 260) According to another definition, brand loyalty is a choice made by customers, when there is a change on the price and characteristic of a brand. The more the brand loyalty is, the less the customers choose competitive products (Aaker 1991: 39)

According to another definition, brand loyalty is described as customer's finding sympathy on the brand, buying the brand bound up more, keeping the buying and using the brand for a long time (Deniz and Erciş 2010: 146) Brand loyalty is consumer's steering for a brand among various brands (Aytuğ 1997: 38). Brand loyalty is called that customers choose the same brand as a result of positive experience obtained from previous buyings (Eroğlu and Sarı 2001: 4) Brand loyalty is a reputation of buying behavior in the long term. According to another definition, brand loyalty is consumer's persistence in buying the same brand, in spite of the negative effects which buy again the same products (Tek and Özgül 2005: 309). Brand loyalty is customer's bound up with a brand, customer's choice of same brand even though there are competitor brands. For example, someone regularly drinking coca cola does not drink Pepsi or buying Nike product does not use Adidas branded products (Çavuşoğlu 2011: 6) 6 conditions can be mentioned regarding the brand loyalty. According to this conditions, brand loyalty: (Odabaşı 2000):

- i. It is not coincide, but conscious
- ii. It is a behavioral reaction
- iii. It comes into existence within a time period,
- iv. Executed by decision units, v. It takes place in an environment with one or more alternative brands,
- vi. It is a function of a psychological process. Brand loyalty is showing the repetitive buying habit even under the tough sensitiveness conditions.

Customers with high brand loyalty are satisfied with the service and product they are taken and buy the products continuously. These customers are most profitable customers

aimed to keep and increase the number. Customer satisfaction has great importance on the brand formation process. If the customers do not please with brand, brand loyalty is not formed and moving to competitors begins. In addition to this, customer does not only have to show the buying habit again to show the commitment to a brand or a firm, but he/she also has to develop a positive attitude towards the brand or the firm (Devrani 2009: 409). There are two main consumer groups in the marketing. The first group is loyal customers and the second group is the loyal customers of competitors. The mission of the marketing is making the existing customers happy by satisfying needs and expectations of them and bringing in the loyal customers of competitors by affecting them (Çavuşoğlu 2001: 6-7).

Firms aimed to gain new customers and increase market share, but, now, they aim to protect market share as a result of increasing competition and improvement on the technology.

Creating customer loyalty to protect market share is a prerequisite. Firms with loyal customers have more revenues by virtue of repetitive buying of the customers, having more price tolerance, communicating their pleasure and less tendency towards alteration. Therefore, the firm with many loyal customers has a chance to exist long term by catching a competitive advantage. In the meantime, brand loyalty has a great importance on the marketing expense. Keeping the existing customers is cheaper than gaining the new ones. For the competitors, loyal customers constitute an impediment to enter the market because it is quite costly to attract loyal customers (Çavuşoğlu, 2001: 15).

## **6.2. Brand Loyalty Approaches**

### **6.2.1. Behavioral Approach Model**

Behavioral approach was the dominant trend in studies on customer loyalty in customer behavior area, in the 60s and 70s (Ruyter and Wetzels, 1998: 437). Consequently, behavioral approach was first effective in studies on customer loyalty. Most of behavioral loyalty scales are based on arithmetic average. In this context, market share, purchase frequency and purchase size are taken into consideration (Demir, 2009: 71, Oppermann, 1999: 53).

Behavioral definition on customer loyalty belongs to Tucker(1967: 32) and he explains loyalty as a relative way to buy one brand more often than another brand. Newman and Werbel (1973:405) shaped loyalty with behavioral aspects rather than considering situations such as purchased brand number, keeping another brand in view and research on any other brand. Behavioral aspects of loyalty is related to purchase activity of customers (Çatı and Koçoğlu, 2008: 169). Behavioral loyalty expresses loyalty for action (Çamlı, 2010: 33) and consistent purchase (Kitapcı, 2006: 67).

Behavioral loyalty scales contain purchase activity in a certain time. It is easy to set up behavioral loyalty. The availability of products in the required place and time plays a key role in the formation of loyalty. Only when it is transformed into purchase activity, loyalty makes sense for the most of businesses. Purchase activity generates direct and tangible income for businesses. When viewed from this aspect behavioral loyalty is an obligatory situation for businesses. Attitudinal loyalty lacking behavioral loyalty provides either only a limited profit or no profit at all (Kumar and Shah, 2004: 320).

However, repetitive purchases don't mean psychological dependence. For example, a customer prefers a hotel for its location, and in case another hotel is opened in the same location, the customer can prefer the new one (Bowen and Chen, 2001: 238). Therefore, behavioral loyalty can mislead businesses (Çamlı, 2010: 33). Although consistent behaviors towards brands are observed in studies about behavioral loyalty, the reasons for customers' behaviors aren't grasped. For this reason, the difference between a loyal consumer and repetitive purchase isn't revealed (Demir, 2009: 40).

Therefore, behavioral descriptions towards loyalty remain incapable of explaining how and why loyalty develops (Dick and Basu, 1994: 100). There are some restrictions on scaling loyalty as behavioral. If focused on behavioral loyalty as stated, the reason of that behavior can be misunderstood. A person can buy a product for himself. However, beside these, the reason for purchase activity can be a preference resulted from seeing others also buy it. As it is seen, purchased product may not be always the selected. Also, customer dependence can be viewed as a multidimensional structure. Focusing on past experience in purchasing is inadequate to explain this subject (Assael, 1992: 88, 89). In Shih's study (2011: 160) results can be viewed. Although attitudinal loyalty is affected positively by customer

satisfaction, this relationship isn't observed between behavioral loyalty and customer satisfaction. According to studies of McKercher et al (2012: 720) on tourism, factors used in scaling behavioral loyalty are associated with habit concept. However, attendants associate attitudinal factors with loyalty concept.

