T.C.

ISTANBUL AYDIN UNIVERSITY

INSTITUTE OF GRADUATE STUDIES

THE MEDIATION ROLE OF CUSTOMER SATISFACTION IN THE EFFECT OF BRAND IMAGE ON ELECTRONIC WORD OF MOUTH MARKETING: A RESEARCH ON READY-TO-WEAR CLOTHING BRANDS OPERATING INTERNATIONALLY

MASTER'S THESIS

Hakan GÜMÜŞSOY

Department of Business

Business Administration Program

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Department of Business

Business Administration Program

MAY, 2021

ONAY FORMU (APPROVAL)

DECLARATION

I hereby declare that this master's thesis titled "The Mediation Role of Customer Satisfaction in the Effect of Brand Image on Electronic Word of Mouth Marketing: A Research on Ready-To-Wear Clothing Brands Operating Internationally" has been written by myself following the academic rules and ethical conduct. I also declare that all materials benefited in this thesis consist of the mentioned resources in the reference list. I verify all these with my honor.

Hakan GÜMÜŞSOY

FOREWORD

I would like to express my gratitude: to my thesis supervisor, Assist. Prof. Dr. Özgül UYAN, who always supported and encouraged me during the process of this study; to Instructor Ahmet TEKE, who is the teacher of statistic, always shared his time with me as possible, and I benefited from his academic knowledge during the process; to Büşra ÜZMER and Mem YÜK as my friends and supporters always pushed me forward throughout the process.

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ABBREVIATIONS

AGFI	: Adjusted Goodness-of-Fit Index
AMOS	: Analysis of Moment Structures
CFI	: Comparative Fit Index
DFA	: Confirmatory Factor Analysis
ed.	: Edition
etc.	: Et cetera (and so on)
EWOMC	: Electronic Word of Mouth Communication
EWOM	: Electronic Word of Mouth Marketing
GFI	: Goodness-of-Fit Index
EFA	: Exploratory Factor Analysis
KMO	: Kaiser-Meyer-Olkin
RMSEA	: Root Mean Square Error of Approximation
SPSS	: Statistical Package for the Social Sciences
SEM	: Structural Equation Modeling
www	: World Wide Web
X^2	: Chi-Square Goodness of Fit

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MARKA İMAJININ ELEKTRONİK AĞIZDAN AĞIZA PAZARLAMA ÜZERİNDEKİ ETKİSİNDE MÜŞTERİ MEMNUNİYETİNİN ARACILIK ROLÜ: ULUSLARARASI ALANDA FAALİYET GÖSTEREN HAZIR GİYİM MARKALARI ÜZERİNE BİR ARAŞTIRMA

ÖZET

Günümüzde rekabetin artmasıyla birlikte işletmelerin pazar ortamında varlığını sürdürebilmesi gittikçe zorlaşmaktadır. Dolayısıyla işletmeler hedeflerini gerçekleştirmek ve kazanç sağlamak için tüketicilere sundukları ürün konusunda bir fark yaratma eğilimine girmişlerdir. Bu kapsamda işletmeler, ürettikleri ürünlerin tüketiciler tarafından tercih edilmesini sağlamak amacıyla bir marka imajı yaratmaya çalışırlar. Çünkü, tüketicilerin bir ürünü tercih etmelerinin başında o ürünün sahip olduğu imaj gelmektedir. İşletmelerin olumlu bir imaja sahip olması, tüketicilerin bu markayı elektronik ortamda olumlu bir şekilde pazarlamasına katkı sağlayacaktır. İşletmelerin sahip olduğu kötü imaj ise tam tersine olumsuz bir ağızdan ağıza pazarlamaya (AAP) neden olacaktır. Bu nedenle işletmelerin elektronik ortamda ağızdan ağıza pazarlama faaliyetlerini lehine çevirmek amacıyla güçlü bir marka imajına sahip olması son derece önemlidir. Aynı zamanda tüketicinin kullandığı üründen memnun kalıp kalmaması da elektronik ortamdaki AAP'nin seyrini olumlu veya olumsuz bir şekilde değiştirecektir.

Gün geçtikçe teknolojinin gelişimiyle birlikte etkileşim şekillerimiz, yaşam alanlarımız sanal ortamla daha fazla özdeşleşmektedir. İletişim kanallarımızın neredeyse tamamını artık sosyal medya hesaplarımız oluşturmaktadır. Edinmek istediğimiz bilginin çoğunu sanal alemden sağlanmaktadır. Satın almak istediğimiz bir ürün için öncelikle sosyal medya hesapları kontrol edilmekte, formlara bakılmakta, eleştiri sayfalarını incelenmekte ve eğer hakkındaki yorumlar olumluysa satın ürün satın alınmaktadır. Bu kapsamda, marka imajının elektronik ağızdan ağıza (EAAP) pazarlamadaki etkisinde müşteri memnuniyetinin aracılık rolü konumuzdur.

Uygulama kısmı için ise uluslararası hazır giyim sektöründe faaliyet gösteren Türk markalarını (Koton, Mavi, Defacto ve LC Waikiki) kullanan tüketicilere yönelik dijital ortamda anket gönderilmiştir. Verilerin toplanmasına müteakiben gerekli analizlerin yapılması için Statistical Package for the Social Sciences (SPSS 21.0) ve Analysis of Moment Structures (AMOS 21.0) programları kullanılmıştır. Bu kapsamda ilk olarak güvenilirlik, tanımlayıcı istatistikler ve geçerlilik analizleri (açıklayıcı ve doğrulayıcı faktör analizleri) yapılmıştır. Daha sonra frekans analizleri yapılmıştır. Son olarak araştırma hipotezlerini test etmek için Pearson korelasyon analizi, regresyon analizleri yapılmıştır.

Marka imajı, elektronik ağızdan ağıza pazarlama ve müşteri memnuniyeti ölçekleri arasındaki ilişkiyi incelemek amacıyla Pearson korelasyon analizi yapılmıştır. Analiz neticesinde, tüm değişkenlerin birbirleriyle ilişkili olduğu tespit edilmiştir. Bu kapsamda, marka imajı ile elektronik ağızdan ağıza pazarlama arasındaki ilişkinin pozitif yönde ve orta derecede olduğu görülmüştür. Marka imajı ile müşteri memnuniyeti arasındaki ilişkinin pozitif yönde ve orta derecede olduğu görülmüştür. Müşteri memnuniyeti ile elektronik ağızdan ağıza pazarlama arasındaki ilişkinin pozitif yönde ve orta derecede olduğu görülmüştür.

