

**İSTANBUL BİLGİ UNIVERSITY**  
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**THE EFFECTS OF SOCIAL MEDIA BASED BRAND COMMUNITIES ON BRAND  
TRUST AND INTENTION TO ONLINE PURCHASE**

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THE EFFECTS OF SOCIAL MEDIA BASED BRAND COMMUNITIES ON BRAND  
TRUST AND INTENTION TO ONLINE PURCHASE  
SOSYAL MEDYA TABANLI MARKA TOPLULUKLARININ MARKA GÜVENİLİRLİĞİ  
VE ONLINE SATINALMA NİYETİNE ETKİSİ

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## **ABSTRACT**

### **THE EFFECTS OF SOCIAL MEDIA BASED BRAND COMMUNITIES ON BRAND TRUST AND INTENTION TO ONLINE PURCHASE**

Social media based brand communities are groups constituted on the platform of social media. The purpose of this study is that to determine the effect of social media based brand communities effect on brand trust and intention to online purchase behaviour. The survey was conducted with a sample size of 301 people who are member of any personal care brand community in Instagram. We used IBM SPSS 20 softwares for analysis of the results. The study showed that social media based brand communities created on social media have positive effects on community markers which have positive effects on value creation practices. These kind of communities might raise brand trust through brand use, community engagement, social networking and impression management practices. It can be concluded from the related analysis that brand trust has a full mediating role in converting value creation practices into online intention to purchase.

## ÖZET

### **SOSYAL MEDYA ODAKLI MARKA TOPLULUKLARININ MARKA GÜVEN VE ONLINE SATINALMAYA ETKİSİ**

Sosyal medya bazlı marka grupları sosyal medyanın çeşitli platformlarında herhangi bir markayı beğenen bireylerin bir araya geldikleri topluluklardır. Bu araştırmada sosyal medya platformlarından en sık ve yaygın olarak kullanılan Instagram sosyal ağındaki marka gruplarının marka güven ve online satınalmaya etkisi araştırılmıştır. Bu araştırma Instagram kişisel bakım marka gruplarından herhangi birini takip eden kullanıcılardan oluşmuş olup toplamda 301 kişiden elde edilen istatistiksel tekniklerle test edilmiştir. Yapılan tüm analizler sonucunda, tüm model genel bazda ele alındığında sosyal medya bazlı marka grupları paylaşılan alışkanlıklar ve gelenekler ile gruba karşı sorumluluk değişkenlerini etkilemektedir olarak saptanmıştır, bu etki sosyal ağ oluşturma, toplulukla bağlantı, izlenim yönetimi ve marka kullanımını etkilemiştir sadece paylaşılan ortak bilinç sosyal medya bazlı marka gruplarından etkilenmemiş olarak saptanmıştır. Aynı zamanda markaya olan güven online satınalma davranışını da pozitif yönde etkilemektedir.

## 1. INTRODUCTION

Parallel to social changes in the world, rapidly developing knowledge, technology and marketing have passed through the years in an intense competitive environment. It is the most important part of today's marketing understanding that businesses follow innovations, keep up with current trends, notice difference in order to be first, and are in contact with consumers. The concept of marketing undergoes definitional changes in the light of these developments.

In the past, marketing was done in order to sell the products produced by companies with the industrial revolution which taking place in our lives and to present them in large quantities with simple designs. In the industrial revolution, standardization, and large-scale production was the main aim to reduce the price of the product. The quote of Henry Ford is a good example for 1.0 phase of Marketing: "Each customer can have a car of the desired color, as long as the color is black" (Kotler, Kartajaya and Setiawan, 2011:15). Marketing 1.0 is the phase of marketing which has the product based, low price, and high grade production.

In Marketing 1.0, there is a product-centric structure, while the development of technology has led to a customer-centric structure, then term of Marketing 2.0 started. This period is defined as the period of customer happiness. Contrary to Marketing 1.0 Marketing 2.0 is an evolving service that requires customers' unconditional happiness, also where service and product quality are important. Until the 1950s, "unconditional customer happiness" and "integrated marketing communication" dominated the market, and a structure that worked to listen and keep customers was formed (Görgülü,2010:18).

Marketing 2.0, which emerged in the information age, has realized the rule of the customer with the fact that this age is the information age and the technology is used more effectively by the customer. Customers who are satisfied with the needs and demands of the companies are better than the old. When choosing products, customers choose many alternative products according to their specifications. Today, marketing determines the unmet needs and demands of consumers, determines the size and possible profitability of these needs and demands, determines the markets

in which the companies can serve more effectively, decides the appropriate goods and services in the target market and determines that the employees are customer centric, and also marketing is the basic business function that requires them to serve customers in this frame (Eser, Korkmaz ve Öztürk, 2011: 19-22).

## 2. LITERATURE REVIEW

### 2.1. TRANSITION TO INTEGRATED MARKETING COMMUNICATION FROM MARKETING COMMUNICATION

After marketing has evolved from Marketing 1.0 to Marketing 2.0, Marketing 3.0 has shaped via the technological improvements. Marketing 3.0 has a marketing approach based on a value, and it has approaches that will satisfy people rather than see them as consumers or customers. Technological developments in this period mainly consist of three kinds. Affordable computers and mobile phones, low cost internet and open sources are appeared in this period. Thus, a new wave of technology emerged in which people can express themselves and collaborate with others. This new wave of technology is also given the name of participation age (Kotler, Kartajaya ve Setiawan, 2011:16-19).

**Table 1.** The difference between Marketing 1.0, 2.0 ve 3.0.

	<b>Pazarlama 1.0</b> Product-Based Marketing	<b>Pazarlama 2.0</b> Consumer Oriented Marketing	<b>Pazarlama 3.0</b> Value-Based Marketing
<b>Target</b>	Selling of the product	Satisfaction and retention of consumers	Making the world a better place
<b>Supporting Forces</b>	Industrial Revolution	Informatics technology	The new wave technology
<b>How do companies perceive the market?</b>	Many buyers with financial needs	Intelligent and empowered, smarter consumers	Holistic person with mind, heart and spirit
<b>Basic Marketing Concept</b>	Product development	Differentiation	Values

**Source:** Kotler, Kartajaya ve Setiawan, 2011:18

In Marketing 3.0, which we can name as participation age, the development of information and technology has created an intense competition environment in the markets. Communication lies at the heart of the ability to achieve human-focused marketing.

Marketing applications that businesses primarily need in order to make a difference are the focus of today's contemporary marketing events. Based on this new understanding, it is aimed to establish a long-term communication with the customer, rather than just thinking about selling the customer.

With the increasing importance of communication factor in marketing, what is called "marketing communication" has been transformed into a expertness branch by creating a different literature. Communication understanding is the most important marketing strategy that practitioners design to make a difference. The techniques and strategies used to create a communication understanding are far more focused on the demands and expectations of the customers than on the products produced (Aydın, 1996).

To respond to changing and increasing communication demands of consumers, companies have begun to search for communication subject. As a result of these searches, the concept of marketing communication has come to the agenda. The concept of communication has begun to become effective in the field of marketing with the development of industrialization and technology (Anık, 2009: 4).

It has become almost compulsory to reduce the costs of the product in order to reach the consumers in the most efficient and correct way. Consumers receive messages about products that can meet their daily needs, and expectations. This message transmission, aimed at making a change in the market, takes place with the importance given to the concept of communication by marketing managers. Communication based marketing refers to the adoption of a customer-centric marketing strategy.

## **2.2.MARKETING COMMUNICATION PROPERTIES**

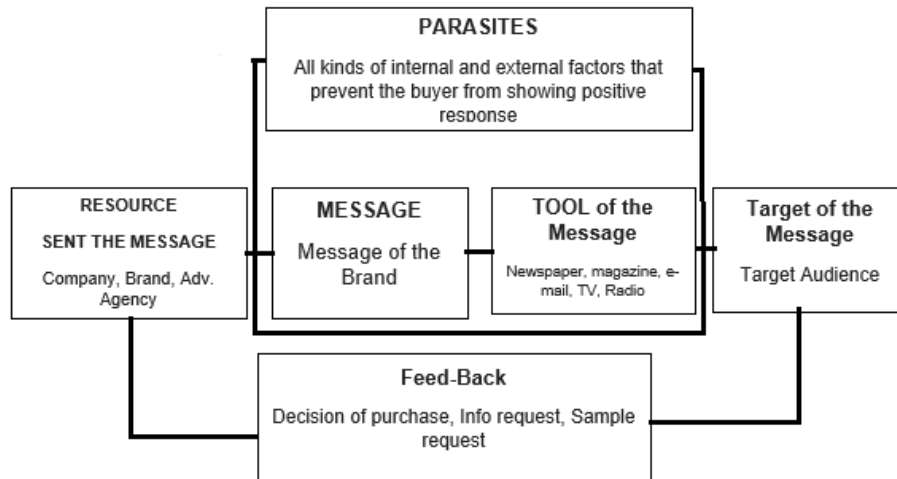
Definitions make about marketing communication reveal the existence of many related features. The source, message, channel and buyer items that are defined as the items that make up the communication model should be handled within the marketing (Oktay, 2003:158). When marketers understand the communication models and items correctly, the marketing

communication process will yield more successful results. Marketing managers who want to influence the intent to buy should be very good at using the ability to keep messages sent to consumers, which is one of the important elements of marketing communication, as information in mind. With this feature, marketing communication has a convincing communication feature. Creating a new attitude and changing attitudes is the basis of persuasive communication. The process begins with the consumer receiving the message, complete with message recognition, acceptance, and targeted behavior (Yüksel, 1994:6).

It is important in terms of the process to create messages with content that is very well analyzed and covered by consumer experiences in marketing communications. It should not be forgotten that marketing communication is a two-way communication and there are consumers in the source. The marketing communication that will be formed with the correct determination of the target group will cause all kinds of activities and campaigns to be successful. The most important issue here is how to understand and interpret the message to be sent to the target group. The message should be clear enough to be interesting, impressive, understandable and simple, not to be misunderstood, to meet the needs and expectations of the target group (Öğüt, 2001: 65). All these betting facts are the things that should be carefully constructed in marketing communication. In order for marketing communication to be successfully managed, it is essential that communication disciplines are effectively put together by taking into account stakeholders, consumers and customers (Kitchen vd., 2004:1417).

### **2.3.MARKETING COMMUNICATION PROCESS AND MODELS**

Marketing communication involves the management of a communication process. The flow of information moves the market and it depends on the quality and quantity of information that customers have about a good or service. For this reason, the success of the business depends on the effectiveness of its marketing communication efforts.



**Figure 1.** Marketing Communication Process

**Resource:** Duncan, 2002: 127

The communication process can be divided into the following items:

- The sender or source of the message
- Aim of the message
- Message
- Message design, encryption
- The tool of the message
- Reaction
- Feed-back
- Parasite

Part of the communication system is sender and the destination of the message. Communication tools are the message, the design and encryption of the message. Communication functions; the vehicle carrying the message is the reaction and feed-back. Any kind of effect that prevents communication is Parasite. Once we have transformed the communication process into the Marketing Communication process, Duncan Marketing Communications has structured the process as follows.

If the thought and experience of the source is the same as the thought and experience of the recipient, then communication is successful. In order for the marketing communication to be successful, the business product or service must send its sales proposal through the media to consumers. However the sending message should be remarkable and understandable for the



customers. This can be done by the help of that businesses are closely acquainted with consumers. The message they will use to promote the products of businesses that develop products and services are compatible with the target audience will also be compatible with the target audience. It is desirable that the message and the target audience should be harmonized. In this case the message must be sent to a carefully selected target group and a target group must be selected according to the message sent. A target audience should be selected according to the message and a message should be designed appropriate to the target audience. The communication efforts of the peers in this process are also parasitic. For this reason, marketing research should be conducted and feedback should be provided in order to understand whether or not the message is correctly received and to find out the result of the desired behavior. If the message reaches the buyer correctly and the desired result is achieved, a successful marketing communication process is carried out. However, if a negative situation is encountered, work should be done to correct the situation.