### **6.2.2. Attitudinal Approach Model**

Information, thought and beliefs towards an object form human attitude. Attitudes symbolize the totality of psychological activities, such as emotion, desire, perception, thought and action, and attitudes are formed by beliefs, opinions, intuitions and behavioral inclinations (Rızaoğlu, 2003: 114, 115). The word 'attitude' means 'suitable and ready for an action' (Hogg and Vaughan, 2007: 174). Attitude is defined as "the inclination of a person for a positive or a negative reaction towards objects, opinions or environments". Developed attitudes of people affect their purchase decision (Odabaşı and Barış, 2002: 157).

Attitudes are related with behaviors, persons and objects which are parts of perceptual worlds of individuals. Attitudes both affect and are affected by perceptions, purposes and motivations of individuals. Attitudes can be aimed at politics, music, car or different sport branches (Pride and Ferrell, 2000: 205).

Attitude concept is defined by Shiffman and Kanuk (2000: 200) as "object-oriented, continuous, positive or negative, learned and behavior towards inclinations". When it is viewed from the point of view of customers, object concept is explained through factors, such as product, product category, brand, service, location and price. Aaker et al (2004: 282) stated that attitudes are directly unobservable psychological structures. In this context, a person who has a positive judgement towards an object, also has a positive attitude towards it. Writers also explained attitudes as mental structures which are used by individuals in order to perceive their environment and to respond to various circumstances. Direct experiences towards an object and a special and powerful interest in that object render attitude more accessible and increase the effect of attitude on behavior (Hogg and Vaughan, 2007: 192).

Attitudes are influenced by personal experiences, family and friends, direct marketing efforts and mass media. Since the importance of first-hand experiences is understood, enterprises aim to get their new products tried by customers in various ways. As a consequence of this purpose, sometimes they can provide free experiences for customers (Shifmann and Kanuk, 2000: 201). Attitudes cannot be observed. But it is inclinations which reveal observable behaviors. Attitudes are consisted of three components. These are classified as; cognitive components (information and thought towards an object), emotional components (emotional reactions) and attitudinal components (inclination towards a particular behavior) (Odabaşı and Barış, 2002: 158, 159).

### **6.2.3. Mixed Approach Model**

Because behavioral and attitudinal understandings are exposed to various criticisms, in the determination of customer loyalty, collocation of these two approaches can come into question. In the explanation of loyalty, the necessity of explanation of attitude with behaviors is attached importance by many researchers (Bandyopadhyay and Martell, 2007: 37). Day (1969: 30) states that it is necessary to examine loyalty with both attitudinal and behavioral criteria. This research is specified to be one of the first researches to underline this need (Bandyopadhyay and Martell, 2007: 37). Bowen and Chen (2001: 214) also explained loyal customers as individuals who both have positive attitude towards related enterprise and purchase frequently and recommend to their environment. With this definition, writers stressed that mixed approach is used in their studies. Jacoby and Kyner (1973: 2), underline six important conditions when they define loyalty concept. These conditions are given below in order:

- The first of these conditions is the necessity of purchase activity to be in coincident. There should be an inclination towards a relevant object.
- However, as a second condition, the necessity of transformation of aforementioned inclination into behavior is underlined. Because, a person can express that he has a permanent inclination towards any enterprise. But if a person does not carry out his

purchase activity from this enterprise, inclination alone fails to satisfy the definition of loyalty.

- As the third condition, one single purchase is insufficient to explain loyalty. In order to discuss loyalty, there should be more than one purchases.
- As the fourth, there should be a deciding unit for purchase activity. In this point, rather than who carries out this purchase, the deciding person is defined as loyal customer. As the fifth condition, writers emphasize the importance of making one or more choices among many choices. According to this, customers can purchase more than one brand. In addition to this, in order to be able to discuss their loyalty, it is necessary for them to reject other choices.
- As the sixth condition, loyalty is emphasized to be a function of decision-making and evaluation period.

Individuals are to evaluate the goods and services to be purchased according to some criteria. As a consequence, they decide on the most suitable choice for themselves. As it is seen, the explanation of loyalty only with attitude and behavior dimensions' reveals lacking points in the comprehension of the concept. For this reason, taking loyalty into consideration with both dimensions provides a wider perspective. In many studies that are carried out in the recent years, while customer loyalty is measured, both attitudinal and behavioral dimensions are taken into consideration (Chang and Chen, 2007, Harris and Goode, 2004; Omar and Sawmong, 2007; Kim et al.,2009b).

### **6.3. Levels of Brand Loyalty**

Customer loyalty towards a brand or an enterprise is not an immediately developed phenomenon. The formation of customer loyalty requires a particular process. A customer is counted to be a suspicious customer at first until he becomes a loyal customer. Later on, he ascends the steps, respectively as potential customer, uncertain customer, first time

purchasing customer, repetitive customer, regular customer and, finally, loyal customer (Erk, 2009: 58).