Müşteri memnuniyetinin aracı değişken olarak analize dâhil edilmesiyle birlikte, marka imajı ve elektronik ağızdan ağıza pazarlama arasındaki ilişki katsayısında düşüş yaşanmış ve müşteri memnuniyetinin bu ilişkide kısmi aracılık etkisine sahip olduğu görülmüştür.

EAAP'u etkileyen faktörlerin incelendiği altı bölümden oluşan bu çalışmada. Birinci bölümde, çalışmanın amacı, önemi, yöntemi ve genel kavramlarına ilişkin giriş yapılmıştır. İkinci bölümde, marka ve marka imajı kavramlarına vurgu yapılmıştır. Üçüncü bölümde, EAAP incelenmiş ve satın alma kararına etkisinden bahsedilmiştir. Ayrıca internet ve sosyal medya kullanımına ilişkin bazı istatistiki veriler de verilmektedir. Dördüncü bölümde, marka imajının EAAP üzerindeki etkisine aracılık eden müşteri memnuniyetine değinilmiştir. Beşinci bölümde, uluslararası pazarda faaliyet gösteren dört Türk hazır giyim markası (LC Waikiki, Mavi, Koton ve Defacto) üzerinde, marka imajının EAAP üzerindeki etkisinde müşteri memnuniyetinin aracılık rolünü ölçmek için gerçekleştirilen araştırmanın amacı, önemi, kapsamı ve modeli detaylı bir şekilde anlatılmıştır. Altıncı bölümde, araştırma kapsamında gerçekleştirilen analizlere ve elde edilen bulgulara yer verilmiştir. Son olarak ise araştırmanın sonucu ortaya koyulmuştur.

Anahtar Kelimeler: *Marka İmajı, Müşteri Memnuniyeti, Elektronik Ağızdan Ağıza Pazarlama, Uluslararası Pazarlama*

THE MEDIATION ROLE OF CUSTOMER SATISFACTION IN THE EFFECT OF BRAND IMAGE ON ELECTRONIC WORD OF MOUTH MARKETING: A RESEARCH ON READY-TO-WEAR CLOTHING BRANDS OPERATING INTERNATIONALLY

ABSTRACT

Today, the survival of businesses with increasing competition in the market environment is becoming tougher. Therefore, businesses have tended to make a difference in the product they offer to consumers in order to achieve their goals and make a profit. In this context, businesses try to create a brand image in order to ensure that the products they produce are preferred by consumers. Because the image that the product possesses is at the top of the preference of the consumers. Having a positive image of businesses contributes to the marketing of this brand to consumers in electronic environment. On the contrary, the bad image of the enterprises will lead to a negative word of mouth marketing. For this reason, businesses need to have a strong brand image in order to turn their electronic word of mouth marketing activities in favour of electronic media. Meanwhile, if the consumer is not satisfied with the use of product, it will change the progression of word-of-mouth marketing in the electronic environment positively or negatively.

With the development of technology day by day, our communication method and living areas are becoming more and more identified with the virtual environment. Almost all of our communication channels are currently created by social media accounts. Most of the information we tend to obtain is provided from the virtual world. For a product we want to buy, social media accounts are the first priority to be checked, forms are examined, criticism pages are examined, and if the reviews are positive, we decide to purchase it. In this context, the mediation role of customer satisfaction in the impact of brand image on electronic word of mouth marketing is determined as the topic of this study.

For the implementation part, a survey in the digital environment was sent to consumers who use Turkish brands (Koton, Mavi, Defacto and LC Waikiki) on ready-to-wear clothing brands operating internationally. Following the data collection, Statistical Package Programs (SPSS 21.0 and AMOS 21.0) for the Social Sciences and Analysis of Moment Structures were used to perform the necessary analyzes. In this context, reliability, descriptive statistics and validity analyzes (explanatory and confirmatory factor analyzes) were performed first. Then frequency analyzes were made. Finally,

Pearson correlation analysis and regression analyses were performed to test the research hypotheses.

Pearson correlation analysis was conducted to examine the relationship between brand image, electronic word of mouth marketing, and customer satisfaction scales. As a result of the analysis, it was determined that every single variable is related to each other. In this context, it has been observed that the relationship between brand image and electronic word of mouth marketing is positive and moderate. It has been observed that the relationship between brand image and customer satisfaction is positive and moderate. It has been observed that the relationship between customer satisfaction and electronic word of mouth marketing is positive and moderate.

With the inclusion of customer satisfaction as a tool variable in the analysis, the correlation coefficient between brand image and electronic word-of-mouth marketing decreased and it was observed that customer satisfaction had a partial mediating effect on this relationship.

In this study which includes six chapters, in which the factors affecting the EWOM are examined. In the first part, an introduction has been made regarding the purpose, importance, method and general concepts of the study. In the second part; the concepts of brand and brand image are emphasized. In the third part, EWOM was examined and its effect on purchasing decision was mentioned. In addition, some statistical data on internet and social media usage are also provided. In the fourth part; customer satisfaction which mediates the effect of brand image on EWOM is mentioned. In the fifth section, the purpose, importance, scope and model of the research conducted on four Turkish ready-to-wear brands operating in the international market (LC Waikiki, Mavi, Koton and Defacto) to measure the mediating role of customer satisfaction in the effect of brand image on EWOM was explained in detail. In the sixth chapter, the analyzes carried out within the scope of the research and the findings obtained are included. Finally, the result of the research has been presented.

Keywords: *Brand Image, Customer Satisfaction, Electronic Word of Mouth Marketing, International Marketing*

1. INTRODUCTION

Today, the survival of businesses with increasing competition in the market environment is becoming tougher. Therefore, businesses have tended to make a difference in the product they offer to consumers in order to achieve their goals and make a profit. In this context, businesses try to create a brand image in order to ensure that the products they produce are preferred by consumers. Because the image that the product possesses is at the top of the preference of the consumers. The fact that businesses have a positive image contribute to the consumer's marketing of this brand in an electronic environment. On the contrary, the bad image of the enterprises will lead to a negative word of mouth marketing (WOM). For this reason, businesses need to have a strong brand image in order to turn their electronic word of mouth marketing (EWOM) activities in favour of electronic media. At the same time, if the consumer is not satisfied with the product used, it will change the progression of word-of-mouth marketing in the electronic environment positively or negatively.

While taking a look at the researches about WOM, it is seen that consumers care about the opinions of their immediate surroundings and those, who have previously experienced that good or service, rather than the promotional activities of companies, and WOM causes purchasing behaviour as a result (Yavuzyilmaz, 2015: 434).

The success of businesses operating in the online environment is closely related to the fact that consumers provide WOM by creating electronic trust and electronic loyalty (Bozbay et al., 2017: 273-292). Because people share their positive or negative opinions about their experiences with their environment after shopping. This type of communication, which is a kind of feedback activity, is also a reason for repurchase action. This activity which is improvised by customers and defined as WOM, often takes place outside the control of business managers (Bruyn & Lilien, 2008:151).