When the communication model, which constitutes the most important feature of marketing communication, is adapted to the general model; business, advertising or public relations agencies can be identified as the source of the message. The channels to which the message is sent can be diversified as well as the source diversity. For example, it may be a personal sales force, mass media such as radio, television, newspaper or the like; internet and billboards. That is, even the packaging of the product can form a communication medium as channels through which the message is transmitted. Groups, which are the most prominent group in marketing communication, that businesses want to offer their products or services are target groups known as existing or potential customers (Yurdakul, 2006:27).

According to Picton and Broderick (2001), in order to reach the target audience, marketers must avoid advertising pollution from internal and external factors that impede their own messages. Marketing communication process models are confronted at this point. It is possible to categorize the aims of marketing communication in different ways. When addressed by the buyer, it is the conviction of the intended consumers of the marketing communication to create a change of behavior and attitude in the desired direction. Strengthening the positive attitude of behavior and attitudes is seen as the most important aim of marketing communication. Informing and convincing the target groups about the brands and marketing mixes of the companies is the main

objective and for this purpose it is necessary to attract the attention of the target groups, create desire, attract attention and act.

In order to achieve these goals, it is inevitable that marketing communication will be used in the process to achieve sales and non-sales purposes. The betting AIDA model later evolved into NAIDAS (Karabulut ve Kaya, 1991:78). The NAIDAS model is an improved version of the AIDAS model and was created by adding Need to the top of the process and adding Satisfaction variables to the end of the process.

In the NAIDAS model, it is the first step in the market research to determine the demand and needs of the consumers as a result of this research and to give attention to the consumers by giving them necessary benefits in this direction. After establishing awareness of the consumer's needs, one should try to feel a desire for the product-service and / or company's brand. Later in the process of conversion to purchasing action, consumers are tried to be convinced by sending messages and the brand satisfaction of the purchasing customers is examined.

The 'Defining Advertisement Goals for Measured Advertising Results' model, known as DAGMAR, developed by Russell Calley in 1961, is one of the model that uses marketing communications and the consumer has gone through several stages.

According to the DAGMAR model, it is aimed to pass the consumer in four stages:

1. Realizing: The potential consumer should first accept the presence of the product and / or the brand.
2. Understanding: The potential buyer must understand the benefit of the product, the service, and the brand will provide to it.
3. Decision: The tendency or decision should be occur in the consumer's mind to buy the product.
4. Action: Consumer side should be acted (Dutka, 2000:43).

In DAGMAR model, defining targets is the first step, while the last step is measuring the success of the targets. The information needed to target the advertising to the consumer is the market, the products sold, the motivation and the media measurements (Schultz ve Walters, 1997:27).

Another model is the Hierarchy of Effects Model. The difference between the model presented by Robert Lavidge and Gary Steiner is a more detailed classification of the consumer's cognitive and behavioral response levels.

Hierarchy model of the advertisement has the effects of creating awareness, creating appreciation, developing attitudes and directing them to purchase actions. The advertising research to be done before the advertisement determines which steps are most important. In a time when communication technologies are developing rapidly, integrated marketing concept gains more importance every passing day.

## **2.4.TRANSITION TO INTEGRATED MARKETING COMMUNICATION**

Looking at the ways in which marketing has taken place over the years, it is clear that the concept of communication has become increasingly a marketing value. The concept of integrated marketing communication has been developed as an alternative to the inadequacy of other marketing approaches.

With the shift from a sales-focused marketing approach to a consumer-focused marketing approach, the shift from marketing communications to integrated marketing communications has been a turning point, driven by consumer demand and increasingly technological developments.

When development of marketing thinking was investigated, it shows that people need to trust each other to trade with each other, rather than the simplicity of exchanging merchandise. Today, marketing is done in an environment where individuals are safe from each other. At the core of integrated marketing is this foundation and these relationships are intended to create customers rather than consumers (Bozkurt, 2000:21).

The changing desires of customers, the intensification of competitors in the market and the rapidly evolving technology and knowledge are the main reasons for the transition from marketing to integrated marketing communications.

If it is necessary to elaborate;

- Global economy and intense competition in the market.
- Traditional advertising understanding and mass marketing insight are inadequate to influence the conscious consumer.

- The creation of databases that allow for individual marketing with advancing technology and the cost of one-to-one marketing is lower than the traditional marketing methods (Kim, Han ve Schultz, 2004:34).

Changes in people's consumption preferences and lifestyles have made the marketing focus more customer-oriented and marketing communication-oriented since the 1970s. However, businesses that want to take advantage of communication processes and elements have put consumers into an intensive messaging bombardment, using individual or incompatible combination of means of delivery. It is therefore seen that consumers have unstable positions on how to perceive the message, and on how to implement the method of entrustment. As a result of these complexities, the "Integrated Marketing Communication", which advocates that communication tools support each other and be coordinated from the 1990s, has gained importance and emerged (Yurdakul, 2007: 309).

### **3. INTEGRATED MARKETING COMMUNICATION**

It is necessary to apply marketing communication studies more rapidly and effectively in today's world where technological communication opportunities are increasing. Marketers want to communicate closer and more effectively with consumers. Messages sent to consumers are sent via different channels, but each of these messages leads to blurring in the consumer's mind if they are different from each other. For this reason, it is necessary for the messages sent as a single statement to be transmitted to the consumer through the correct channel from the right channel.

Since the 1970s, the marketing concept has become more prominent with the marketing concept that has become customer / consumer focused. However, businesses that want to take advantage of communication processes and elements have put consumers into an intensive messaging bombardment, using individual or incompatible combination of means of delivery. It is therefore seen that consumers have unstable positions on how to perceive the message, and on how to implement the method of entrustment. As a result of these complexities, "Integrated Marketing Communication" has gained importance since the 1990s, in which communication tools support each other and are used in coordination (Yurdakul, 2007:309).

There is no common definition of integrated marketing communication that is explained by academics and experts because integrated marketing communication is a concept as well as a

process (Duncan ve Everett, 1993:31). For this reason the definitions will be examined as being taken from both sides.

### **3.1.CONCEPT AND DEFINITION OF INTEGRATED MARKETING COMMUNICATION**

The economic, cultural and technological changes experienced in the world have affected the development of marketing. Because of the increasing competition and the difficulties of mass media to reach consumers, marketers have sought new ways to make the marketing concept effective. The consumer-based approach to integrated marketing communication, which emerged as a new trend in recent years, is the most significant development in the marketing of the 1990s.

Integrated marketing communication, which implements consumer-centric communication strategies in place of sales-centric communication strategies, is a structure where "integration" is absolutely essential for marketing to succeed. Integrated marketing communication is therefore both a concept and a process.

There is no common definition of integrated marketing approach in the literature. The most fundamental reason for this is that academicians have been dealt with different points of focus. Integrated marketing communication is defined in many different ways. The various aspects, benefits, and organizational impacts of integrated marketing communications are highlighted in each case.

The definition by Schultz, Tannenbaum and Lauterborn in 1993 is one of the first definitions. It describes the importance of comprehensive planning, evaluates the strategic roles of various communication disciplines such as advertising, public relations, personal sales, direct marketing, and integrates them into a marketing communication planning concept that combines these disciplines to provide clarity, consistency and maximum communication impact (Schultz, 1993:18).

The beginning of the integrated marketing definition is at the end of the 1980s. The definition of integrated marketing communications is at the following which is making by American Advertising Agency Association (AAAA) (Duncan ve Everett, 1993; Smith, 1995):

*"Integrated Marketing Communication adds value within a program by integrating general advertising, direct marketing, sales promotion and public relations and a marketing*

*communications planning concept that combines these disciplines as a strategic type with the clarity, consistency and maximum communication impact."*

If a simple definition is desired, integrated marketing communication means bringing together all marketing communication activities. It is an integrated marketing communication that seeks to influence the target audience by providing a coherent message unity among the elements that make up the marketing communication (Göksel, Kocabaş ve Elden, 1997:30).

Integrated marketing communication is formed by bringing together the marketing communication processes. It is necessary to deliver a message that conveys a single purpose to the consumer by directing advertising, personal sales, public relations, sales promotion, direct marketing as a whole. It is the main purpose to directly or indirectly influence the purchasing decision of the target group by sending consistent messages to the consumer. Percy defines integrated marketing communication as "the process of managing customer relationships to create brand value." (Percy, 1997:3).

Sirgy has defined integrated marketing communication as "a concept of creating added value for understanding, coherence and maximum communication effect by integrating and integrating different strategic disciplines such as advertising, direct marketing, sales promotion and public relations" (Sirgy, 1998:4).

Philip Kotler describes the Integrated Marketing Communication as "the style and price of the product today, the shape and color of the packaging or package, the attitude and dressing of the salesperson, the decor of the communicating place, the company's printed papers, all of which convey something to others. Each branding theme gives the impression that the customer is strengthening or weakening his view of the company. The whole marketing mix has been integrated to provide a message and strategic planning with consistency and harmony (Kotler, 2000:550).

According to Gonring, integrated marketing communication is seen as a "process integrating communication functions with a single planning system to ensure efficiency and productivity in communication by reconciling communication activities with organizational goals and maximizing the resources of the organization" (Odabaşı ve Oyman, 2002,:63).

Integrated marketing communication is generally defined as a process in which all communication activities of a company are coordinated. In other words, the complexity and mess

of the company created by dividing advertising, public relations, marketing and promotional efforts into separate units confuses consumers' minds.

Hence, every element in the marketing and communication goals of the companies needs to be linked to each other in order to reach a message combined with the single voice in the message to be given to the consumers (Bilbil, 2004: 198).

Shimp's definition is "Integrated marketing communication, where the intent is ultimately to influence the target audience or direct it to behavior. This is a communication process that requires planning, creating, integrating and applying different marketing communication forms that are communicated to the target audience over time (Shimp, 2003:8).

According to Yeshin, integrated marketing communication is the concept of comprehensive marketing communications planning to provide added value that defines strategic roles for different communication disciplines and combines them to create clarity, consistency and maximum communication effect through the integration of different messages (Yeshin, 2004: 68).

### **3.2.IMPORTANCE AND FEATURES OF INTEGRATED MARKETING COMMUNICATION**

There are big differences between traditional marketing and integrated marketing. In traditional marketing communication, each of the marketing mixes is planned and managed separately and is handled as a whole in integrated marketing communication.

**Table 2.** Traditional and Integrated Marketing Communication

<b>Traditional Marketing Communication</b>	<b>Integrated Marketing Communications</b>
Sales tendency	Awareness and Relationship Management Tendency
Mass Communication	Selective Communication
One Way Communication	Cooperative Communication
Information Delivered	Information Requested
Information Ready to Present	Information Supplied by the Consumer
Sender Driver	Receiver Driver
Direct to Persuade	Provide Information
Reactions Through Repeats	Impact with Significance and Compatibility

Offensive	Defensive
Accept Hard Selling	Based on Soft Selling
Brand Attention Attractive	Brand Trustworthy
Process Focused	Relationship Focused
Change in Attitudes Direction	Towards Relationship Development
Linear and Massive	Cyclic and Partitioned

**Resource:** Pelsmacker ve diğeri, Marketing Communications, London: Pearson Education, 2000, s.10'dan Eyüp Akın, **a.g.t.**, s.107.