A customer is seen as a suspicious customer for the first time; because there is no certainty for the customer to buy goods or service. Potential customers are persons who are in need of an enterprise's goods and services, are aware of this enterprise's goods and services and has purchasing power. Another group which is known to be potential customers are those who are not in need of offered goods and services and an enterprise is aware of this situation. The next group is first time purchasing customers. It is necessary for enterprises to examine the costs to be endured in case these customers are missed (Çınar, 2007: 30). Customers can be on any part of this scale. However, it should not be forgotten that customers are primarily inclined to purchase their basic needs. In order for enterprises to establish loyalty, they should be able to confront basic needs of customer first of all. Afterwards, both continuity of the purchase of these basic needs and other goods and services, and loyalty establishment should be provided.

Dick and Basu (1994: 101) explained dimensions of loyalty via establishing relationships between re-purchase behaviours and relative attitudes of customers.

#### **6.4. The Relationship between Satisfaction and Brand Loyalty**

Relationship between satisfaction and loyalty has been discussed in many studies. The important of this relationship is that customer satisfaction is a defining factor leading customer satisfaction.

Loyal customers do not always mean satisfied customers. But satisfied customers tend to become loyal customers. According to this, a satisfied customer is not likely to change the company (Methlie and Nysveen, 1999). Therefore, it can be said that satisfaction has a positive impact on loyalty and it is emphasized that loyalty and satisfaction have correlation. In relationship between customer satisfaction and customer loyalty it is determined that improving customer satisfaction leads to emotional loyalty and purchasing intention in the future (Methlie & Nysveen, 1999). An evaluating of customer on a company is determined as

company satisfaction and company satisfaction leads to company loyalty. Customer satisfaction improves customer loyalty and plays a key role for every company that wants to create better work performance. It is stated that customer loyalty is emerged as a result of satisfaction (Setnholdt & Martensen & Kristensen, 2000). Satisfaction is an important factor at customer loyalty management era. However, it is not the determining factor of this new paradigm. In addition the reason of studies about customer loyalty and satisfaction is to gain persistence of the relationship between company, product or service. When evaluating customer not only satisfaction but also dependence of customer to the company should be taken into consideration. Therefore, in today's competitive environment to aim customer satisfaction is not enough. Customer satisfaction is necessary for gaining customer loyalty but it is not enough.

In conclusion it is accepted that customer satisfaction is related to customer loyalty. However, satisfaction is not equal with loyalty and satisfaction is not synonymous with loyalty. Both of them are so close concepts. Classic view on the correlation between satisfaction and loyalty shows that there is a direct relationship between them. In other words, when customer satisfaction increases, customer loyalty automatically increases, too. However, taken services also have impact on this relationship. Customer can think that, service provided by the company is not enough to meet his demands and cannot feel satisfied. In that case he does not show loyalty to the company and start to search another suitable company for his demands. It can be said that, customer satisfaction, loyalty and service quality should be all in harmony with each other. Otherwise their total impact can reduce and the company may start to get into trouble.

## 7. METHODOLOGY

### 7.1. Research Model and Hypotheses

As shown below, the conceptual model of this research indicates that CCI, emotions/service and company, satisfaction, service quality and CSR image have an effect on brand loyalty.

The aim of the research is to find the effect of service quality and CSR image on brand loyalty through company-customer identification, emotions (evoked by company and service) and customer satisfaction.