On the other hand, in the studies of Steffes and Burgee (2009) on purchasing preferences of consumers, they found that the experiences of the consumers and the information shared about them on online platforms are more important than the face-to-face information obtained from their environment (Steffes & Burgee, 2009: 56). In such an environment, with the day by day development of technology, our communication method and living spaces are increasingly identified with the virtual environment. Almost all of our communication channels are now formed by our social media accounts. Most of the information we want to obtain is provided from the virtual world. For a product we want to buy, social media accounts, forms, and review pages are checked first if the reviews are positive, the product is purchased.

Because, while customers are also engaged in their purchasing behaviours, they want to end their shopping processes as a satisfied customer with a high level of satisfaction. In this context, they prefer stores that can meet their expectations, increase their level of satisfaction and feel happy (Fettahlioglu, 2014: 28). This ensures that the prejudices of the customers are broken and customer satisfaction starts even before the shopping. Thus, the continuity of the relationship between the business and the customer is provided.

This concept, which is one of the most basic elements for businesses to ensure their healthy sustainability in today's competitive conditions (Parobek, 2015: 494), according to the International Standards Organization (ISO), it can be explained as the difference between the customer's expectation and the performance of the product or service (Sakai et al., 2011:58).

Gaining new customers is easier and costs lower than retaining existing customers (Juran, 1998: 14). In this context, when it is considered that the satisfied customer will advertise the brand or business voluntarily without any extra effort, it becomes clear how important it is to create customer satisfaction. On the other hand, it is possible to say that the satisfied customer is the source of the positive WOM or EWOM, while the dissatisfied customer is the marketing source of the negative WOM or EWOM.

Brand is one of the most important facts in terms of accelerating the competition between businesses and shaping the purchasing decision of the consumers. In this context, it can be said that in recent years, consumers prefer the brand, not the product. The meaning that

businesses attach to the brand, namely the brand image, can be shown as the main reason why consumers prefer the brand instead of the product (Ozguven & Karatas, 2010: 140).

As a result, it is clear that the image of the brand is one of the most important factors in determining the purchasing preferences of the customers. Besides, this image of the brand affects customer satisfaction. This means that if a brand has a strong and good image, it affects customer satisfaction.

Therefore, it can be thought that the brand image as positive satisfies the customers of the brand and then these customers benefit the business by transferring their satisfaction to others through EWOM.

In this study which includes six chapters, in which the factors affecting the EWOM are examined.

In the first part, an introduction has been made regarding the purpose, importance, method and general concepts of the study.

In the second part; the concepts of brand and brand image are emphasized.

In the third part, EWOM was examined and its effect on purchasing decision was mentioned. In addition, some statistical data on internet and social media usage are also provided.

In the fourth part; customer satisfaction which mediates the effect of brand image on EWOM is mentioned.

In the fifth section, the purpose, importance, scope and model of the research conducted on four Turkish ready-to-wear brands operating in the international market (LC Waikiki, Mavi, Koton and Defacto) to measure the mediating role of customer satisfaction in the effect of brand image on EWOM was explained in detail.

In the sixth chapter, the analyzes carried out within the scope of the research and the findings obtained are included.

Finally, the result of the research has been presented.

2. BRAND IMAGE

2.1 Brand Concept and Historical Development

There are many terms that describe the brand. Historically an ancient concept of marketing, the first use of the brand was the symbols drawn on brick by brickmakers in ancient Egypt (Farquhar, 1990). Another example that fits the definition of a brand is the symbols, which were used for artisan shops in the ancient Greek and Roman periods (De Chernatony & McDonald, 2003). The term of brand, which originates from the word to burn (brand), comes from the ancient times when cattle producers marked their animals' skins with the hot iron to indicate that they owned property. The marks here are branded (Pechlaner et al., 2007). The brand or mark has been used on many different surfaces such as wood, even in ancient times slave traders even marked the skins of their captives.

According to Rooney (1995), brand is what traditionally drives interest in a product. On the other hand, it is a concept that has not yet reached a consensus on its exact definition (Melewar & Walker, 2003).

In general, the definition of the brand used by the American Marketing Association is accepted. According to them, the brand is the elements such as logo, design, symbol and name used by one or more sellers to distinguish these products from their competitors by stating that their goods or services belong to them (Keller, 2008: 2; Url-1).

Other definitions used about the brand are as follows, the brand is the distinctive combinations of some shapes, letters and numbers used by companies to enable customers to distinguish similar products, services or ideas (Cakirer, 2013: 7). In summary, brands are the signs that a business uses to distinguish them while selling their products (Kim, 2001).

The brand is a kind of quality guarantee that makes the consumer trust and reduces the risk they perceive (Chiaravalle & Schenck, 2013:10; Islamoglu, 2013:366). This concept, which was initially used only for physical products, was later suggested to be used in non-physical products (Kaya, 2014: 51).

According to the marketers, the product is some object produced in the production place, whereas the brand refers to the value that the consumer gives to the product they buy. This means that although not every product is a brand, every brand is a product. Another distinguishing factor is that the brand is a sign or symbol perceived by the consumer, while the product is any service or object. This means that the brand is an emotional element while the product is a rational element (Kirdar, 2003:240).

According to Kotler (2007:77), everything, which the consumer can make sense of, can be a brand. In this context, a city name (London), a country name (United Kingdom), company (Apple, Pepsi) and individuals may be brands. However, a big brand does more by adding colour and meaning to a product or service (Ozupek & Diker, 2012: 102).

Some brands that have proven themselves evoke some connotations in the mind of the consumer such as prestige when you say BMW or Mercedes, money and success when it comes to Porsche, safety and durability when it comes to Volvo, and steel structure when comes to Arcelik (Erdil & Uzun, 2010: 244).

Brands contain more meanings than appear and these meanings are as follows (Kotler, 2004: 404405):

- Features: When we think of a brand, we think it has some features. For example, Apple has a good design, it is very comfortable to use, but it is an expensive brand.
- Benefits: The products of the brand may provide some benefits. For example, Apple produces multi-featured cell phones and can be used longer than other examples on the market. It can also give the user a sense of prestige.
- Values: Brands offer some value to their users. For example, Apple offers high technology, high security, prestige, and performance.
- Culture: Brands are representatives of their producer's culture. For example, Apple is a part of American culture and it brings prestige to the fore.
- Personality: Brands have personalities. For example, Apple is like a prestigious person.
- User: Brands reflect some characteristics of their users. For example, Apple is preferred by people who like to be flashy.