Exploring the characteristics of integrated marketing communications will be more descriptive in terms of the difference with traditional marketing communications. For this reason, a single stateful path should be pursued that is consistent across marketing plans in integrated marketing communications. Because the most basic feature of integrated marketing communication is consumer-oriented. The needs, wants and expectations of the consumers are analyzed and strategic decisions are taken as a result. Nowadays, when the needs and expectations of the consumers are met, it is important to manage the costs very well and to get the maximum gains with minimum investment. For this reason, integrated marketing communication is of great importance because it can directly affect the purchasing decision of the consumer and leaves the traditional approach.

If the features of Integrated Marketing Communication are to be modeled;

- Integration and planning of all communication tools with marketing mix is essential.
- Full use of technology in marketing sense
- Focus on consumers and customers
- Be measurable
- Creating an Interactive Communication Process
- Planning and implementation using databases
- From inside to outside, not from outside to inside
- Zero based

To explain all these features in general, all decisions made within the business support each other. Marketing communication tools are handled as a whole, not individually. The technology



should be used in all messages sent to the consumer to create a database and trackbacks. There is a mutual communication process with the consumers and this process aims to create existing and potential customers and to identify the needs and expectations of the consumers.

Open and clear goals in the planning phase of integrated marketing communications ensure that the feedback and effectiveness of an entire marketing process can be measured. Database creation and one-to-one marketing were possible with the use of computer applications (Bozkurt, 2005:18).

Demographic, sociological, psychological and geographical, behavioral patterns and habits of the consumers can be defined and recorded by using the database. As a result of the analysis, purchasing behaviors and tendencies of consumers are determined and used in the process and strategies are formed in this direction.

This new approach, which defines organizational goals and objectives, can also test the success of all the activities to be applied in the field of marketing communications towards the same goal and purpose. In the interactive communication process, one of the most important features of Integrated Marketing Communication, consumers are at the center of the marketing plan. In this process, active bilateral communication is established with consumers.

Built-in marketing communication is based on customer perception and behavior, from inside to outside, not from outside to outside. Because every commodity and service is expressed as a brand and therefore perceived by the consumer as to the functions of goods and services. The purchase of the consumer depends on the relationship with this brand. Therefore, brand is the intermediary of the marketing.

Bozkurt's zero-based communication feature is that; In making integrated marketing communication decisions, budgeting and planning are being made according to the institutional goals and objectives of the rotation to which the plans will apply rather than the data and budget of the previous year (Bozkurt, 2005: 20-21).

### **3.3.COMPONENTS OF INTEGRATED MARKETING COMMUNICATION**

It is imperative that consumers have a focus on customer and communication in order to enable consumers to provide brand equity with the fact that consumers can easily access all kinds of products in today's market environment. Putting the consumer at the center of the marketing strategy of the business has caused radical changes for marketers. These changes, which are also based on integrated marketing communications, require the configuration and use of integrated marketing communications features described in the previous section. It can be summarized and briefly described as the tools of integrated marketing communications in the following way.

### **3.3.1. ADVERTISEMENT**

Advertising is one of the first and foremost communication channels that come to mind in Integrated marketing communications. Due to increased competition and very rapidly changing market conditions, the success of companies producing similar products depends largely on the usage and performance of their marketing communications.

With the increase in the production of goods and services, the increase in its quality has made it possible for these goods and services to reach wide masses. Advertising has emerged to reach massive quantities and has taken an important place in integrated marketing communications.

Today, many vendors produce products and services for consumers' needs, wishes and anticipations, a large number of different brands that produce for the same products / services are on the market and a market structure has emerged which does not require the producers and consumers to come together physically. In this sense, the concept of advertising has also taken its place as a remarkable and important element in marketing (Elden ve Yeygel,2008:2).

When we deal with the advertisement from different angles, it is possible to make very different definitions. Advertising by the definition of the American Marketing Association is a promotional activity carried out in a non-personal way, paying for any product, service or idea. It is based on convincing communication with different types. Uses the mass media and tries to achieve informational and behavioral goals (Odabaşı ve Oyman, 2003: 85-86).

Advertisement is a marketing communication method that enables the person or organization to deliver the advertisement message to a selected target group at a price using mass communication tools such as television, newspaper, radio, magazine, direct mailing, internet.

It is possible to advertise the properties of goods to consumers with advertisements, to announce the existence of new goods, to show how to use the goods and where to buy them, to compare them with the competitor goods, to announce changes regarding the price, packaging, color and brand name of the goods (Tek, 1999: 202).

According to Phillip Kotler it is the most powerful tool to create awareness of a company, product, service, or idea (Kotler, 2000: 150).

From the definitions made, we can conclude that advertising is an investment instrument and that the aim is to create a commitment to the product / service offered by the business.

As far as advertising is concerned, it is an effective communication and marketing tool that helps sell products or goods, images and ideas through persuasion and information (Wright, Winter ve Zeigler, 1982:8).

Advertising is a promotional activity that is published on a specific basis, in a medium and / or in a hovering environment, and outside of face-to-face sales, designed to raise awareness of consumers about a particular product, brand or intellectual property and create positive attitudes towards them (Bolen, 1981:4).

By using the information about the above advertisement concept, you can list the properties of the advertisement as; (Kocabaş, 2005:64).

- Advertisement is an element of marketing communication.
- A certain fee is paid for the advertisement
- Advertisement is the whole message that made from advertiser to consumer.
- Advertising is a mass communication.
- Advertiser, organization and institution are specific.
- The consumer tries to be informed and to be persuaded via advertisement.
- Advertising messages contain solutions to problems, services, promises, prizes and goods.

Advertising is considered an effective means of mass communication as well as an effective promotion effort of marketing (Yaylacı, 1999:8). Businesses use mass media to send messages about their products, services, ideas and themselves.

The main purpose of advertising is to increase the profitability of the business, but from a marketing point of view it has a much different purpose. Some of them are reaching out to the people that the marketers can not reach, improving the relations with the intermediaries, affecting

a new market or a new consumer group, offering a new product or service to the bazaar and increasing the image of the company.

### **3.3.2. PUBLIC RELATIONS**

Public relations; is a two-way communication-based management approach and practice designed to achieve mutual understanding, acceptance and harmony among the parties that are concerned with an organization. Furthermore it explains the purpose and the policies of the establishment to the public and to interpret the purpose and necessities of the organization to the organizations and the administrations and to integrate the aims, attitudes, needs and behaviors of the organization and the public in the public interest (Geylan, 1994: 10).

Public relations are based on reciprocal bi-directional communication. The concept of public relations with social responsibility is a conscious process involving the stages of research, planning and implementation in order to establish public opinion and to ensure unity between the institution and the public and to integrate the aims and the personnel of the institution (Gökçe, 1993:4).

When we look at the concept of public relations in terms of marketing communication; The concept of Marketing Public Relations makes it clear that public relations efforts to identify and promote the business are understood. Presentation concept is defined as efforts to introduce the establishment to the public and to create a positive image for the public establishment. Recognition function is concerned with management's lack of information in decision-making, recognizing the environment, changing environment and conditions of service, and learning desire and complaints of the people depending on them (Kazancı, 1995:69).

It would be correct to say from the definition and explanation above that public relations is part of marketing. Marketing and public relations are complementary and public relations are creating a more effective social environment for marketing products and services to businesses. Marketing public relations serve to aims of businesses. These aims are providing brand information, creating brand loyalty, keeping the market alive, creating a trust environment with consumers. In short, the main purpose of marketing relations with the public is to expand the current market and take place in potential markets.

### **3.3.3. PERSONAL SALES**

The personal sales component, one of the components of integrated Marketing communication, is the most diverse of all components. In the personal sales component, the sale of the product or service is made by contacting face-to-face with existing and potential customers, thus leaving advertising and other sales development efforts.

Personal sales is the face-to-face communication format necessary to realize the sales, to inform the customers about the product, to establish useful relationships, to develop and to continue (Yılmaz, 2008:14).

The definition of personal sales made by the American Marketing Association (Odabaşı ve Oyman, 2002:168); ‘Talking with one or more buyers in order to make sales is making oral presentations.’

Personal sales is negotiating, talking and reaching out to one or more potential customers for sales. In the presentation of new and unknown products, in the changing of old habits, in the dissemination of usage plays an important role. Personal sales are also important in creating new markets and demands.

The personal sales activity is shaped by the reactions of the person and / or the person in the customer's situation to the reaction to the sales effort. The salesperson ensures that the personal sale is a dynamic sales process by shaping the presentation that will be made according to the characteristics of the customer when communicating the message to be conveyed to the customer (Fill, 1995:410).

Personal sales are used for a small number of consumers or sales of industrial products. To increase the number of customers, to realize the product and brand, to persuade the buyer to sell, to improve the brand image, to increase the brand choice and brand loyalty and to support the after sales services.

Personal sales cost is a high selling method and the message reaches only one person. The cost of communication with the customer is therefore high. However, the number of customers reached is very small compared to other methods (Fill, 1995:412). For this reason, the personal sales component should only be used when necessary relative to other components.

Personal sales is a more dynamic application than advertising. In cases where the number of consumers is low, the personal sales emerge with the competence of the salesperson.

There are advantages and disadvantages of the personal sales. Advantages are that reaching the right person and firm, learning and analyzing the customer problems, arranging the sales according to the customer specifications, maintaining the continuity of the customer connections, high possibility of sales, technical knowledge required, efficiency in sales of industrial goods, minimizing problems in distribution issues and detailed explanations. Disadvantage are that contacting with a limited number of customers, the necessity of creating new customers, the availability of limited number of products, long time and travel, depend on the seller's skill, an expensive promotion activity and prejudice.

#### **3.3.4. SALES DEVELOPMENT AND RETENTION**

One of the goals developed within the framework of strategic marketing by adding value to a product or service in order to reach specific sales, communication and marketing goals is to develop and promote sales. Personal sales is one of the sub-dimensions of integrated marketing communications and is a sales development and retention activity. Outside of advertising and public relations, sales promotion is a short-term buying-promoting, specific promotion and sales effort to motivate buyers and increase the effectiveness of their vehicles.

Sales retention is a type of work that is new to the mix of marketing communications. Sales retention is the offering and presenting of something special to the consumer. In this sense, it is intertwined with other studies. Apart from that, it is intended to increase sales aimed at sales-oriented advertisements. The messages used here can be the same as the messages used for sales promotion.

The different purposes of sales promotion are as follows (Taşoğlu, 2009:92):

- To acquire new customers,
- Promote new products and improve sales,
- Increase the frequency or quantity of purchases of a tagged brand,
- Encouraging older customers to use more,
- To attract more customers to sales points,
- Removing fluctuations in sales,
- To transfer some of the cost of inventories to the intermediary,
- To provide competitive advantage,

- To seize exhibition places and sales points,
- Reduce and eliminate affiliate branding.

It is of great importance for sales development businesses when it comes to promoting the product experimentation of consumers', increasing their purchasing desires and increasing their mobility.

The basic function of a sales developer is to complete and coordinate personal sales with advertising. While the advertisement shows a reason for the purchase of the product, the sales promotion encourages a proposal for purchase. Sales promotion tools for consumers consist of incentives that promptly motivate the consumer or encourage them to buy it later. Businesses are in the effort to develop sales for consumers in a pull strategy that they aim to attract by the market, by creating demand for consumers. Applications that reach the consumers directly and applications that reach the consumers through retailers are studies that they have done towards the consumers.

### **3.3.5. DIRECT MARKETING**

Direct marketing within the concept of marketing is the fastest developing concept. In changing market conditions, consumers prefer to make more purchasing activities from their homes (Engel, Warshaw ve Kinnear, 1994:443). Because of this change in consumer behavior, direct marketing is often preferred and used.