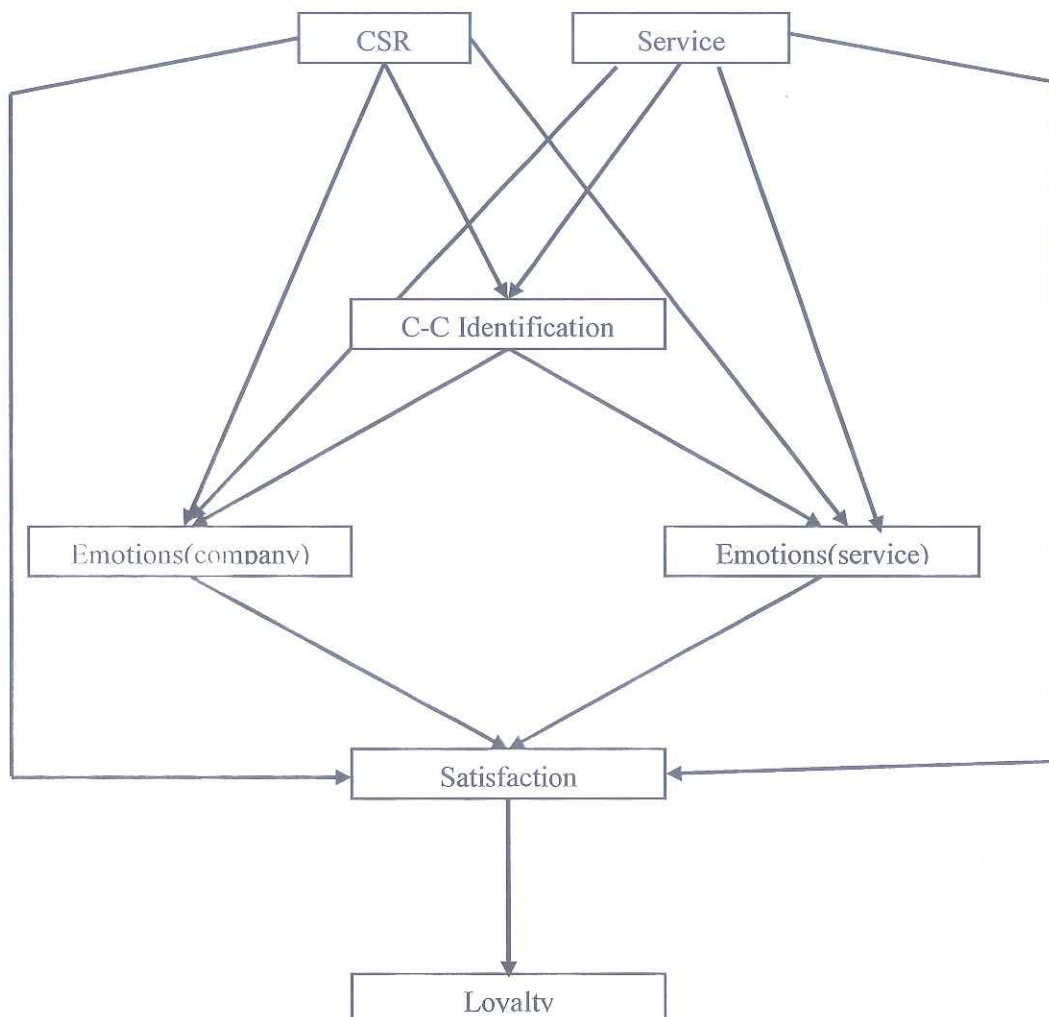


Figure 7. 1. Research Model

With this conceptual model, it is hypothesized that;

**H1:** CSR image has a positive effect on C-C identification.

**H2:** Service quality has a positive effect on C-C identification.

**H3:** C-C identification has a positive effect on emotions evoked by the company.

**H4:** CSR image has a positive effect on emotions evoked by the company.

**H5:** Service quality has a positive effect on emotions evoked by the company.

**H6:** C-C identification has a positive effect on emotions evoked by the service.

**H7:** CSR image has a positive effect on emotions evoked by the service.

**H8:** Service quality has a positive effect on emotions evoked by the service.

**H9:** Emotions evoked by the company have a positive effect on customer satisfaction.

**H10:** Emotions evoked by the service have a positive effect on customer satisfaction.

**H11:** CSR image has a positive effect on customer satisfaction.

**H12:** Service quality has a positive effect on customer satisfaction.

**H13:** Customer satisfaction has a positive effect on customer on loyalty.

## **7.2. Sample**

The sample consists of convenience sampling method, that means 300 participants who are Turkcell gsm operator users. The demographic informations of the sample was shown below as frequency analysis tables.

**Table 7. 1.** Frequency Analysis of Gender

		Frequency	%
Gender	Female	189	63,0
	Male	111	37,0
	Total	300	100,0

It is seen that from Table 7.1., %63 of the participants are female while %37 are male.

**Table 7. 2.** Frequency Analysis of Age

		Frequency	%
Age	< 27	99	33,0
	27-30	99	33,0
	> 30	102	34,0
	Total	300	100,0

It is seen that from Table 7.2., %33 of the participants are younger than 27 while %33 of them are aged between 27-30 and %34 of them are older than 30.

**Table 7. 3.** Frequency Analysis of Marriage Status

	Frequency	%	
Marriage Status	Single	211	70,3
	Married	89	29,7
	Total	300	100,0

It is seen that from Table 7.3., %70,3 of the participants are single while %29,7 are married.

**Table 7. 4.** Frequency Analysis of Education Level

	Frequency	%	
Education Level	High School Degree	73	24,3
	Undergraduate Degree	192	64,0
	Graduate Degree	35	11,7
	Total	300	100,0

It is seen that from Table 7.4., %24,3 of the participants have high school degree while %64 of them have undergraduate degree and %11,7 of them have graduate degree.

**Table 7. 5.** Frequency Analysis of Family Size

	Frequency	%
1	52	17,3
2	107	35,7
3	53	17,7
4	80	26,7
6	8	2,7
Total	300	100,0

It is seen that from Table 7.5., %17,3 of the participants live with only themselves while %35,7 of them live with another person, %17,7 of them have 3 person in their house, %26,7 of them have 4 person in their house and %2,7 of them have 6 person in their house.

**Table 7. 6.** Frequency Analysis of Monthly Household Income

	Frequency	%
< 3000 TL	42	14,0
3000-5999 TL	119	39,7
6000-8999 TL	106	35,3
Monthly Household Income 9000-11999 TL	16	5,3
12000-14999 TL	9	3,0
> 15000 TL	8	2,7
Total	300	100,0

It is seen that from Table 7.6., %14 of the participants have monthly household income below 3000 TL while %39,7 of them have monthly household income between 3000-5999 TL, %35,3 of them have monthly household income between 6000-8999 TL, %5,3 of them have monthly household income between 9000-11999 TL, %3 of them have monthly household income between 12000-14999 TL and %2,7 of them have monthly household income above 15000 TL.

**Table 7. 7.** Frequency Analysis of Years of Using Turkcell

	Frequency	%	
How many years do you use Turkcell?	< 1 year	25	8,3
	1-3 years	42	14,0
	4-6 years	49	16,3
	7-9 years	43	14,3
	> 10 years	141	47,0
	Total	300	100,0

It is seen that from Table 7.7., %8,3 of the participants have used Turkcell less than 1 year while %14 of them have used Turkcell between 1-3 years, %16,3 of them have used Turkcell between 4-6 years, %14,3 of them have used Turkcell between 7-9 years and %47 of them have used Turkcell more than 10 years.