There are three types of brands. These are as follows (Doyle, 2003):

- Feature brands: The products of these brands are products with high function. For example, Volvo is highly reliable and fast vehicle.

- Passion brands: These brands reflect the image of individuals and promise this to their consumers. For example, Rolex promises status to its users.
- Experimental brands: These brands present an image that reflects certain associations and emotions with their products. For example, Marlboro offers a masculine experience to its users.

After these definitions, the questions (What is brand? and What is production?) are considered at once. Product; It is defined as something that is presented to the market for attention and consumption that can meet the demand (Uztug, 2003: 13). In this context, the distinction between product and brand should be made to explain the brand concept clearly.

While the product provides a functional benefit to the consumer, the brand is the name, symbol or design that increases the value of the product by offering more emotional benefits. Also, while a product may change over time, the brand becomes more memorable and does not change in the long run (Aktuglu, 2009: 14-15).

There are 12 different types of the brand in the literature as follows (Chernatony & Riley, 1998: 418):

- A legal property tool
- Logo
- Company
- The functional and emotional character
- Perceived risk-reducing factor
- An identity system that defines the brand more holistically
- The image in the mind of the consumer
- Value system
- Personality
- Relationally
- Value creativity
- A constantly evolving formation

When all of these items are examined, it is seen that the concept of brand is not explained only with physical descriptions, but includes also emotional and mental expressions.

On the other hand, branding is all of the processes (design, planning and transfer) required to create and maintain a reputation for the company (Icoz, 2013:36). Brand creators or

people in the branding process are those who try to direct their customers to actions for the benefit of the organization and try to make customer experiences valuable. These people create, develop and implement marks (Gelder, 2003:1). The existence of a brand is also only possible when a high enough number of people have similar opinions about that brand. In fact, the place where a brand is created and shaped is in the minds of consumers (Moilanen & Rainisto, 2009: 6).

Branding and brands are defined as the role of image and brand management on the marketing communication wheel. On this wheel, branding is defined as a specific area of marketing communication. Branding is about the values that occur in people's minds as a result of the sum of marketing communication efforts. High possibility to generate better brands through integrated marketing communication (Yurdakul, 2003).

The most important reason for branding a product is to establish a relationship between the consumers and the products of the manufacturers who differentiate their products, by giving names to their products, and by obtaining patents for protection. Legal regulations are made after the brand name and visual symbols begin to define the products (Can, 2007: 228). In this context, trademark registration and trademark protection are important. For a product to become a brand, the patent institute must register this name as your brand.

As a result, if the consumers do not have personal involvement, the brand cannot be realized and a brand can only be successful as perceived by the consumers. For this reason, companies that want to gain a competitive advantage with a strong brand are looking for ways to connect emotionally with their customers, to be irreplaceable through the eyes of their customers and to establish lifelong relationships with them in an intensely competitive environment (Wheeler, 2009:2).

2.2 Brand Components

2.2.1 Brand equivalence

Brand equivalence contributes to the perception of the brands they offer to customers as high quality and to increase their loyalty by nurturing positive feelings towards the brand (Islamoglu & Firat, 2011). In other words, brand equivalence is the combination of many

values belonging to the brand and the sum of the spiritual values that enable a branded product to gain more financial income and value than a similar non-branded product. To create brand equivalence, it is necessary to have an identity of the brand, to create brand awareness in consumers, to develop brand loyalty, and to create a quality perception about the brand (Karapinar, 2018: 129).

When Aaker's (1991) studies are examined, it is seen that brand equivalence has 4 sub-dimensions (brand awareness, brand associations, perceived quality and brand loyalty) (Aaker, 1991: 16). Different position of businesses compared to their competitors in consumer-based brand equivalence within the marketing strategy, it creates the perception that brand quality is high and provides a strong competitive advantage compared to other brands by creating brand loyalty (Kocoglu & Aksoy, 2017). In this context, the fact that the brand has a strong brand equivalence helps to increase the perceived quality, strong brand associations, and customer satisfaction by creating a sense of trust (Saglam, 2014: 36). Besides, brand equivalence increases the marketing efficiency of the enterprise, ensures the continuity of product and service awareness, can be interpreted as a quality indicator, can create brand loyalty towards the company's products/services and reduce costs. These situations are great advantages of brand equivalence for brands (Karacan, 2006).

2.2.2 Perceived quality

The concept of perceived quality has significant effects on the brand equity of the firm. These effects help the owned brand to differentiate from competitors, to become independent and to facilitate the purchasing intentions of the customers. Customers are willing to pay more for the products and services they find high in perceived quality, which is an indicator of the effect that perceived quality has on price (Karacan, 2006: 51).

According to Zeithaml, perceived quality has an important place as one of the elements of brand equity. Because, the higher the perceived quality, the higher the brand equity. Besides, it is thought that the high perceived quality of a brand, which is determined by the customers, facilitates the high perceived quality of all products of this brand (Zeithaml, 1988: 3). Perceived quality helps the consumer to decide at the purchasing stage without looking at the actual quality of the product or service offered.

It can be expressed as the consumer perception about the general quality or superiority of the product compared with the consumption experiences of the products offered to the consumer (Taskin & Akat, 2010: 5).

It is extremely difficult to objectively determine the perceived quality due to consumer perceptions. Due to the difference in the rate of meeting expectations, the perception of one consumer may not match the perception of the other. A product considered as quality for a consumer may not have the same value for another consumer (Tosun, 2014: 230).

The perception of quality only emerges after the product is consumed and offers the brands an advantage against their competitors in the market place by increasing their sales volume (Sanyal & Datta, 2011: 607).

2.2.3 Brand awareness

Brand awareness is instantly to visualize that brand in the customer's mind when the consumer receives information about the brand. From a different point of view, even while talking about a product category, brand awareness is the brand comes to a customer's mind. Awareness is the consumer's ability to remember or remember the brand (Pappu et al., 2005). The biggest impact, which brand awareness has on consumers, is its active role in customers' purchasing decisions, even if they do not have any knowledge or connotation about the brand. The primary way to achieve this depends on the consumers knowing the existence of that product or brand (Saglam, 2014: 47). On the other hand, brand awareness should not only be known by the name of the brand or created in the minds of consumers but also the connotations of the existing brand, perceived quality and brand loyalty should be accepted as a whole. Therefore, brand awareness has an important effect on the elements of brand equity (Hoeffler & Keller, 2003: 422).