There is no vehicle when doing direct marketing, the manufacturer reaches directly to the customers with their own special communication tools. In the definition that the Direct Marketing Association has done, direct marketing is expressed in the following way:

*“Direct marketing is an interactive marketing system that uses one or more advertising media to influence any gauging response and / or business transaction (Stone, 1988:2).”*

Direct marketing provides important advantages through today's technology and social media platforms that we can reach the target masses that may be potential buyers among the consumers. Direct marketing provides advantages compared to other components with features such as simplicity of measurement, low costs, greater margins from intermediaries. Businesses reach consumers by using techniques such as catalog, television, radio, print media, Internet, e-mail, e-catalog. As with any method, linear marketing is weak and superior.

**Table 3.** Weak and superior aspects of Linear Marketing

<b>Superior Aspects</b>	<b>Weak Aspects</b>
Low Cost	No chance to try the product
Selectivity	Flexibility of return and warranty conditions
Flexibility	Printing and postage costs
Advertisement and Sales Combination	Computer technology and infrastructure needs
Self-measurement	Concern about credit card use
Effective Sales Oriented Movement	
High Profit Marjin	
Advantage of Controlled Distribution	
Planned Financial Investments	
Emphasis on Service in Practice	
Low Cost for Consumer	

As shown in Table 3, low cost is mainly due to the lack of store expenses. While continuing their activities from the business stores, they are continuing their sales with very little expense by using methods such as telephone marketing, catalog marketing or internet marketing. Businesses have the selectivity feature because they have the opportunity to reach the market segments, consumers who are more interested in their products. Businesses have the flexibility of sending letters directly, creating customer lists and scheduling by doing direct marketing.



## **4. SOCIAL MEDIA MARKETING AND THE EFFECTS OF BRAND GRAVES**

### **4.1.SOCIAL MEDIA CONCEPT AND MARKETING**

Nowadays, the concept of offering the standardized products to the consumers with the mass marketing concept has left its place to consumer oriented modern marketing understanding (Odabaşı ve Oyman, 2007). One of the most important elements in the development of consumer-focused marketing understanding is the rapid development of information technologies. Opportunities presented especially by the internet as interactive media are the most important influence in the development of 21st century marketing understanding (Shultz ve Shultz, 1998).

The Internet is a communication tool that enables consumers to access information 24 hours a day, seven days a week, about the products and services they have started and desired. Information technology businesses have facilitated their ability to create databases of information about consumers, and to store information about their personal information, purchasing histories and lifestyles (Odabaşı ve Oyman, 2007). This has forced businesses to change their marketing insights. Internet applications that allow one-to-one communication such as e-mail, personal web sites, etc., nowadays allow virtual communities to connect with each other, to list old and new friends in the same environment, to meet through social networks, to share their feelings, thoughts, innovations and multimedia applications.

The simplest definition of social media that people create by linking on the internet can be defined as social networking sites that enable internet users to communicate online, create content and write reviews (Kirtiş ve Karahan, 2011).

In other words, social media is an area where users can gather information, share emotions and thoughts by using online tools and websites (Sayımer, 2009).

In social media, social networks are defined as "internet communities that allow users to communicate with other users in ways such as sharing profile information, sending private or online messages, sharing photos and videos" (Pempek, Yermolayeva ve Calvert 2008).

Rapid changes in communication technologies have also caused rapid changes in social life, especially affecting consumer preferences and behaviors (Kaban Kadioğlu, 2013). Today, businesses compete in two different environments. These are the virtual worlds in which the

resources of managers can be physically managed or the source of information is social media environments.

## **4.2.SOCIAL NETWORK SITES AS A MARKETING PLATFORM**

### **4.2.1. DEVELOPMENT OF SOCIAL NETWORK SITES**

The concept of social networking has long been a subject of research and investigation in the work of many scholars engaged in social sciences, particularly sociology.

Barnes for the first time in 1954 defined the term "social network" as "Social network is a map of relationships ranging from random contacts between individuals to family ties."

In 1964, Simmel describes the concept of social networking as "The Web of Group Affiliations", in which the individuals who approach each other within the network to form a system based on proper relations, so that the individual in the new group can express himself more clearly (Onat ve Alikılıç, 2008).

The Little Earth theory discovered by Stanley Milgram in 1967 with a postal experiment is the first experiment on social networks. As a result of the experiment, another person who did not recognize any person was found to be able to reach up to 5 people. This is called a six-grade classification (Patch, 2004).

As a result of Six Degrees of Separation and similar experiments, the concept emerged as a concept and even set the stage for the development of social networks. Inspired by this, the name of the first social network is SixDegrees (Onat ve Alikılıç, 2008).

When examined in terms of communication, the concept of social networking can be explained by the technological determinism approach that McLuhan and Innis pioneered. In the 19th century, the use of new communication technologies has become widespread and communication technology has been determined to be the determining factor.

McLuhan suggests that the medium of communication or medium in which knowledge is recorded and transmitted in every cultural age plays a decisive role in the identification of that cultural character. He defines this view as "Medium is the message" (Tekinalp ve Uzun, 2009). According to McLuhan, the Medium is the extension of people. This extension covers everything that comes to mind: word, clothes, press, home, money, airplane (Erdogan ve Alemdar, 2002). In

addition, McLuhan advocates that the most important effect of communication tools is on sensory organs and thought habits. According to him, people give more weight to some senses according to the qualities of communication means than others. Among these tools, television expresses that the world has turned the nation from nationalism into a global village, because it allows people to use their sight, and hearing. In this sense, the internet can be interpreted as the last point of expression of the "global village" meaning that human senses can use the majority.

### **4.3.SOCIAL MEDIA BRAND COMMUNITIES AND MARKETING**

#### **4.3.1. SOCIAL MEDIA BRAND COMMUNITIES**

The brand concept, which is the most important part of marketing strategies, is defined today with many benefits ranging from product differentiation, legal protection of the product to competitive advantage. A large part of the marketing budget is spent on goods and service development, brand management and positioning (Aydın, 2003). Markets should add value to their products in a way that is different from other brands (Chernatony, vd., 2011).

The brands in the social networking sites promote themselves to the consumers with the differences they create. On the other hand, consumers with common tastes and habits come together under the roof of a brand and share their feelings, thoughts and experiences with that brand. The technological developments have in fact caused brands to focus more on social media marketing and to increase the value of brand images.

Consumer attitudes vary and therefore this attitude change can also be observed in groups of fans who have common pleasures and habits in the social media. This indicates that a negative attitude towards the relevant brand may not always remain the same and may change (Aydın, 2003). The attitude to the brand refers to the degree to which one likes or dislikes the brand. When a negative brand attitude occurs, it is possible to translate it positively with an advertisement (Öztürk ve Savaş, 2014).

Marketers' brand management in the internet environment has created the concept of e-brand. E-brand management has emerged when a part or all of the brand management is done via the Internet in electronic based environments. This is an important tool for companies to gain competitive advantage. A customer-focused management philosophy leads to more productive

business results in integrated marketing through further deepening of relationships (Büyüközkan, 2005).

The brand identity that will be presented to the consumers should be constructed in the structure to be observed also in the internet environment. The brand identity must match the visual identity on the website or other communication medium (Perry ve Wisnom, 2003).

Social media brand groups have come to the extent that companies can not recover from communication. However, many companies fail to understand this new world. All links should be organized without considering the brand identity when links to brands' websites or other communication channels are made through links given in social media. Fan pages that are not created by related companies cause the brand to be seen as a bad brand in the eyes of other consumers when they share it outside the identity (Qualman, 2009).

Social media is a very effective medium in terms of the destruction of brand reputation. Brand image creation for consumers is very important in terms of brand communication because brand communication is a factor that speeds up the process of consumer acquisition of information about the brand.

Marketers should communicate with consumers by planning their brand identity. This process is basically the process of creating a brand image in consumers (Uztuğ, 2003). Thus, a number of human characteristics, called brand personality and identified with the brand, are defined to the brand.

Because, when human personality characteristics are attributed to the brands, behavior patterns in the mind of people are shaped against the brand (Aaker, 2014). Brand personality strategically plays an important strategic role in the context of establishing a relationship with the consumer.

People's styles, behaviors and speech give clues about their personality; so the visual and verbal identities of the brands show their personalities. The brand's logo, symbol, colors, font create the visual identity of the character. Names, products, sub-brands and groups, a slogan added to the brand, voice tone principles and the use of the narratives constitute the verbal identity of the brand (Clifton, 2014).

Social media groups should be in a structure that reflects the personality of the brand. It is necessary for the brands to convey their sayings about themselves in a very good way using the integrated marketing elements to these groups. For this reason, various disciplines such as

advertising, promotion and public relations activities need to be planned in such a way as to ensure open and consistent communication effect (Duncan ve Eventt, 1999).

#### **4.3.2. MARKETING COMMUNICATION STRATEGIES OF SOCIAL MEDIA BRAND COMMUNITIES**

The concept of brand 2.0 emerged for brands that use marketing 2.0 technologies and perform communication activities at this level. Social media strategies are the most basic strategies in Brand 2.0. This basically consists of three main headings: Brand Message Strategy, Branding Strategy, Promotion or Marketing Communication Initiatives. A good social media marketing strategy requires a combination of these three basic strategies. Because the brand makes it necessary to implement all these strategies together (Broadbent, 2003; Borça, 2007).

As has been the case in previous chapters, the main rationale of the promotion within the marketing mix is communication. It is a known fact that the promotion activity does not occur in a night. It is a situation that shows its existence for a long time when it has been consisted (Severin ve Tankard, 1994). In order for any brand to be on the agenda, all communication channels must work together in coordination.

Thanks to blogs, forums, social networking sites or video sites on social media; activities such as public relations, advertising, and promotions, which have already been done before, are facilitated and costly (Bruce ve Harvey, 2010). Thus, promotional activities are no longer needed for high budgets. However, to be able to carry out these studies requires having mental background, creativity and gentleness. Companies that can follow social media and technological innovations will be more successful using new methods in their promotional activities.

Another thing to keep in mind when engaging in branding activities is that social media, which has a two-sided communication, will be able to reconfigure the activities that it would like to do with feedbacks. Because consumers can follow the actual activities of the holding, comment on it, and even follow up on whether their views are taken into consideration (Kotler, vd., 2009).

### **4.3.3. BRAND TRUST AND INTENSION TO ONLINE PURCHASE IN TERMS OF SOCIAL MEDIA BASED BRAND COMMUNITIES**

Customer loyalty, which is defined as the customer re-purchasing products or services from the same business in the face of any positive or negative situation, and continuing to be a customer of the same business, is a very important concept in marketing literature (Oliver, 1999).

However, in recent years, along with the rapid developments in internet technology, businesses have shifted their activities to these virtual environments and therefore customers who want to buy products or services from enterprises have also become increasingly using internet. Customer loyalty has moved to this level and has become electronic loyalty (e-loyalty) through flexibility, cost, speed, choice and personalization as well as e-business models that benefit both businesses and customers. Thus, it can be said that businesses nowadays e-loyalty in both traditional and e-business environments is very important for the success of the business (Eng ve Kim, 2006).

Online loyalty can be used in many different forms and definitions (Krumay ve Brandtweiner, 2010). E-loyalty in the internet environmet is defined as the kind of customer loyalty in the traditional marketing environment (Anderson ve Srinivasan, 2013). It can also be expressed as positive attitudes towards electronic transactions that result in customers purchasing products or services again in the future, as well as business websites that customers have previously experienced in shopping. The fact that customers frequently visit business websites and spend time on these sites does not mean that they will not be e-friendly when they do not buy any products or services during these visits (Gommans, vd., 2001).