**Table 7. 8.** Frequency Analysis of Number of Gsm Networks

		Frequency	%
How many Turkcell Gsm networks do you have?	1 Gsm network	236	78,7
	2 Gsm network	56	18,7
	3 Gsm network	8	2,7
	Total	300	100,0

It is seen that from Table 7.8., %78,7 of the participants have one Turkcell gsm network while %18,7 of them have two Turkcell gsm network and %2,7 of them have three Turkcell gsm network.

**Table 7. 9.** Frequency Analysis of Line Type

		Frequency	%
Which line type do you use?	Postpaid line	201	67,0
	Prepaid line	67	22,3
	Postpaid and prepaid line	32	10,7
	Total	300	100,0

It is seen that from Table 7.9., %67 of the participants use postpaid line while %22,3 of them use prepaid line and %10,7 of them use both postpaid and prepaid line.

### **7.3. Scales Used in the Model**

In order to collect data, survey method was used. The survey has four parts. First part evaluates participants Turkcell backgrounds. Second part consist of questions in order to measure CSR image, C-C identification, emotions evoked by company and service, customer satisfaction and loyalty. This combined questions were taken from Perez and del Bosque's study (2014). This scale has 44 questions in 1-5 Likert type scale in which 1 means strongly disagree and 5 means strongly agree. Third part consist of three service quality questions which were taken from He and Li's study (2011). This scale was also 1-5 Likert type scale in which 1 means strongly disagree and 5 means strongly agree. Lastly, in fourth part participants demographic informations were asked.

## **8. RESEARCH FINDINGS**

The data was analysed with IBM SPSS 20.

### **8.1. Reliability**

There are seven variables in this study according to the research model. The service quality variable was measured with 3 questions. The Cronbach's alpha for this variable is found .884. The CSR image variable was measured with 22 questions. The Cronbach's alpha for this variable is found .913. The C-C identification variable was measured with 6 questions. The Cronbach's alpha for this variable is found .959. Emotions evoked by company variable was measured with 4 questions. The Cronbach's alpha for this variable is found .983. Emotions evoked by service variable was measured with 4 questions. The Cronbach's alpha for this variable is found .979. The customer satisfaction variable was measured by 4 questions. The Cronbach's alpha for this variable is found .942. Loyalty variable was measured by 4 questions. The Cronbach's alpha for this variable is found .960. It is seen that all of the scales have high reliability. These reliability scores are shown below:

**Table 8. 1. Reliability Tests**

<b>Scale</b>	<b>Cronbach's alpha (<math>\alpha</math>)</b>
Service quality	.884
CSR image	.913
C-C identification	.959
Emotions evoked by company	.983
Emotions evoked by service	.979
Satisfaction	.942
Loyalty	.960

## 8.2. Relationship Between Variables

**Table 8. 2.** Correlations According to Hypotheses

<b>Variable Pairs</b>	<b>Correlation Coefficients</b>
CSR image – C-C identification	.625*
Service quality – C-C identification	.520*
C-C identification – Emotions(company)	.849*
CSR image – Emotions(company)	.623*
Service quality - Emotions(company)	.513*
C-C identification – Emotions(service)	.690*
CSR image – Emotions(service)	.545*
Service quality - Emotions(service)	.535*
Emotions(company) – Customer satisfaction	.807*
Emotions(service) – Customer satisfaction	.744*
CSR image – Customer satisfaction	.551*
Service quality – Customer satisfaction	.725*
Customer satisfaction – Brand Loyalty	.865*

\*  $p < ,05$

Before hypothesis testing, correlation analysis was applied to look whether there is a relationship between variable pairs that used in hypothesis. All relationships were found positive and significant.

### 8.3. Hypotheses Testing

H<sub>1</sub>: CSR image has a positive effect on C-C identification.

**Table 8. 3.** Regression Analysis to Measure The Effect of Service Quality on CSR Image

	B	Std. Error	Beta	t	sig.
Constant	-,962	,252		-3,818	,000
CSR Image	1,153	,084	,625	13,805	,000

$R^2 = .390$

$F(1, 298) = 190,59, p < ,05$

A linear regression analysis was applied to predict C-C identification based on CSR image. The regression equation was found significant ( $F(1, 298) = 190,59, p < ,05$ ), with an  $R^2$  of .390. Thus, CSR image variable can explain %39 of C-C identification's variance. It is found that CSR image positively and significantly influences C-C identification (Beta = ,625,  $p < ,05$ ). The first hypothesis is accepted.

**H<sub>2</sub>:** Service quality has a positive effect on C-C identification.

**Table 8. 4.** Results of the Regression Analyses of The Effect of Service Quality on C-C Identification

	B	Std. Error	Beta	t	sig.
Constant	,651	,180		3,626	,000
Service Quality	,533	,051	,520	10,516	,000

$R^2 = .271$

$F(1, 298) = 110,59, p < ,05$

A linear regression analysis was applied to predict C-C identification based on Service quality. The regression equation was found significant ( $F(1, 298) = 110,59, p < ,05$ ), with an  $R^2$  of .271. Thus, Service quality variable can explain %27,1 of C-C identification variable's variance. It is found that Service quality positively and significantly influences C-C identification (Beta = ,520,  $p < ,05$ ). The second hypothesis is accepted.

**H<sub>3</sub>:** C-C identification has a positive effect on emotions evoked by the company.

**Table 8. 5.** Results of the Regression Analyses of The Effect of C-C Identification on Emotions (company)

	B	Std. Error	Beta	t	sig.
Constant	,158	,094		1,669	,096
C-C Identification	,977	,035	,849	27,736	,000

$R^2 = .721$

$F(1, 298) = 769,31, p < ,05$

A linear regression analysis was applied to predict emotions evoked by the company based on C-C identification. The regression equation was found significant ( $F(1, 298) = 769,31, p < ,05$ ), with an  $R^2$  of .721. Thus, C-C identification variable can explain %72,1 of emotions evoked by the company variable's variance. It is found that C-C identification positively and significantly influences emotions evoked by the company (Beta = ,849,  $p < ,05$ ). Hypothesis three is accepted.