2.2.4 Brand associations

According to Keller (1993), brand associations are expressed as the information part about the brand which is formed in the minds of consumers and the part which carries the meaning of the brand (Keller, 1993: 3). This concept is everything that reminds the consumers of the brand, creates it in their minds, and makes it easier for the brand to be distinguished from other brands in the creation of brand equity (Kocoglu & Aksoy, 2017:

76). Besides, the brand's name and identity, logo and everything it has inside and outside are valuable elements of brand association (Aaker, 1991). If businesses want to achieve high brand values, they must offer service with unique associations that enable consumers to keep the brand in mind by increasing their brand associations. What businesses want to do with brand associations is to position them better in the subconscious of consumers and to create positive images and to ensure that they are determined in their purchasing behaviours and attitudes.

2.2.5 Brand value

Brand value expresses brand value if a product contributes to the brand (Farquar, 1989). These contributions leave positive effects on the brand by providing goodwill for consumers (Odabasi & Oyman, 2007: 372). Thus, the brand is formed as a combination of all positive and negative thoughts in the mind of the consumer as soon as it is heard. This situation expresses brand value (Aktepe & Sahbaz, 2010: 70). In the literature, brand equity is based on two main perspectives. In the first, while the business value is in the foreground according to the financial perspective, in the second, the consumer opinions are in the foreground according to the marketing perspective (Pappu et al., 2005: 144).

2.2.6 Brand loyalty

Brand loyalty: It can be expressed as the positive attitude of the consumer towards one or more brands in a product category within a certain period (Yilmaz, 2005). In the other words, the act of purchasing the same product again as a result of the consumer being satisfied with the product and the service provided by the brand. It can even be expressed as brand loyalty, which may bear additional costs in subsequent purchases (Yuce, 2010:33). In this context, high brand loyalty is a force that allows brands to sell their products at high prices, while decreasing advertising costs and even increasing sales (Sriram et al., 2007: 63).

It is possible to define the concept of a loyal customer as a customer who buys a brand again and does not seek information about this brand (Coban, 2005: 297). Therefore, the concept of the repurchase is directly related to customer satisfaction. Cabuk et al. in their studies, they emphasized that repurchase intention is accepted as a measure and

behavioural result of customer loyalty and they considered repurchase intention as an indicator of the presence and power of customer loyalty (Cabuk et al., 2013: 98). Customer satisfaction brings with it. Thus, creating customers who repurchase instead of looking for new customers means low costs and high profits for the company in the long run.

2.3 Brand Function and Its Importance

The globalization of the modern world has caused branding to become the most important issue at all levels and placing at the centre of modern marketing. For this reason, marketing strategies were reshaped and all strategy elements were gathered in a success formula (Rainisto, 2008).

2.3.1 Brand functions

The concept of brand has gained some functions in the historical process by being affected by economic and social developments and has changed in terms of some functions. The function of the brand to show the source of the goods and services, to distinguish the goods or services, to advertise or promote, to guarantee quality can be mentioned (Dirikkan, 2003).

2.3.1.1 Referencing function

One of the primary functions of the brand is to show the source of goods or services. As can be understood from its definition, the brand has the feature of establishing a connection with the manufacturer or supplier of these products as well as differentiating the products belonging to the brand (Yasaman et. al., 2004: 18).

Consumers can understand who produced the goods or services they purchase through the relevant brand. Thus, they make purchasing decisions accordingly (Colak, 2016: 14). The use of the same brands on the goods or services offered guarantees the consumers that the source of these goods or services is the same business and determines consumer's preferences (Arkan, 1997: 38). However, the referencing function should not be limited to informing the name of the company that originates the goods or services for which the brand is used, or to ensure recognition of the business by the addressee consumers through the brand (Dirikkan, 2003: 13-14).

Because the function of the brand to show the source of goods or services has lost its importance. The brand has begun to lose its referencing function due to the emergence of mass production in the industrial age, the fact that the markets where the goods are consumed exceed the borders of the country, the production through the license, the use of common brands, the change and development of marketing strategies. For this reason, consumers are no longer able to establish a connection between the goods or services and the producer through brands (Arkan, 1997: 38).

2.3.1.2 Discrimination function

With the loss of importance of the reference function of the brand, the discrimination function gained importance. In this context, this issue, which is both a legal and functional condition of being a brand and also included in the definition of the brand, refers to the ability to distinguish the goods or the service produced by a business from the goods or services produced by other businesses. For this reason, today, this function is shown among the contemporary and most basic functions of the brand (Colak, 2016).

Besides, a brand has the function of distinguishing the products/services produced by the same business, but with different quality, different characteristics or different target markets, as well as the discrimination function for the goods produced by different businesses or the services they offer (Caglar, 2013: 33). Nowadays, businesses choose to produce their goods or services under different brands, especially with different quality and price range, targeting different consumer groups. In this regard, it is seen that the discrimination function for goods or services comes to the fore as independent from the brand's referencing function.

2.3.1.3 Advertising function

Consumers; They recognize the goods through the brand and they make their purchasing decision (Colak, 2016: 14). For this reason, businesses not only carry out their advertising and promotional activities for their products or services to reach the consumer most effectively but also create their marketing strategies on the brand. As a result of these activities, consumers now start to prefer the goods or services they will buy concerning their brand, and a strong bond is formed between the consumer environment and the brand (Caglar, 2013: 34). At this point, the advertising function of the brand manifests itself.

If a brand has an effective advertising and promotion function, this directly affects the level of recognition of that brand. In the other words, the higher the brand's recognition level, the higher the advertising effect. Thus, by distinguishing that brand of goods or services and by transforming itself into a symbol of quality and an advertising tool, it attracts the attention of consumers and ensures that the sales of the business increase significantly (Colak, 2016: 14)**.**

Besides, the advertising function includes a function such as advertising for those who buy the goods or services for some brands. In other words, a person using a well-known brand contributes to its image by using this brand. For example, if a pizza brand advertises that it uses products such as sausage and salami belonging to a well-known brand in their pizzas, it arouses more trust and enables it to gain an advantage over other pizzerias without such an introduction (Caglar, 2013: 34).

2.3.1.4 Quality guarantee function

In addition to its other functions, the brand determines the consumer's expectations from the goods or services used by giving an idea to the consumers about the quality of the goods or services (Yasaman et. al, 2004: 19). This highlights the quality guarantee function of the brand.

This function means that the buyer knows the business that he trusts and believes in the quality of his goods with his brand (Tekinalp, 2005: 356). A consumer, who is satisfied with using any good or service of a brand, wants to buy another good or service under that brand. The fact that the brand in question has achieved quality in a job gives confidence to the consumers.

This situation does not impose an obligation on the trademark owner to protect the quality of the goods or services produced under a trademark legally (Arkan, 1997). However, maintaining the quality standard of branded goods or services by the brand owner has significant economic implications, and may even suffer losses due to customer loss. For this reason, producers have to preserve and improve the quality, content, size and quantity of the branded goods they produce (Yasaman et. al, 2004:19).