The communication environment, which is unilateral in Internet technology, has become double-sided with the existence of social media sites in recent years. Hence, both individuals and businesses have become increasingly using social media sites without time and space constraints. The ability to provide online loyalty to businesses' social media pages has gained an important dimension as many businesses continue to run their marketing activities in this media environment, and the cost of changing customers and users in this environment can be low. So for e-businesses it is economically imperative to create online loyalty (Balabanis, vd. , 2006).

Online loyalty in social media sites; is the positive attitude of users, followers, or fans to visit these pages repeatedly and continuously and to recommend them to other users, as oriented

to the pages of the businesses' social media sites (Curras-Perez, vd., 2013). The provision of e-loyalty for paging in this environment is also important for airline operators. The number of loyal users is one of the most important factors that determine the value of pages. The lack of user e-loyalty to the pages of airline companies' social media sites indicates that there are some technical or managerial issues on these pages (Choi ve Kim, 2004).

E-trust; is the most important factor affecting the use of individual pages by individuals and is one of the crucial elements that remove risk and uncertainty during the interaction between users and other users and businesses (Shin ve Hall, 2013). Especially when interacting, the condition of uncertainty in the pages of social media sites, affects the intention to use negatively.

While businesses focus on attracting consumers in traditional marketing environments, one of the focal points of marketing together with the development of technology has been to provide the feeling of trust. However, the process of gaining the trust of the target groups of businesses with accounts in social media sites can be difficult (Nusair, vd, 2013).

The positive discourse of the users and the virtual community members formed by these pages on their operation and services contributes to the development of trust. In other words, positive oral communication is counted among the factors that can increase the level of online trust in businesses with pages in their social media sites (Pietro, vd., 2012).

## **5. A RESEARCH ON THE EFFECTS OF SOCIAL MEDIA BASED BRAND COMMUNITIES ON THE BRAND TRUST AND THE INTENTION TO ONLINE PURCHASE**

This section contains information about the research conducted. The subject of the research is explained in detail in the light of the literature, then the purpose, scope, importance and limitations of the research are explained. The methodology part is described in detail to cover the design of the research. In the last section, the findings of the research are summarized and interpreted.

## **5.1.AIM AND SCOPE OF THE RESEARCH**

In recent days; brands frequently follow and gain favor from the social media based brand communities. The effects of these groups on the brand have been examined in the perspective of social media brand communities. Although there are few studies on the subject in the literature, there are several models that are similar to each other.

This research investigates the influence of Social Media Based Brand Communities on Brand Trust and Intention to Online Purchase. It is tried to investigate the effects of social media based brand communities above the brand trust and the intention to online purchase. It is tried to find out that benefits of social media based brand communities to the related brand. It is important that more detailed studies can be done in the literature in the light of research findings.

## **5.2. RESEARCH METHODOLOGY**

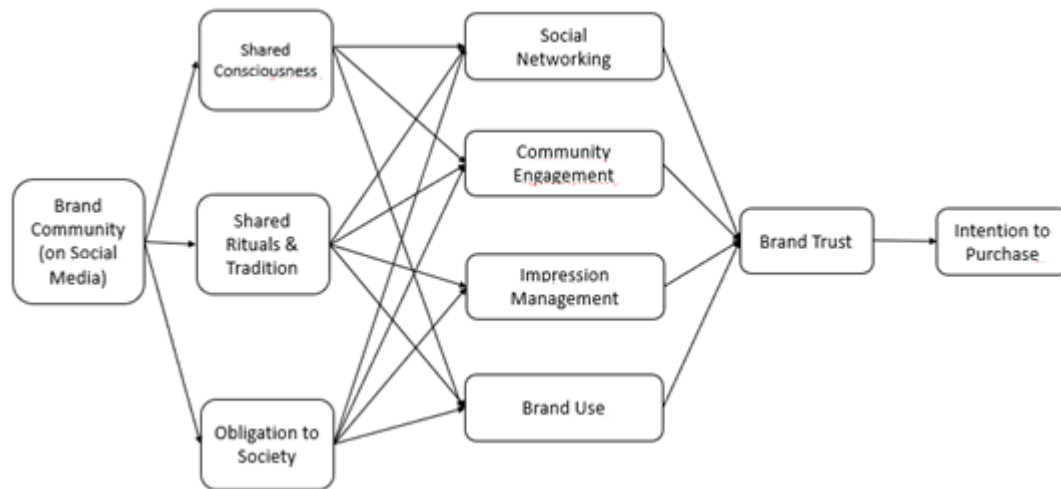
In this section, research type, model and hypothesis, main mass and sample selection, data collection method, preparation of questionnaire, limitations of research, analysis of data and findings are included.

### **5.2.1. TYPE OF THE RESEARCH**

In this research quantitative research methods were used in order to collect and investigate the data. Quantitative methods use the data which aggregated through polls, surveys, questionnaires in order to emphasize objective measurements. As the quantitative research, the most preferred survey method was used to obtain information from the first source (Kurtuluş, 1998, s. 312).



## 5.2.2. MODEL AND HYPHOTHESIS OF THE RESEARCH



**Figure 2.** Model of the Research

**Resource:** Laroche M., Habibi R. M., Richard M. ve Sankaranarayanan R. (2012), “The effects of social media based brand communities on brand community markers, value creation practices, brand trust and brand loyalty”, *Computers in Human Behavior*, 28, ss. 1755-1767

The research model was the result of a literature search and the following hypotheses were developed.

**H<sub>1</sub>:** Social media based brand community positively influenced by the Obligation to Society.

**H<sub>2</sub>:** Social networking practices are positively influenced by the Shared Rituals and Traditions.

**H<sub>3</sub>:** Community engagement practices are positively influenced by the Shared Consciousness.

**H<sub>4</sub>:** Shared Consciousness practices are positively influenced by the Social Networking.

**H<sub>5</sub>:** Shared Consciousness are positively influenced by the Community Engagement.

**H<sub>6</sub>:** Shared Consciousness are positively influenced by the Impression Management.

**H<sub>7</sub>:** Shared Consciousness are positively influenced by the Brand Use.

**H<sub>8</sub>:** Shared Rituals and Traditions are positively influenced by the Social Networking.

**H<sub>9</sub>:** Shared Rituals and Traditions are positively influenced by the Community Engagement.

**H<sub>10</sub>:** Shared Rituals and Traditions are positively influenced by the Impression Management.

- H11:** Shared Rituals and Traditions are positively influenced by the Brand Use.
- H12:** Obligation to Society practices are positively influenced by the Social Networking.
- H13:** Obligation to Society practices are positively influenced by the Community Engagement.
- H14:** Obligation to Society practices are positively influenced by the Impression Management.
- H15:** Obligation to Society practices are positively influenced by the Brand Use.
- H16:** Social Networking practices are positively influenced by the Brand Trust.
- H17:** Community Engagement practices are positively influenced by the Brand Trust.
- H18:** Impression Management practices are positively influenced by the Brand Trust.
- H19:** Brand Use practices are positively influenced by the Brand Trust.
- H20:** Brand Trust practices are positively influenced by the Intention to Purchase.

### **5.2.3. SELECTION OF SAMPLE MASS**

As the main mass in the survey, users who are members of the Instagram network were selected over 18 who reside in Istanbul. The attenders on the Instagram, at least one of the personal care companies was required to follow the official social media network. Since it is not possible to reach the full mass of the population, it is easy to use sampling to try to reach the subjects representing the main mass using the employees of certain companies and the social media network.

### **5.2.4. DATA COLLECTION TOOL AND THE METHOD**

The survey method was chosen as the data collection method. Survey method is the most preferred method used with purpose to obtain information from the primary source in quantitative research (Kurtuluş, 1998, s. 312).

The survey used in the research consists of three parts. The first part consists of five questions which are asked in order to learn the demographic characteristics of the subjects. In addition, the number of years are asked that they have been using the most used Instagram network by the companies in the Social Media Networks. Also these was asked that the number of friends, the name of the official Instagram page of any personal care brand they follow and interact with. In the second part of the questionnaire, a total of three questions were asked regarding the trust of the brand to which the Instagram page belongs. In section 3, 32 questions were asked for all the variables that constitute the model. The research was carried out between 01.04.2018 / 30.04.2018.

Only 312 of the total 325 questionnaires were included in the analyzes. The questionnaire was sent to people who over the age of 18, residing in Istanbul, and following the official Instagram page of at least one personal care brand via social media networks.

### **5.2.5. SCALES USED IN THE RESEARCH, PREPARATION AND TESTING OF QUESTIONNAIRE FORM**

In this section, the scales used in the research were included in the pilot study process, which was conducted before the survey questions were prepared and before the application of the questionnaire was started.

#### **5.2.5.1.SCALES USED IN RESEARCH**

Survey questions created for the purpose of the research, also they are internationally accepted and their reliability is high. The studies in Table 4 were used to construct the questions that measure the perceived benefits, ease of use, attitudes, intentions and actual behaviors variables.

**Table 4.** Workflows for Creating Scales

<b>Variables</b>	<b># of questions</b>	<b>References</b>
Social Media Based Brand Communities	6	Srinivasan, Anderson and Ponnnavolu, 2002.
Shared Consciousness	2	Muniz and O’Guinn, 2001.
Rituals & Traditions	2	Muniz and O’Guinn, 2001.
Obligations to Society	2	Muniz and O’Guinn, 2001.
Social Networking	8	Hsieh, Chiu, and Chiang, 2005.
Community Engagement	3	Algesheimer R., Dholakia, U., and Herrmann, A., 2005.
Impression Management	3	Schau, J. H., Muniz, M. A., and Arnould, J. E., 2009.
Brand Use	3	Schau, J. H., Muniz, M. A., and Arnould, J. E., 2009.
Markaya Trust	3	Chaudhuri and Holbrook, 2001.
Intention to Online Purchase	3	Ramayah and Ignatius 2005

The authors who developed the questionnaires and number of the scale questions were given in the above table 4. A scale consisting of 6 questions developed by Srinivasan, Anderson and Ponnayolu in 2002 was used in the measurement of Social Media Based Brand Communities. 'Shared Consciousness', 'Shared Rituals and Traditions', and 'Obligations to Society' which are the indicators of the Social Media Based Brand Communities were measured with each consisting of 2 questions via scales of Muniz and O'Guinn consisted on 2011. Value creation applications of Social Media Based Brand Communities consist of 'Social Networking', 'Community Engagement', 'Impression Management' and 'Brand Use' dimensions. The 'Social Networking' dimension was measured by Hsieh, Chiu and Chiang in 2005 using a scale consisting of 8 questions. The 'Community Engagement' dimension was measured by Algesheimer R., Dholakia, U., and Herrmann, A. in 2005 using a scale consisting of 3 questions. The 'Impression Management' and 'Brand Use' dimensions were measured by Schau, J. H., Muniz, M. A., and Arnould, J. E. in 2009 using a scale consisting each of 3 questions.

The 'Brand Trust' dimension was measured by Chaudhuri and Holbrook in 2001 using a scale consisting of 3 questions. The 'Intention to Purchase' dimension was measured by Ramayah and Ignatius in 2005 using a scale consisting each of 3 questions. A 5-point Likert scale was used to measure the questionnaire: 1 = Never, 2 = Very Few, 3 = A little, 4 = Highly, 5 = Very Much.

The questions related to the variables making up the questionnaire and the abbreviations used as variable names in the SPSS program are given in the following table. Variable abbreviations will be used in the subsequent analysis sections.