**H4:** CSR image has a positive effect on emotions evoked by the company.

**Table 8. 6.** Results of the Regression Analyses of Measure The Effect of CSR Image on Emotions(company)

	B	Std. Error	Beta	t	sig.
Constant	-1,367	,290		-4,706	,000
CSR Image	1,325	,096	,623	13,756	,000

$R^2 = .388$

$F(1, 298) = 182,32, p < ,05$

A linear regression analysis was applied to predict emotions evoked by the company based on CSR image. The regression equation was found significant ( $F(1, 298) = 182,32, p < ,05$ ), with an  $R^2$  of .388. Thus, CSR image variable can explain %38,8 of emotions evoked by the company variable's variance. It is found that CSR image positively and significantly influences emotions evoked by the company ( $Beta = ,623, p < ,05$ ). Hypothesis four is accepted.

**H5:** Service quality has a positive effect on emotions evoked by the company.

**Table 8. 7.** Results of the Regression Analyses of The Effect of Service Quality on Emotions(company)

	B	Std. Error	Beta	t	sig.
Constant	,521	,206		2,524	,012
Service Quality	,601	,058	,513	10,323	,000

$R^2 = .263$

$F(1, 298) = 106,56, p < ,05$

A linear regression analysis was applied to predict emotions evoked by the company based on Service quality. The regression equation was found significant ( $F(1, 298) = 106,56, p < ,05$ ), with an  $R^2$  of .263. Thus, Service quality variable can explain %26,3 of emotions evoked by the company variable's variance. It is found that Service quality positively and significantly influences emotions evoked by the company (Beta = ,513,  $p < ,05$ ). Hypothesis five is accepted.

**H<sub>6</sub>:** C-C identification has a positive effect on emotions evoked by the service.

**Table 8. 8.** Results of the Regression Analyses of The Effect of C-C Identification on Emotions (service)

	B	Std. Error	Beta	t	sig.
Constant	,929	,128		7,281	,000
C-C Identification	,783	,048	,690	16,440	,000

$R^2 = .476$

$F(1, 298) = 270,28, p < ,05$

A linear regression analysis was applied to predict emotions evoked by the service based on C-C identification. The regression equation was found significant ( $F(1, 298) = 270,28, p < ,05$ ), with an  $R^2$  of .476. Thus, C-C identification variable can explain %47,6 of emotions evoked by the service variable's variance. It is found that C-C identification positively and significantly influences emotions evoked by the service (Beta = ,690,  $p < ,05$ ). Hypothesis six is accepted.

H7: CSR image has a positive effect on emotions evoked by the service.

**Table 8. 9.** Results of the Regression Analyses of The Effect of CSR Image on Emotions (service)

	B	Std. Error	Beta	t	sig.
Constant	-,534	,307		-1,740	,083
CSR image	1,143	,102	,545	11,229	,000

$R^2 = .297$

$F(1, 298) = 126,09, p < ,05$

A linear regression analysis was applied to predict emotions evoked by the service based on CSR image. The regression equation was found significant ( $F(1, 298) = 126,09, p < ,05$ ), with an  $R^2$  of .297. Thus, CSR image variable can explain %29,7 of emotions evoked by the service variable's variance. It is found that CSR image positively and significantly influences emotions evoked by the service (Beta = ,545,  $p < ,05$ ). The seven hypothesis is accepted.

**H<sub>8</sub>:** Service quality has a positive effect on emotions evoked by the service.

**Table 8. 10.** Results of the Regression Analyses of The Effect of Service Quality on Emotions (service)

	B	Std. Error	Beta	t	sig.
Constant	,761	,202		3,774	,000
Service Quality	,623	,057	,535	10,944	,000

$R^2 = .287$

$F(1, 298) = 119,76, p < ,05$

A linear regression analysis was applied to predict emotions evoked by the service based on Service quality. The regression equation was found significant ( $F(1, 298) = 119,76, p < ,05$ ), with an  $R^2$  of .287. Thus, Service quality variable can explain %28,7 of emotions evoked by the service variable's variance. It is found that Service quality positively and significantly influences emotions evoked by the service (Beta = ,535,  $p < ,05$ ). Hypothesis eight is accepted.

**H9:** Emotions evoked by the company has a positive effect on customer satisfaction.

**Table 8. 11.** Results of the Regression Analyses of The Effect of Emotions(company) on Customer Satisfaction

	B	Std. Error	Beta	t	sig.
Constant	1,291	,086		14,978	,000
Emotions(company)	,716	,030	,807	23,621	,000

$R^2 = .652$

$F(1, 298) = 557,95, p < ,05$

A linear regression analysis was applied to predict customer satisfaction based on emotions evoked by company. The regression equation was found significant ( $F(1, 298) = 557,95, p < ,05$ ), with an  $R^2$  of .652. Thus, emotions(company) variable can explain %65,2 of customer satisfaction's variance. It is found that emotions(company) positively and significantly influences customer satisfaction (Beta = ,807,  $p < ,05$ ). Hypothesis nine is accepted.