2.3.2 Importance of brand

The issue of determining the value, scope and limits of the brand continues to be wondered. Understanding brand value in detail contributes to determining the brand trends and behaviours of consumers and to the development of products and services in this direction. Research shows that the first requirement for the brand to express financial value is to create value in the consumer mind (Ural & Perk, 2012: 12).

Brand is an important factor in creating awareness in the mind of the consumer and directing them to purchase. Consumers' purchasing behaviour is influenced by the product and service as well as the demographic, psychological, sociological, cultural and situational characteristics of the target audience. Consumers choose by creating a positive attitude towards the product and brand that has the qualities that benefit them (Deniz, 2011: 245-255).

Successful brands can resist competitive price pressure that will create confidence and stable demand in the market. Being a strong brand ensures high market share, high sales and profit. Besides, the brand has become a marketable value today (Uztug, 2002: 20).

The brand enables the business to differentiate and belong to its products, and thus the business is separated from its competitors (Hatch & Schultz, 2008). Thus, it helps businesses to survive and is effective in creating demand (Islamoglu, 2013: 366). It also makes it possible to be permanent thanks to the emotional bond it creates, permanence creates an opportunity to be remembered, and recall creates an opportunity for daily life (Kaputa, 2012: 35). Moreover, If the brand is successful in the market, it offers the business the opportunity to follow a different pricing strategy than its competitors (Kotler, 2005: 86).

2.4 Brand image concept

Image is a concept that is widely used today and defined many times by different researchers. It was first scientifically demonstrated by the sociologist Erving Goffman, who lived between 1922-1981 (Yerden, 2020: 292).

Goffman expressed social life as a theatre stage. People survive in a world where they are both actors and spectators. According to him, the stage represents the world. The actors perform their roles. In other words, the actors try to manage how other people relate to them through their influence. Accordingly, social life is divided into two as life on the stage and life behind the scenes. People feel safer but are more vulnerable to the scenes. However, they are more prominent on the stage and the opinion of others is in the foreground (Dereli & Baykasoglu, 2007: 314). Goffman, as the most influential micro sociologist of the 1960s and 1970s, brought a dramaturgical perspective to the field of sociology and explained social life with the metaphor of theatre. He analyzed and interpreted the way people play their roles and the impression they have on others in different settings. He also changed almost all the rules of the traditional methodology formed by the positivist paradigm. His studies constitute the basis of the concept of image.

On the other hand, Sidney Levy (1955) is the first person who used the concept of image in marketing. According to him, image is the explanation of a situation or case with our belief and our ability to understand or events or objects that appear in the mind without being received by the senses (Demir, 2006: 17-18).

In terms of marketing, image is the perception of consumers about businesses and these perceptions are associated with the characteristics of the business such as identity, products, and ideology (Cavusoglu, 2019: 76).

In other words, image can be explained as the perception of consumers about an institution, organization, brand or product. The image perceived by the consumer is an element that eliminates their subconscious expectations (Orer, 2006: 4). Image affects the purchasing decision of the consumer, especially in a competitive environment. This situation plays an important role in the formation of brand preference and brand loyalty (Yamac & Zengin, 2015: 57).

The concept of brand image was introduced by Gardner and Levy (1955). According to them, the concept of brand image is that consumers buy products not only because of their functions but also because of the meanings assigned to the brand. Besides, it has been emphasized that one of the long-term investments that positively affects the brand image is advertising (Gardner & Levy, 1955: 33-39).

Later, Newman (1957) and Herzog (1963) defined this concept, which has long been interesting in marketing theory, as the consumer's perception of a brand. The definition of brand image in the modern world is the feature sets and associations attributed to the brand by consumers (Biel, 1992; Keller, 1998).

Theoretically, brand image is based on the Human Associative Network Theory in cognitive psychology. According to this theory, human memory records all the information related to each other just like a network (Anderson & Bower, 1973: 32). Accordingly, the human mind is a network, which consists of different concepts and single or multiple connections between these concepts. When a person invokes information from his mind, other information related to this information is also activated.

Therefore, everything perceived by the sensory organs contributes to the formation of the image. Image is a whole consisting of the combination of objective information and subjective value judgments. Thus, there is a close relationship between perception and image. Perception is a process in which the stimuli encountered are organized, interpreted and made meaningful in the mind. As a result, while perception is a process, the image formed at the end of this process is the image (Url-2).

Brand image is the overall impression and perception of consumers about the brand. Accordingly, the concept of brand image includes many features such as price, quality, level of personality, usefulness, and many concepts such as the thoughts and impressions of the customer (Gulsoy, 1999: 54). With these features, the brand image helps the product or service stand out from its competitors in a market that has reached saturation (Peltekoglu, 2004: 361).

Brand image is all of the associations found and accepted in the minds of consumers. Because brand image, apart from being emotional or realistic, is essentially a phenomenon consisting of consumer comments. In this case, if the brand image is mentioned, perceptions are more important then the facts (Dobni & Zinkhan, 1990:116-117). In other words, the reality perceived by the consumer, not the reality of the brand, creates the brand image.

Brand image is a meaningful composition of associations. For example, for MC Donalds, this combination could be kids, service or food community. Apart from this, combinations

can be made from objects such as hamburger, potatoes and Ronald Mc Donalds for MC Donalds (Aaker, 2007:131). In other words, image is the totality of associations, which are created in the human mind towards different abstract areas are formed directly as a result of people's experiences or through communication tools such as advertising and public relations (Tosun, 2010: 88).

According to the book Confessions of an Advertiser by David Ogilvy, brand image is a combination of complex symbols and can be contributed by advertising. If big brands are mentioned, choosing one of these is more important in their similarities. Because there is no significant difference between them. For example; Alcohol and cigarette brands are almost the same. For this reason, by using advertisement, the manufacturer creates a personality, which is specially defined, for its brand and captures the profitable majority of the market (Belch & Belch, 2003: 257).

Brand image is formed over time by the combination of controllable perceptions such as strengths and weaknesses, positive and negative points of a brand in the mind and as a result of direct or indirect experiences with the brand (Perry & Wisnom: 2004: 15-16). In other words, the consumer's previous experience with the brand and the brand's meeting the consumer needs are effective in the formation of the image (Balantyne et al., 2006: 344). As a result of many experiences such as liking the brand name, having a negative opinion about the logo or symbol of the brand, and reviewing the product, an accumulation of that brand occurs in the mind of the consumer. This accumulation also forms the basis of the brand image (Perry & Wisnom, 2004: 15-16). Brand image is the collection of images that are oriented towards the characteristics and associations of the brand.