**Table 5.** Variable names and explanations

<b>Name of Variables</b>	<b>Questions</b>	<b>Abbreviations of Questions</b>
<i><b>Social Media Based Brand Community</b></i>	The community allows direct user input or posting to site.	Ob1
	Customers share experiences about products online with other customers	Ob2
	The Community is useful for gathering various information about the product or the brand	Ob3
	The members of this community benefit from the community	Ob4
	The members share a common bond with other members of the community	Ob5
	The members are strongly affiliated with other members	Ob6
<i><b>Social Networking</b></i>	The brand community keeps in touch with me with notifications	Sn1
	At least some of members of my community know me	Sn2
	I received special treatment after I became a member	Sn3
	The community provides with me product information	Sn4
	The community is concerned with my needs	Sn5
	The community collects my opinions about the services/product	Sn6
	The community recognizes special occasions and sends me greetings	Sn7
	I share my opinions on the community	Sn8

<b><i>Impression Management</i></b>	Community encourages discussions related to company, brand or the product	Im1
	Members actively engage in discussions in order to justify their reasons for their affinity towards the brand	Im2
	Members actively defend/refute the actions of the company's management	Im3
<b><i>Shared Consciousness</i></b>	An intrinsic connection is felt among the members	Sc1
	A general sense of difference exists from members who are NOT in your community	Sc2
<b><i>Rituals and Traditions</i></b>	I recollect vital social traditions or rituals specific to the brand community	Tt1
	I think these traditions contribute towards a specific culture of the community	Tt2
<b><i>Obligations to Society</i></b>	The members of the community assist/advice other members of the same community in the proper use of the brand	Obsoc1
	The community engages in integrating and retaining members	Obsoc2
<b><i>Community Engagement</i></b>	I benefit from following the community's rules	Ce1
	I am motivated to participate in the activities because I feel good afterwards or because I like it	Ce2
	I am motivated to participate in the community's activities because I am able to reach personal goals	Ce3

<b><i>Brand Use</i></b>	Members of my community share useful tips about better uses of the product or brand	Bu1
	Members of my community share their experiences about their successful and unsuccessful attempts at customization of the product	Bu2
	Members of my community monitor and foster the activities deemed to help community building	Bu3
<b><i>Intention to Purchase</i></b>	I intend to use online shopping websites (e.g. purchase a product or seek product information)	IP1
	Using online shopping websites for purchasing a product is something I would do	IP2
	I could see myself using the online shopping websites to buy a product	IP3
<b><i>Brand Trust</i></b>	My brand gives me everything that I expect out of the product	BT1
	I rely on my brand	BT2
	My brand never disappoints me	BT3

#### **5.2.5.2.PREPARING AND TESTING THE SURVEY FORM**

While the questionnaire was being prepared, a preliminary text was prepared in order to give information about the research made to the participant. The survey used in the research consists of 3 parts. In the first part, the questions of 'Gender', 'Marital Status', 'Age', 'Income Level' and 'Education Status' were asked in order to learn the demographic characteristics of those who participated in the research. At this stage of the survey, it was asked that whether following any official Instagram page of a personal care brand or not. If the answer is NO, it was wanted to finish the survey.

## **5.2.6. CONSTRAINTS OF THE RESEARCH**

The most important limitation of the survey is that there are attenders which non-members of social media brand communities in the survey. Another important constraint is the scope of the research and sample mass selection due to time and cost. The scope of the research is restricted with the Instagram users who are age over 18 and are residing in the province of Istanbul.

## **5.2.7. FINDINGS AND DATA ANALYSIS**

The process of preparing data for analysis is described in this section. Before beginning the data analysis, cleaning and editing of data, statistical methods used, evaluation of research model data and findings are explained.

### **5.2.7.1.PREPARING THE DATA FOR ANALYSIS**

The data obtained from the survey forms are coded in the IBM SPSS 21.0 package program. Demographic and descriptive statistics, factor analysis, reliability and validity tests, regression analyzes were analyzed using the IBM SPSS 21.0 package program.

16 attenders said NO to the question of ‘Do you following any personal care Instagram page?’, also 8 surveys were answered as inappropriate so 301 surveys through 325 were used in order to make proper analysis.

### **5.2.7.2.METHODS USED IN ANALYSIS OF DATA**

In this section, the analysis made with the research data will be explained in detail. Firstly, descriptive statistical analyzes were performed with the aim of seeing the demographic characteristics of the subjects. Afterwards, necessary Factor analyzes and reliability tests of the obtained factors are reported to test the model of the research. The model of the research was tested by performing regression analysis with the factors obtained from the reliability test.



### 5.2.7.2.1. INFORMATION ABOUT SURVEY PARTICIPANTS

The gender distribution of the participants is given in Table 6 below.

**Table 6.** Frequency of Gender Distribution

<b>Gender</b>		
	<b>N</b>	<b>%</b>
Female	178	59.1
Male	123	40.9
Total	301	100

When gender distribution was examined, 59.1% of the participants were female and 40.9% were male. It can be seen that the distribution is in close proportions for Female and Male participants.

The distribution of the Marital Status of the survey participants is given in Table 7 below.

**Table 7.** Frequency of Marital Status

<b>Marital Status</b>		
	<b>N</b>	<b>%</b>
Married	123	40.9
Single	178	59.1
Total	301	100

When the distribution of marital status was examined, it can be seen that 40,9 % of the participants were married and 59,1 % were single. It can be seen that the distribution is in close proportions for Married and Single participants.

The Income Level distribution of the survey participants is given in Table 8.

**Table 8.** Frequency of Income Level

Income Level		
	N	%
1001-2000 TL	8	2.7
2001-3000 TL	3	1.0
3001-4000 TL	30	10.0
Upper than 4001 TL	260	86.4
Total	301	100

When the Income Level distribution was examined, 2,7% of those who participated in the survey were 1001-2000 TL, 1,0% between 2001 TL-3000 TL, 10,0% between 3001 TL-4000 TL, and more than 4001 are 86,4%.

The Educational Status of the participants is given in Table 9 below.

**Table 9.** Frequency of Education

Level of education		
	N	%
High School	3	1.0
University	141	46.8
Post Graduate	127	42.2
Doctorate	30	10.0
Total	301	100

When the educational status is examined, it is seen that the majority education level is University and higher.

#### **5.2.7.2.2. FACTOR ANALYSIS**

Factor analysis is used to determine the dimensions of multiple variables that provide a more meaningful and concise presentation of data based on the relationship between a group of variables (Durmuş at all, 2014). There are some rules when applying factor analysis. These rules are respectively the creation of the anti-image matrix, the calculation of the Kaiser-Meyer-Olkin (KMO) test and the Bartlett Tests. When the Anti-image values of the questions are higher than 0,50, the Bartlett test has to be lower than the level of significance of 0.05 and the value of KMO should be higher than 0.50. Bartlett and KMO tests are prerequisites and factor analysis cannot be continued if the test limit values are not passed (Hair ve arkadaşları, 2010). Questions with low anti-image value are removed from the analysis. After that, Initial Eigen Values are considered when it is decided that the minimum number of factors that will represent the relationships among the variables at the highest level. The factor is considered significant when the true value of the statistic is greater than 1, but not when the value is less than 1 (Kalaycı, 2010).

After factor analysis, reliability tests of factors should be performed. Reliability analysis is an analysis to test building validity in social sciences (Durmuş at all, 2014). The statistical value of the reliability analysis is measured by the Cronbach  $\alpha$  (Alpha) value. The Cronbach  $\alpha$  value is equal or larger than 0.70 means that the factor is reliable (Nunally, 1978). Based on the information given above, the scale factor analysis and reliability analysis used in the model were applied. The results of the applied factor and reliability analysis are presented in tables.

#### **5.2.7.2.2.1.FACTOR AND RELIABILITY ANALYSIS FOR BRAND TRUST**

The extend to which the data is useful and suitable for the factor analysis, Kaiser-Mayer-Olkin and Barlett test measures were obtained. The results (KMO=0.682,  $\chi^2$ Bartlett test=203.972, df=3, p=0.000) were adequate. Anti-image correlation diagonals are all exceeding 0.50, meaning all single items in the factor analysis are to be involved. No items were excluded.

Following these measurements, component analysis and varimax rotation was performed. Cronbach's alpha coefficient was determined, and it was estimated to be reliable. One dimension was found as a result of the analysis, and its total variance is 68.18%. Factor items are included in the appendix of the study.

**Table 10.** Factor and reliability analysis of Brand Trust

Factor Name	Factor item	Factor Loading	%Variance	Reliability
Brand Trust	BT2	0.839	68.18	0.741
	BT3	0.817		
	BT1	0.784		

#### 5.2.7.2.2.2.FACTOR AND RELIABILITY ANALYSIS FOR BRAND COMMUNITY

The extend to which the data is useful and suitable for the factor analysis, Kaiser-Mayer-Olkin and Barlett test measures were obtained. The results (KMO=0.748,  $\chi^2$ Bartlett test= 439.115, df=10 p=0.000) were adequate. Anti-image correlation diagonals are all exceeding 0.50, and all the factors were included in the factor analysis. Items with loadings smaller than 0.50 and with eigenvalue exceeding 1 were excluded.

Following these measurements, component analysis and varimax rotation was performed. Cronbach's alpha coefficient was determined, and it was estimated to be reliable. One dimension was found as a result of the analysis, and its total variance is 53.93%. As a result of the analysis two items were excluded, E2 and A4. Factor items are included in the appendix of the study.

**Table 11.** Factor and reliability analysis of Brand Community

Factor Name	Factor Item	Factor Loading	% Variance	Reliability
Brand Community	Ob5	0.825	53.93	0.769
	Ob4	0.785		
	Ob3	0.755		
	Ob2	0.719		
	Ob6	0.559		

#### 5.2.7.2.2.3.FACTOR AND RELIABILITY ANALYSIS FOR IMPRESSION MANAGEMENT

The extent to which the data is useful and suitable for the factor analysis, Kaiser-Meyer-Olkin and Bartlett test measures were obtained. The results (KMO=0.711,  $\chi^2$  Bartlett test 313.356, df=3, p=0.000) were adequate. Anti-image correlation diagonals are all exceeding 0.50, meaning all single items in the factor analysis are to be involved. No items were excluded.

Following these measurements, component analysis and varimax rotation was performed. Cronbach's alpha coefficient was determined, and it was estimated to be reliable. One dimension was found as a result of the analysis, and its total variance is 73.18%. Factor items are included in the appendix of the study.

**Table 12.** Factor and reliability analysis of Impression Management

Factor Name	Factor item	Factor Loading	%Variance	Reliability
Impression Management	Im1	0.876	73.18	.814
	Im2	0.855		
	Im3	0.835		

#### 5.2.7.2.2.4.FACTOR AND RELIABILITY ANALYSIS FOR SHARED CONSCIOUSNESS

The extend to which the data is useful and suitable for the factor analysis, Kaiser-Mayer-Olkin and Barlett test measures were obtained. The results (KMO=0. 500  $\chi^2$ Bartlett test=10.942, df=1, p=0.001) were adequate. Anti-image correlation diagonals are all exceeding 0.50, meaning all single items in the factor analysis are to be involved. one item was excluded.

Following these measurements, component analysis and varimax rotation was performed. Cronbach’s alpha coefficient was not sufficient. So we cannot use Shared Consciousness as an independent variable.

**Table 13.** Factor and reliability analysis of Shared Consciousness

Factor Name	Factor Item	Factor Loading	% Variance	Reliability
Shared Consciousness	Sc2	0.771	67.40	0.319
	Sc1	0.771		

**5.2.7.2.2.5.FACTOR AND RELIABILITY ANALYSIS FOR RITUALS & TRADITIONS**

The extend to which the data is useful and suitable for the factor analysis, Kaiser-Mayer-Olkin and Barlett test measures were obtained. The results (KMO=0.500,  $\chi^2$ Bartlett test= 83.910, df=1, p=0.000) were adequate. Anti-image correlation diagonals are all exceeding 0.50, meaning all single items in the factor analysis are to be involved. No items were excluded.