**H<sub>10</sub>:** Emotions evoked by the service has a positive effect on customer satisfaction.

**Table 8. 12.** Results of the Regression Analyses of The Effect of Emotions(service) on Customer Satisfaction

	B	Std. Error	Beta	t	sig.
Constant	1,213	,108		11,225	,000
Emotions(company)	,670	,035	,744	19,229	,000

$R^2 = .554$

$F(1, 298) = 369,74, p < ,05$

A linear regression analysis was applied to predict customer satisfaction based on emotions evoked by service. The regression equation was found significant ( $F(1, 298) = 369,74, p < ,05$ ), with an  $R^2$  of .554. Thus, emotions(service) variable can explain %55,4 of customer satisfaction's variance. It is found that emotions(service) positively and significantly influences customer satisfaction (Beta = ,744,  $p < ,05$ ). Hypothesis ten is accepted.

**H<sub>11</sub>:** CSR image has a positive effect on customer satisfaction.

**Table 8. 13.** Results of the Regression Analyses of The Effect of CSR Image on Customer Satisfaction

	B	Std. Error	Beta	t	sig.
Constant	,046	,275		,169	,866
CSR Image	1,039	,091	,551	11,389	,000

$R^2 = .303$

$F(1, 298) = 129,70, p < ,05$

A linear regression analysis was applied to predict customer satisfaction based on CSR image. The regression equation was found significant ( $F(1, 298) = 129,70, p < ,05$ ), with an  $R^2$  of .303. Thus, CSR image variable can explain %30,3 of customer satisfaction's variance. It is found that CSR image positively and significantly influences customer satisfaction (Beta = ,551,  $p < ,05$ ). Hypothesis eleven is accepted.

**H<sub>12</sub>:** Service quality has a positive effect on customer satisfaction.

**Table 8. 14.** Results of the Regression Analyses of The Effect of Service Quality on Customer Satisfaction

	B	Std. Error	Beta	t	sig.
Constant	,546	,148		3,681	,000
Service Quality	,761	,042	,725	18,180	,000

R<sup>2</sup> = .526

F (1, 298) = 330,52, p < ,05

A linear regression analysis was applied to predict customer satisfaction based on Service quality. The regression equation was found significant (F (1, 298) = 330,52, p < ,05), with an R<sup>2</sup> of .526. Thus, Service quality variable can explain %52,6 of customer satisfaction variable's variance. It is found that Service quality positively and significantly influences customer satisfaction (Beta = ,725, p < ,05). Hypothesis twelve is accepted.

**H13:** Customer satisfaction positively and significantly influences loyalty.

**Table 8. 15.** Results of the Regression Analyses of The Effect of Customer Satisfaction on Loyalty

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	B	Std. Error	Beta	t	sig.
Constant	-,124	,106		-1,163	,246
Customer Satisfaction	,954	,032	,865	29,742	,000

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$R^2 = .748$

$F(1, 298) = 884,575, p < ,05$

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A linear regression analysis was applied to predict brand loyalty based on customer satisfaction. The regression equation was found significant ( $F(1, 298) = 884,575, p < ,05$ ), with an  $R^2$  of .748. Thus, customer satisfaction variable can explain %74,8 of brand loyalty's variance. It is found that customer satisfaction positively and significantly influences loyalty (Beta = ,865,  $p < ,05$ ). Hypothesis thirteen is accepted.