Brand image can be defined as the sum of the emotional and aesthetic impressions created by the product in the target audience. In other words, it is a concept related to how the brand identity defined by the company for its product or service is perceived by the consumer. How the message given by the brand is interpreted by the consumer and the result of the interpretation can also be discussed. Therefore, the created brand identity and corporate brand identity must be prepared and shaped in parallel with the product and the company. Because only the messages given in this way will be understood correctly by the consumer. In the formation of the brand image in the mind of the consumer, the

consumers' trying and using the product, the comments of those who experience it, the institution to which the brand belongs, its packaging, brand name, logo, advertising and other promotional activities are effective (Begendik, 2006:105-106).

In summary, brand image can be formed as a result of direct or indirect experiences by consumers (Perry & Wisnom, 2004: 15). Moreover, it can be stated that consumers have a brand image regarding a product that they do not have any experience (Hung, 2005: 239).

Visual presentation, one of the basic features of image, is considered as a strong non-verbal component of brand image. It is effective in keeping and remembering the unique symbols of the brand in the consumer mind. The visual identity applications and messages of the brand are a fundamental factor in the formation of the brand-oriented picture in the consumer mind (Uztug, 2003: 40).

As a result, brand image is an important concept that does not only belong to individuals but also belongs to some structures such as brands, institutions, organizations and businesses and this concept is vital for the survival of these structures in market conditions. In this context, brands should create a brand image for themselves to reach their target audience. Generally, this expression is defined as the corporate brand image in the literature because brands work professionally or institutionally.

2.5 Brand Image and Components

Components of brand image are advertising, product, promotion and distribution expressed as 4Ps of the marketing mix (Ramani & Srinivasan, 2019: 2). The marketing mix model includes the strategies and tools that should be used to bring the new product or service to the market (Pantano & Dennis, 2019: 2). Even if 4Ps (product, price, promotion and place or distribution) are widely preferred in the implementation phase of marketing strategies, according to the literature, there are opinions about the fact that these are sometimes insufficient in the developing market (Dadzie et al., 2017: 234).

The explanations of the marketing mix (4Ps) are as follows (Schiffman & Wisenblit, 2015:34):

- Product or service: The general name given to the features, designs, brands and packages offered with post-purchase benefits such as warranties and return policies.
- Price: The list price that includes discounts, allowances and payment methods.
- Place: The place where the goods or services are distributed through stores and other outlets.
- Promotion: Advertising, sales promotion, public relations and sales efforts designed to create awareness and demand for goods or services.

Today, three new additions (people, physical environment and process) have been made to the marketing dimensions due to the excess of interactions (Pantano and Dennis, 2019:2). Thus, the expressions as 7ps (product/service, price, place, promotion, people/employees, physical assets and process management) have emerged. Marketing activities can be successful with the interactions between these expressions (Abedi & Abedini, 2016: 34).

On the other hand, Goldsmith (1999) emphasized the need to add a new P (personalization) to marketing mix elements. The meaning of this new P is to make the product unique for consumers by personalizing the product (Gurbuz & Sahin, 2018: 170). Thus, marketing mix elements can be said to be 8P (product/service, price, place, promotion, people/employees, physical assets, process management, and personalization).

In the current literature, it is widely recognized that the marketing mix plays a critical role in implementing successful marketing strategies in various contexts. As controllable elements in the marketing strategy implementation process, the marketing mix enables companies to adjust their marketing efforts according to the demands of environmental conditions to better serve their target markets both domestically and globally. Therefore, environmental conditions, which are very important for the success of the marketing strategy and competitive performance, are also important in determining the usefulness of the marketing mix (Dadzie et al., 2017:234).

2.6 Corporate Brand Image

Consumers now want to know the business behind the product they buy and trust it. Brands have started to concentrate on the power of corporate brands (such as service brands, business-to-business branding, retail brands) by moving away from traditional branding. The rapid globalization of Japanese and Far Eastern businesses such as Sony, Samsung, LG, who benefit most from corporate branding, is hidden in their focus on corporate values and vision. Corporate brands have been continuously used by businesses to provide a higher brand value to their products (Ozdemir, 2009:63).

Corporate brand image has some effects on corporate identity, employees, target groups (customers and partners) and the public. Four main factors create these effects. These are given below (Regenthal, 1992):

- Thought about the institution,
- Recognition of the institution,
- The prestige of the institution,
- Comparability of the institution with its competitors

In this case, the corporate brand image occurs as a result of the efforts to establish a corporate identity. As a result, the concept of the corporate brand image today; it includes details that concern all vital processes of the enterprise, starting from the reason of existence of the enterprise to the realization of its main objectives and its interactions with the external environment.

Ensuring the correct communication and positive impression of the corporate brand to the customers in the target audience also positively affects the corporate brand image.

2.7 Brand Image in Electronic Environment

In recent years, the supply and demands created by the developing and renewed technology and the increasing population have brought many new generation applications. The communities where consumers who advocate the same opinion or follow a different attitude to be aware of each other and not to stay behind the innovation constitute social media. Brands stepped in here and realized marketing communication that changed from

traditional media to social media. As a result of these developments, brands have concentrated on social media marketing. By doing so, they aim to influence the purchasing behaviour of consumers and increase the value of their brand image. In line with this purpose, brands, which use social media tools have contributed to innovations in existing marketing types with the applications they have created. Existing and potential customers also encounter many advantages to determine the value increase in the created brand image and to attitude towards the brand (Aytan & Telci, 2014: 2).

On the other hand, marketers used media such as magazines, radio, television, and billboards while promoting their products or services to potential markets before the transition of traditional media to social media. Although these promotions reach more people than the target audience (Weber, 2007), it is very difficult to target specific recipients with these personalized messages. Traditional advertisements, which are not rather broad, general and effective, have started to require a new approach with marketing that is developing with social media (Scott, 2007). In traditional or company-controlled media such as newspapers, magazines, radio and television, communication is one-way. The end-user watches or makes contact with what is under someone else's control (Evans, 2008). However, social media is multidirectional. Conversations, online posts, the ability of each new user to edit and share the content contribute to shaping social reputation.

In this context, it is known that brands that use social media tools interact with individuals and push them to think positively about brands. Social media users recommending the brand to others on social media and being effective in purchasing decisions by sharing their experiences show that the social media use of brands is beneficial for brands (Aytan & Telci, 2014: 3).

2.8 The Importance of Brand Image

In today's competitive environment, brands are increasingly similar to each other and it is difficult to find the features that make one brand different from another. Many products or services that can be regarded as the same in terms of functional benefits provided by the products and services are in the market. At this point, brand has become one of the most important elements that direct the consumer to buy. When consumers buy brands,

they look at what brand image and personality mean to them rather than their functional benefits. The concept of branding is not just about the logo or emblem of the product. In other words, the connotation, which the brand makes in the mind of the consumer, comes to the fore (Ozupek & Diker, 2012: 101).