Following these measurements, component analysis and varimax rotation was performed. Cronbach’s alpha coefficient was determined, and it was estimated to be reliable. One dimension was found as a result of the analysis, and its total variance is 74.75%.

**Table 14.** Factor and reliability analysis of Rituals & Traditions

Factor Name	Factor Item	Factor Loading	% Variance	Reliability
<i>Rituals and Traditions</i>	Tt2	0.865	74.75	0.656
	Tt1	0.865		

#### 5.2.7.2.2.6.FACTOR AND RELIABILITY ANALYSIS FOR OBLIGATIONS TO SOCIETY

The extend to which the data is useful and suitable for the factor analysis, Kaiser-Mayer-Olkin and Barlett test measures were obtained. The results (KMO=0.500,  $\chi^2$ Bartlett test= 145.451, df=1, p=0.000) were adequate. Anti-image correlation diagonals are all exceeding 0.50, meaning all single items in the factor analysis are to be involved. No items were excluded.

Following these measurements, component analysis and varimax rotation was performed. Cronbach's alpha coefficient was determined, and it was estimated to be reliable. One dimension was found as a result of the analysis, and its total variance is 81.05%.

**Table 15.** Factor and reliability analysis of Obligations to Society

Factor Name	Factor Item	Factor Loading	% Variance	Reliability
Obligations to Society	Obsoc2	0.900	81.05	0.759
	Obsoc1	0.900		

#### 5.2.7.2.2.7.FACTOR AND RELIABILITY ANALYSIS FOR COMMUNITY ENGAGEMENT

The extend to which the data is useful and suitable for the factor analysis, Kaiser-Mayer-Olkin and Barlett test measures were obtained. The results (KMO=0.586,  $\chi^2$ Bartlett test=300.872,

df=3, p=0.000) were adequate. Anti-image correlation diagonals are all exceeding 0.50, meaning all single items in the factor analysis are to be involved. No items were excluded.

Following these measurements, component analysis and varimax rotation was performed. Cronbach’s alpha coefficient was determined, and it was estimated to be reliable. One dimension was found as a result of the analysis, and its total variance is 66.43%.

**Table 16.** Factor and reliability analysis of Community Engagement

Factor Name	Factor Item	Factor Loading	% Variance	Reliability
<b>Community Engagement</b>	Ce3	0.902	66.43	0.745
	Ce2	0.896		
	Ce1	0.613		

**5.2.7.2.2.8.FACTOR AND RELIABILITY ANALYSIS FOR BRAND USE**

The extend to which the data is useful and suitable for the factor analysis, Kaiser-Mayer-Olkin and Barlett test measures were obtained. The results (KMO=0. 687  $\chi^2$ Bartlett test=364.534, df=1, p=0.000) were adequate. Anti-image correlation diagonals are all exceeding 0.50, meaning all single items in the factor analysis are to be involved. One item was excluded.

Following these measurements, component analysis and varimax rotation was performed. Cronbach’s alpha coefficient was determined, and it was estimated to be reliable. One dimension was found as a result of the analysis, and its total variance is 74.54%.

**Table 17.** Factor and reliability analysis of Brand Use

Factor Name	Factor Item	Factor Loading	% Variance	Reliability
Brand Use	Bu2	0.903		
	Bu3	0.878		



	Bu1	0.806	74.54	0.825
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#### 5.2.7.2.2.9. FACTOR AND RELIABILITY ANALYSIS FOR INTENTION TO PURCHASE

The extend to which the data is useful and suitable for the factor analysis, Kaiser-Mayer-Olkin and Barlett test measures were obtained. The results (KMO=0.726  $\chi^2$ Bartlett test=521.446, df=3, p=0.000) were adequate. Anti-image correlation diagonals are all exceeding 0.50, meaning all single items in the factor analysis are to be involved. one item was excluded.

Following these measurements, component analysis and varimax rotation was performed. Cronbach's alpha coefficient was determined, and it was estimated to be reliable. One dimension was found as a result of the analysis, and its total variance is 74.54%.

**Table 18.** Factor and reliability analysis of Intention to Purchase

Factor Name	Factor Item	Factor Loading	% Variance	Reliability
<i>Intention to Purchase</i>	IP3	0.930	81.63	0.883
	IP2	0.899		
	IP1	0.881		

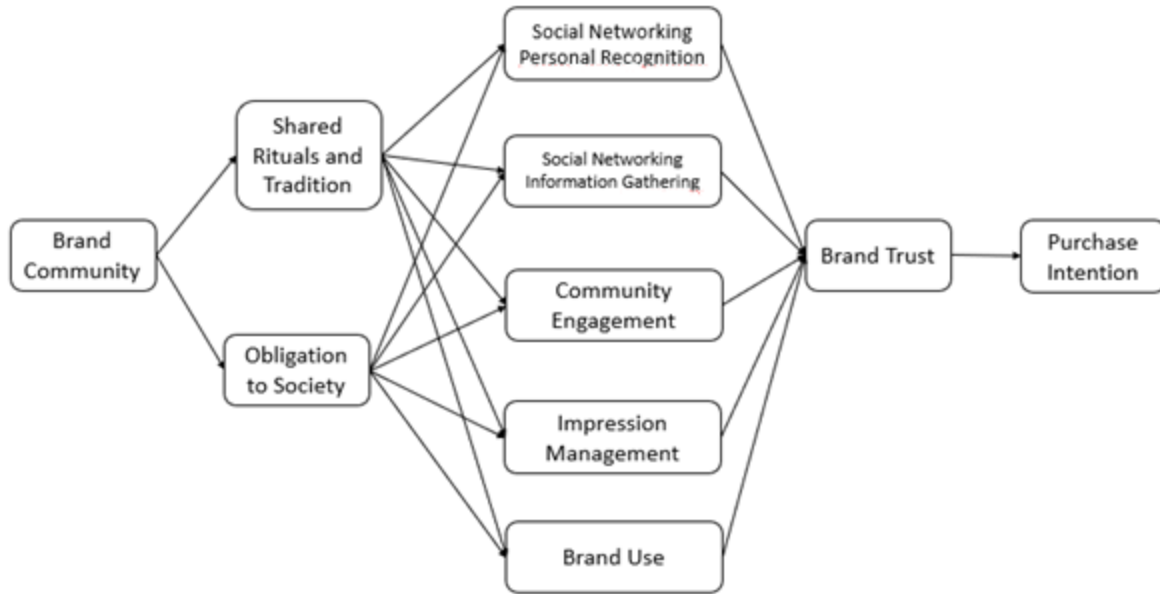
#### 5.2.7.2.2.10. FACTOR AND RELIABILITY ANALYSIS FOR SOCIAL NETWORKING

The extend to which the data is useful and suitable for the factor analysis, Kaiser-Mayer-Olkin and Barlett test measures were obtained. The results (KMO=0.618  $\chi^2$ Bartlett test=338.169, df=15, p=0.000) were adequate. Anti-image correlation diagonals are all exceeding 0.50, meaning all single items in the factor analysis are to be involved.

Following these measurements, component analysis and varimax rotation was performed. Cronbach's alpha coefficient was determined, and it was estimated to be reliable. Two dimensions were found as a result of the analysis, and its total variance is 60.83%.

**Table 19.** Factor and reliability analysis of Social Networking

Factor Name	Factor Item	Factor Loading	% Variance	Reliability
<b><i>Social Networking Personal Recognition</i></b>	Sn3	0.797	32.18	0.680
	Sn2	0.755		
	Sn8	0.747		
<b><i>Social Networking Information Gathering</i></b>	Sn4	0.810	28.66	0.631
	Sn1	0.807		
	Sn5	0.597		



**Figure 3.** Revised Model after Factor Analysis

The hypotheses established in the result of factor analysis are revised. Shared Consciousness was removed from the hypothesis since the variance analysis reliability test results were below 0.70 Cronbach Alpha.

### 5.2.7.3. REGRESSION ANALYSIS

After the related factor analysis reliable and valid variables were established in order to test the hypotheses. In this section, hypotheses will be tested by making regression analysis. Regression analysis was used to determine the effect of the dependent variables on the independent variables. Regression analysis is done with the aim of determining how a dependent variable is explained by an independent variable. The results obtained by the regression models give the estimates of the relation, the shape and the unknown values of the relationship between the variables. Linear regression is used in studies carried out in the field of social sciences. The regression model is called a simple linear regression when there is a dependent and an independent variable, and a multiple linear regression when there are more than one independent variable (Durmuş at all, 2014). Simple linear regression and multiple linear regression analyzes were used to test hypotheses. Hypotheses of the research model were tested in order. The regression analyzes

between the Social Media Based Brand Communities variable and the sub-dimensions of the Brand Communities indicators / markers variable are handled one by one.

### **H<sub>1</sub>: Brand Community and Obligation to Society**

In order to find the relationship between Brand Community and Obligation to Society Simple Linear Regression Analysis was performed. As reflected Table 20 Brand Community has a contribution on Obligation to Society. The overall explanatory power of model was 44.9% (R=0.670; R<sup>2</sup>=0.449; F=243.492, p=0.000).

**Table 20.** Simple Linear Regression of H<sub>1</sub>

<b>Dependent variable : Obligation to Society</b>			
<b>Independent variables :</b>	<b>Beta</b>	<b>t-value</b>	<b>p-value</b>
Brand Community	0.670	15.604	0.000

Relationship between Brand Community and Obligation to Society ( $\beta=0.670$ ,  $p=0,000$ ) is powerfull.

### **H<sub>2</sub>: Brand Community and Rituals and Tradition**

In order to find the relationship between Brand Community and Rituals and Tradition Simple Linear Regression Analysis was performed. As reflected Table 21 Brand Community has a contribution on Rituals and Tradition. The overall explanatory power of model was 44.9% (R=0.183; R<sup>2</sup>=0.034; F=10.380, p=0.001).

**Table 21.** Simple Linear Regression of H<sub>2</sub>

<b>Dependent variable : Rituals and Tradition</b>			
<b>Independent variables :</b>	<b>Beta</b>	<b>t-value</b>	<b>p-value</b>
Brand Community	0.183	3.222	0.001

Relationship between Brand Community and Rituals and Tradition ( $\beta=0.183$ ,  $p= 0,000$ ) is weak.

### **H<sub>8a</sub> : Rituals and Tradition and Social Networking Personal Recognition**

In order to find the relationship between Rituals and Tradition and Social Networking Personal Recognition. Simple Linear Regression Analysis was performed. Result of the regression analysis was not significant so we reject H<sub>8a</sub>.

**Table 22.** Simple Linear Regression of H<sub>8a</sub>

<b>Dependent variable : Social Networking Personal Recognition</b>			
<b>Independent variables :</b>	<b>Beta</b>	<b>t-value</b>	<b>p-value</b>
Rituals and Tradition	0.086	1.496	0.136

### **H<sub>8b</sub> : Rituals and Tradition and Social Networking Information Gathering**

In order to find the relationship between Rituals and Tradition and Social Networking Information Gathering. Simple Linear Regression Analysis was performed. As reflected Table 23 Rituals and Tradition has a contribution on Social Networking Information Gathering. The overall explanatory power of model was 26.7% ( $R=0.071$ ;  $R^2=0.267$ ;  $F=22.973$ ,  $p=0.000$ ).

**Table 23.** Simple Linear Regression of H<sub>8b</sub>

<b>Dependent variable : Social Networking Information Gathering</b>			
<b>Independent variables :</b>	<b>Beta</b>	<b>t-value</b>	<b>p-value</b>
Rituals and Tradition	0.267	4.793	0.000

There is a relationship between Rituals and Tradition and Social Networking Information Gathering ( $\beta=0.267$ ,  $p= 0,000$ ).