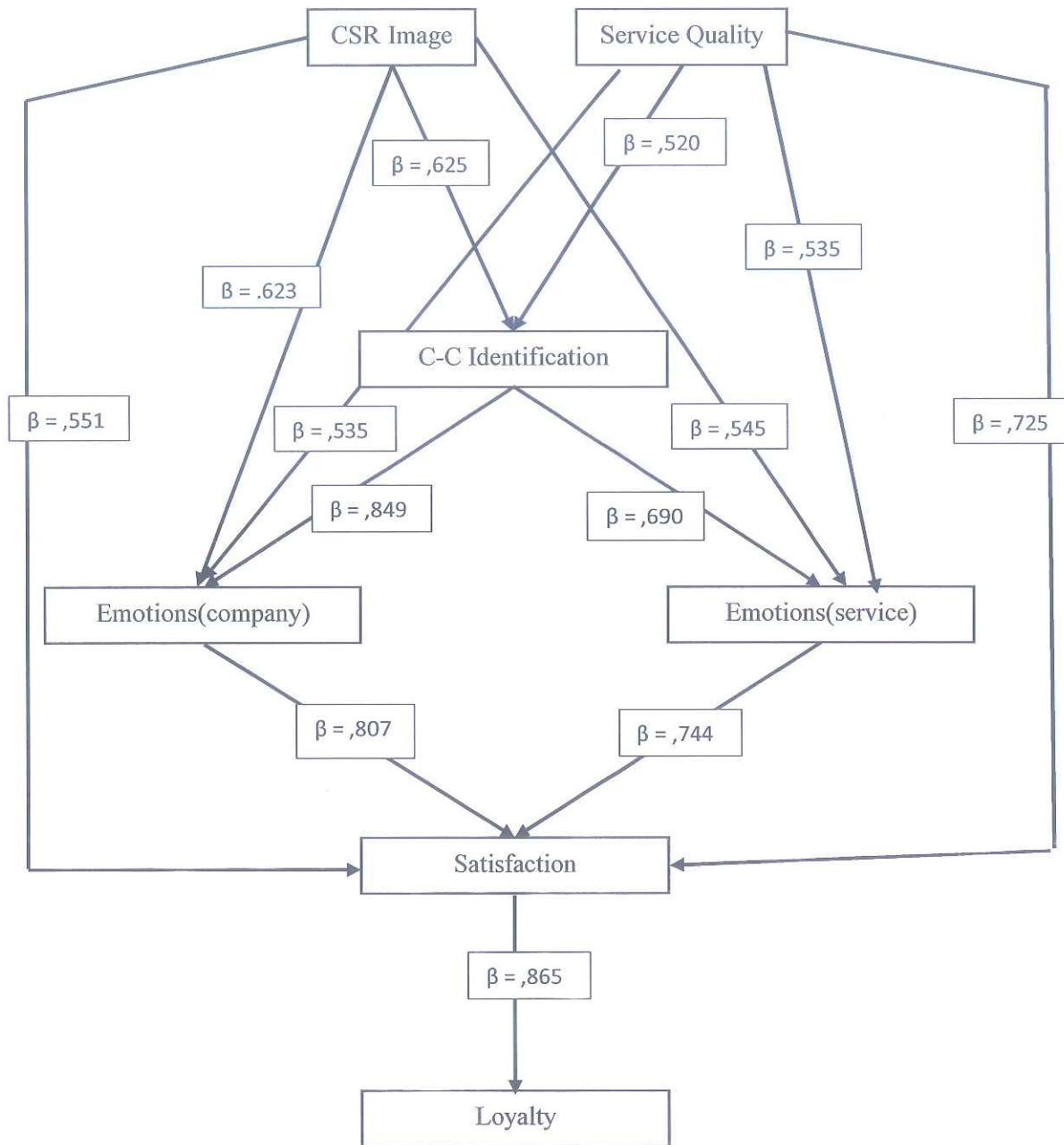
## 8.4. Results of Hypotheses

**Table 8. 16.** Results of Hypotheses

Hypotheses	Result
<b>H<sub>1</sub>:</b> CSR image has a positive effect on C-C identification.	Accepted
<b>H<sub>2</sub>:</b> Service quality has a positive effect on C-C identification.	Accepted
<b>H<sub>3</sub>:</b> C-C identification has a positive effect on emotions evoked by the company.	Accepted
<b>H<sub>4</sub>:</b> CSR image has a positive effect on emotions evoked by the company.	Accepted
<b>H<sub>5</sub>:</b> Service quality has a positive effect on emotions evoked by the company.	Accepted
<b>H<sub>6</sub>:</b> C-C identification has a positive effect on emotions evoked by the service.	Accepted
<b>H<sub>7</sub>:</b> CSR image has a positive effect on emotions evoked by the service.	Accepted
<b>H<sub>8</sub>:</b> Service quality has a positive effect on emotions evoked by the service.	Accepted
<b>H<sub>9</sub>:</b> Emotions evoked by the company have a positive effect on customer satisfaction.	Accepted

<b>H10:</b> Emotions evoked by the service have a positive effect on customer satisfaction.	Accepted
<b>H11:</b> CSR image has a positive effect on customer satisfaction.	Accepted
<b>H12:</b> Service quality has a positive effect on customer satisfaction.	Accepted
<b>H13:</b> Customer satisfaction has a positive effect on customer on loyalty.	Accepted

Figure 8. 1. Research Model Results



## CONCLUSION

The purpose of this study was to investigate the effect of service quality and corporate social responsibility image on brand loyalty through company-customer identification, emotions (evoked by company and service) and customer satisfaction. In order to understand this model linear regression analysis was used for thirteen hypotheses. All of these hypotheses are accepted.

It is found that corporate social responsibility image has a positive significant effect on company-customer identification, customer satisfaction and emotions evoked by the company and service. It was interpreted that people's thoughts about Turkcell's corporate social responsibility image affect their identification with Turkcell. When they more think positive about Turkcell's corporate social responsibility, they more identify themselves with Turkcell. Turkcell's corporate social responsibility image also affect the satisfaction they get from Turkcell as a customer. When the corporate social responsibility image is positive and high, satisfaction level was also high. In addition to these, Turkcell's corporate social responsibility image affect their emotions. They feel good and happy about Turkcell and Turkcell's services when they see Turkcell's corporate social responsibility movements.

The results show that service quality has also a positive significant effect on company-customer identification, customer satisfaction and emotions evoked by the company and service like corporate social responsibility image. It can be said that people's thoughts about service quality of Turkcell affect their identification with Turkcell. When the service quality is increase, customers' identification with Turkcell is also increase. Turkcell's service quality also affect the satisfaction they get from Turkcell. When service quality is high, satisfaction level was also high. In addition to these, service quality affect customers' emotions. They feel good and happy about Turkcell and Turkcell's services when they perceive a high quality service.

Moreover, it is found that company-customer identification has a positive significant effect on emotions evoked by the company and service. It is seen that when people identify themselves with Turkcell, they feel more positive about Turkcell and Turkcell's services.

Furthermore, it is found that people's emotions evoked by company and services have a positive significant effect on customer satisfaction. It can be interpreted that when people feel good and happy about Turkcell and Turkcell's services, they more satisfied with Turkcell.

Lastly, it is found that customer satisfaction has a positive significant effect on loyalty. People are more loyal when they satisfy with their company. These findings show that service quality and corporate social responsibility have an effect on loyalty through company-customer identification, emotions (evoked by company and service) and customer satisfaction.

The effect of corporate social responsibility image on loyalty through company-customer identification, emotions (evoked by company and service) and customer satisfaction was proved in the literature. This study adds the service quality factor in the literature.

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