### **H<sub>9</sub> : Rituals and Tradition and Community Engagement**

In order to find the relationship between Rituals and Tradition and Community Engagement. Simple Linear Regression Analysis was performed. As reflected Table 24 Rituals and Tradition has a contribution on Community Engagement. The overall explanatory power of model was 26.7% ( $R=0.081$ ;  $R^2=0.285$ ;  $F=26.429$ ,  $p=0.000$ ).

**Table 24.** Simple Linear Regression of H<sub>9</sub>

<b>Dependent variable : Community Engagement</b>			
<b>Independent variables :</b>	<b>Beta</b>	<b>t-value</b>	<b>p-value</b>
Rituals and Tradition	0.285	5.141	0.000

There is a relationship between Rituals and Tradition and Community Engagement ( $\beta=0.285$ ,  $p=0,000$ ).

**H<sub>10</sub> : Rituals and Tradition and Impression Management**

In order to find the relationship between Rituals and Tradition and Impression Management. Simple Linear Regression Analysis was performed. As reflected Table 25 Rituals and Tradition has a contribution on Impression Management The overall explanatory power of model was 6.8% ( $R=0.261$ ;  $R^2=0.068$ ;  $F=21.825$ ,  $p=0.000$ ).

**Table 25.** Simple Linear Regression of H<sub>10</sub>

<b>Dependent variable : Impression Management</b>			
<b>Independent variables :</b>	<b>Beta</b>	<b>t-value</b>	<b>p-value</b>
Rituals and Tradition	0.261	4.672	0.000

There is a relationship between Rituals and Tradition and Impression Management ( $\beta=0.261$ ,  $p=0,000$ ).

**H<sub>11</sub> : Rituals and Tradition and Brand Use**

In order to find the relationship between Rituals and Tradition and Brand Use. Simple Linear Regression Analysis was performed. As reflected Table 26 Rituals and Tradition has a contribution on Brand Use. The overall explanatory power of model was 1.5% ( $R=0.388$ ;  $R^2=0.151$ ;  $F=53.142$ ,  $p=0.000$ ).

**Table 26.** Simple Linear Regression of H<sub>11</sub>

<b>Dependent variable : Brand Use</b>			
<b>Independent variables :</b>	<b>Beta</b>	<b>t-value</b>	<b>p-value</b>
Rituals and Tradition	0.388	7.290	0.000

There is a relationship between Rituals and Tradition and Brand Use ( $\beta=0.388$ ,  $p=0,000$ ).

**H<sub>12a</sub> : Obligation to Society and Social Networking Personal Recognition**

In order to find the relationship between Obligation to Society and Social Networking Personal Recognition. Simple Linear Regression Analysis was performed. As reflected Table 27 Obligation to Society has a contribution on Social Networking Personal Recognition. The overall explanatory power of model was 28.5% ( $R=0.533$ ;  $R^2=0.285$ ;  $F=118.903$ ,  $p=0.000$ ).

**Table 27.** Simple Linear Regression of H<sub>12a</sub>

<b>Dependent variable : Social Networking Personal Recognition</b>			
<b>Independent variables :</b>	<b>Beta</b>	<b>t-value</b>	<b>p-value</b>
Obligation to Society	0.533	10.934	0.000

There is a relationship between Obligation to Society and Social Networking Personal Recognition ( $\beta=0.533$ ,  $p=0,000$ ).

**H<sub>12b</sub> : Obligation to Society and Social Networking Information Gathering**

In order to find the relationship between Obligation to Society and Social Networking Information Gathering. Simple Linear Regression Analysis was performed. Result of the regression analysis was not significant so we reject H<sub>12b</sub>.

**Table 28.** Simple Linear Regression of H<sub>12b</sub>

<b>Dependent variable : Social Networking Information Gathering</b>			
<b>Independent variables :</b>	<b>Beta</b>	<b>t-value</b>	<b>p-value</b>
Obligation to Society	0.097	1.681	0.094

**H<sub>13</sub> : Obligation to Society and Community Engagement**

In order to find the relationship between Obligation to Society and Community Engagement. Simple Linear Regression Analysis was performed. As reflected Table 29 Obligation to Society has a contribution on Community Engagement. The overall explanatory power of model was 20.8% (R=0.456; R<sup>2</sup>=0.208; F=78.608, p=0.000).

**Table 29.** Simple Linear Regression of H<sub>13</sub>

<b>Dependent variable : Community Engagement</b>			
<b>Independent variables :</b>	<b>Beta</b>	<b>t-value</b>	<b>p-value</b>
Obligation to Society	0.456	8.866	0.000

There is a relationship between Obligation to Society and Community Engagement ( $\beta=0.456$ , p=0,000).

**H<sub>14</sub> : Obligation to Society and Impression Management**

In order to find the relationship between Obligation to Society and Impression Management. Simple Linear Regression Analysis was performed. As reflected Table 30 Obligation to Society has a contribution on Impression Management The overall explanatory power of model was 44.8% (R=0.669; R<sup>2</sup>=0.448; F=242.775, p=0.000).

**Table 30.** Simple Linear Regression of H<sub>14</sub>

<b>Dependent variable : Impression Management</b>			
<b>Independent variables :</b>	<b>Beta</b>	<b>t-value</b>	<b>p-value</b>
Obligation to Society	0.669	15.581	0.000

There is a relationship between Obligation to Society and Impression Management ( $\beta=0.669$ , p=0,000).



### H<sub>15</sub> : Obligation to Society and Brand Use

In order to find the relationship between Obligation to Society and Brand Use. Simple Linear Regression Analysis was performed. As reflected Table 31 Obligation to Society has a contribution on Brand Use. The overall explanatory power of model was 38.2% (R=0.618; R<sup>2</sup>=0.382; F=184.631, p=0.000).

**Table 31.** Simple Linear Regression of H<sub>15</sub>

<b>Dependent variable : Brand Use</b>			
<b>Independent variables :</b>	<b>Beta</b>	<b>t-value</b>	<b>p-value</b>
Obligation to Society	0.618	13.588	0.000

There is a relationship between Obligation to Society and Brand Use ( $\beta=0.618$ ,  $p=0,000$ ).

### MULTIPLE LINEAR REGRESSION ANALYSIS OF H<sub>16a</sub>, H<sub>16b</sub>, H<sub>17</sub>, H<sub>18</sub>, H<sub>19</sub>

In order to find the relationship between Social Networking Personal Recognition, Social Networking Information Gathering, Community Engagement, Impression Management, Brand Use and Brand Trust. Multiple Linear Regression Analysis was performed. As reflected Table 32 Obligation to Society has a contribution on Brand Use. The overall explanatory power of model was 6.5% (R=0.254; R<sup>2</sup>=0.065; F=20.658, p=0.000).

**Table 32.** Simple Linear Regression of H<sub>16a</sub>, H<sub>16b</sub>, H<sub>17</sub>, H<sub>18</sub>, H<sub>19</sub>

<b>Dependent variable : Brand Trust</b>			
<b>Independent variables :</b>	<b>Beta</b>	<b>t-value</b>	<b>p-value</b>
Social Networking Personal Recognition, Social Networking Information Gathering, Community Engagement, Impression Management, Brand Use	0.254	4.545	0.000

There is a relationship between Social Networking Personal Recognition, Social Networking Information Gathering, Community Engagement, Impression Management, Brand Use and

Brand Trust ( $\beta=0.254$ ,  $p= 0,000$ ).

### **H<sub>20</sub> : Brand Trust and Purchase Intention**

In order to find the relationship between Brand Trust and Purchase Intention. Simple Linear Regression Analysis was performed. As reflected Table 33 Brand Trust has a contribution on Purchase Intention. The overall explanatory power of model was 5.6% ( $R=0.236$ ;  $R^2=0.056$ ;  $F=17.571$ ,  $p=0.000$ ).

**Table 33.** Simple Linear Regression of H<sub>20</sub>

<b>Dependent variable : Purchase Intention</b>			
<b>Independent variables :</b>	<b>Beta</b>	<b>t-value</b>	<b>p-value</b>
Brand Trust	0.236	4.192	0.000

There is a relationship between Brand Trust and Purchase Intention ( $\beta=0.236$ ,  $p= 0,000$ ).

#### **5.2.7.4.EVALUATION OF RESEARCH MODEL DATA AND FINDINGS**

When the whole model is considered in general, the social media based brand communities influences the shared rituals and traditions and the obligations to society.

## 6. CONCLUSION

Direct marketing provides important advantages through today's technology and social media platforms that we can reach the target masses that may be potential buyers among the consumers. From another point of view, social media is an area where users can gather information, share emotions and thoughts by using online tools and websites. There is an interaction between the consumers' experience of the brand and the sharing of feelings and thoughts about the product that has come to fruition after the purchase.

Thanks to developing and changing digital media tools, the consumer has the opportunity to be directly involved in many processes from product design to price and even promotion. Digital marketing provided important advantages for firms which make the consumers a key element of the marketing (Burton, 2009). Social media marketing has strong relationships: If members of the community are truly respected as part of the marketing message, strong relationships can be established if interest or feedback is left to respond. Along with the widespread use of the Internet, users' knowledge and experience have increased. Consumers are searching for information about products or brands from discussion groups before making purchases.

This research also tried to find out how social media groups were influenced by the way to Brand Trust and Online Intention to Purchase. In the research model it is investigated that how the Social Media Based Brand Communities affects the 'Shared rituals and traditions' and 'Obligation to Society' variables. In the second step, it is determined how the 'Shared rituals and traditions' and 'Obligations to Society' variables affects the variables of 'Social Networking', 'Community Engagement', 'Impression Management' and 'Brand Use'. At the final stage of the model, it is investigated via the analyses that whether "Social Networking", 'Community Engagement', 'Impression Management' and 'Brand Use' affects the Brand Trust and Intention to Online Purchase or not.

The Shared Rituals and Traditions dimension consists of 'The official Instagram pages of the personal care brands cause to remember important and special social traditions or rituals belonging to this brand' and 'I think these traditions contribute to the cultural development of the this brand', so there is a positive interaction between the Social Media Based Brand Communities and the Shared Rituals and Traditions dimensions.

As a result in between three dependent variables of the model which are ‘Shared Consciousness’, ‘Shared Rituals and Traditions’, and ‘Obligation to Society’; there is no any positive correlation in between ‘Shared Consciousness and the ‘Social Media Based Brand Communities’. ‘Obligation to Society’ and the ‘Brand Use’ have the highest positive correlation according to the Linear Regression Analysis.

## **6.1. MANAGERIAL IMPLICATIONS**

As it can be seen from the results of this research, advertisers and marketers should be concentrate on to the positive relationship of Social Media Based Brand Community and Obligations to Society. Marketers and advertisers should encourage the members of the Instagram Based Brand Community to constitute durable and connective relationships in order to realise the Obligations to Instagram Brand Society. According to the results of this research the highest positive relationship is in between hyphothesis of Social Media Based Brand Community and Obligations to Society. By this way related advertisement campaigns and processess can be directed to this point in order to strenghten the related relationship.

As it can be seen from the results of this research, advertisers and marketers should also be concentrate on to the positive relationship of Obligations to Society and Impression Management. The members in the Instagram Based Brand Community should be encouraged about discussions related to company, brand or the product. Furthermore members should be actively engaged in discussions in order to justify their reasons for their affinity towards the brand, and also members should be encouraged to actively defend and refuse the actions of the company’s management. By this way brand can accurately and promptly determined his strategic plans according to reactions and desires of the Brand Based Community.

As it can be seen from the results of this research, advertisers and marketers should also be concentrate on to the positive relationship of Brand Trust and Intention to Online Purchase. Strenght of the members Brand Trust supports the Intention to Online Purchase behavior, how much members trust the values of the brand, proportionally they purchase the products from online channels.

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