Companies that want to maintain their long-lasting existence in the competitive environment, which is getting worse every day, need to establish a closer relationship with the consumers in the target market. Because, companies, which produce the same product with the same price, technology and quality, have realized that they can achieve the difference from their competitors only with the correct marketing communication with the target market. What matters is not how companies try to appear with their marketing communication efforts, but how they are perceived by those in the target market. Consumers shape the brand image in their minds by seeing the messages coming to them from different points in different ways (advertising, public relations, sales development, product placement, etc.) as a whole over time. Consumers perceive the individual activities of companies (message producers) with a single perception method, make a judgment about the company, and make purchasing decisions (Yurdakul, 2003). In other words, marketing communications (promotion activities) can affect the consumers' attitudes towards the product, hence the brand image and purchasing tendencies.

As a result, a positive brand image affects brand loyalty and can ensure the continuity of consumers (Gurson, 2009). Because consumers want to trust brands. In particular, the element of trust in the social media environment is extremely important for businesses and brands, and social media consumers can create a significant competitive advantage by creating trust in brands. Therefore, great attention should be paid to the effect of brand image in creating a brand trust (Firat & Haciefendioglu, 2014: 89).

3. ELECTRONIC WORD OF MOUTH

3.1 Electronic Word of Mouth Communication

For more than 20 years, the effects of developments in internet and internet-based technologies on consumers, companies and markets have opened up new research areas in the field of marketing (Yadav & Pavlou, 2014:20).

Arndt (1967), who is one of the first researchers to examine the word of mouth marketing (WOM), defined WOM as "a form of verbal communication between two or more consumers who are interested in a brand, good and service non-commercially." In another definition, word-of-mouth communication also means the communication of information between private parties regarding the evaluation of products and services. (Anderson, 1998). Electronic word of mouth communication (EWOMC) is a kind of the informal communication forms to consumers through the internet-based technologies, which are related to the use of certain products and services or the characteristics of vendors (Litvin at al., 2008). According to Jeong and Jang (2011), unlike traditional WOMC, EWOMC is spreading more widely and rapidly as it is aimed at more than one person, anonymous and accessible at any time. Therefore, the potential effects of EWOMC on consumers' decision-making processes may be stronger than them of traditional WOMC.

This concept, also known as "WOM," Word-to-Ear Advertising "or" Advisory Advertising "in communication literature, is one of the most important marketing tools because consumers see or hear from others before purchasing the products and ask others about the products (Yozgat & Deniz, 2011: 47).

WOMC, which is one of the marketing communication tools, is defined as the transfer of positive and negative information, which are obtained by consumers based on their experiences from a product/service to their environment, friends and acquaintances. Along with the internet, where interpersonal online communication is an important and dynamic

part, WOMC has gained a different dimension and transferred to the virtual environment (Sun et al., 2006).

Internet technologies, which offer the opportunity to disseminate the information needed by consumers and to have the necessary information easily, have expedited the transfer of information between individuals in virtual environments and increased the effect of information transfer (Thevenot & Watier, 2001). Through EWOMC, the ways consumers present their ideas and exchange ideas have differentiated

In recent years, social media provides unique convenience to customers as an additional means of communication. Social media in terms of accessibility and interaction is much more useful than other channels like sales office or email (Lower & Reinhold, 2020:1).

Since the introduction of social networks in our lives, not only our social life but also our consumption habits have been affected (Cengiz & Sekerkaya, 2010:33). Social networking sites offer consumers a completely new market environment, unlike traditional environments (Akar, 2010:108). Thus, consumers enter into evaluations about a certain product, service or brand by following the businesses with social networks. Businesses, on the other hand, have the abilities to easily reach their target audience in online environments and play an active role in consumer preferences (Koysuren & Demirgunes, 2019:66-87).

Consumers can easily write their opinions, suggestions or comments about products/services in electronic media. This sharing can be done through a web page, online chat platforms, blogs, company websites or online group discussion forums and social network websites (Cheung & Lee, 2008). If the comments on a particular product, service or brand on social media platforms are generally in the same direction, the power of EWOMC gets stronger (Divanoglu, 2016:99).

EWOMC, which affects all people via social media platforms, takes its source from the internet. Innovations in internet technologies offer the development of these applications. Day by day, the number of consumers who exchange information on social media platforms about products, services or brands in the market increases due to these developments. Besides, with the innovations made in internet technologies, EWOMC has become an effective method for easily obtaining and disseminating the information

required for consumers. Therefore, consumers can easily obtain information about their experiences regarding the product, brand or service, even from the people, who they do not know at all around the world (Leblebicioglu & Unsalan, 2015:68). In EWOM process, which begins with the potential or previous consumers visiting websites, the comments by other consumers are reviewed. In this way, consumers get a lot of information about a particular product or service before making a purchase decision.

In the forums, which are one of the discussion platforms for consumers, it is seen that electronic word-of-mouth communication is gathered in four categories under the topics of information seeking, usage-based experiences, opinions about business activities and new product launches (Andreassen & Streukens, 2009:259). According to a study on blogs that reveal an effective form of WOMC, it has been concluded that blogs have an important role in communication and dissemination of news and opinion leaders who have articles on blogs can be used as a marketing tool. (Dhar & Chang, 2009:306).

Many consumers tend to share a positive or negative memorable shopping experience with other individuals via social networks. The effect of these shares on the purchasing decisions of the users has been the subject of many studies and it has been found that these shares affect the purchasing decision both directly and indirectly (Bataineh, 2015:132). In terms of social networks, network centres, actors in-network centres and the relations between these actors, it is important to examine the characteristics of social networks, to measure the effects of EWOMC that affects the purchasing decision, and to determine the quantitative and qualitative value of this communication (Yoon, 2012:213).

Various communication elements of EWOMC are as follows (Yoon, 2008):

- Product information including reviews and ratings
- News source, which are revealing reviews
- Decision support indicators, which show the usefulness of product information based on evaluations from information seekers who read and use product information
- Informative quality indicators, which show the identity of the person who gives the information, such as status and specialist knowledge

3.1.1 Electronic word of mouth communication search motivations

Nowadays, people comment on the products and services they experience using internet applications.

People who make these comments, for example, are those who make comments about their complaints or satisfaction with the book they bought, the performance of the product they bought, or the hotel they stayed. On the other hand, some people determine their purchasing preferences based on these reviews. Today, EWOM is a marketing method where people who don't know each other at all influence each other through internet applications. This situation is of vital importance for companies. A study conducted in 2007 showed that 24% of internet users first read the comments on the internet and then take the action accordingly (Zhu & Zhang, 2010:133). It can be said that this rate is much higher today.

Besides, by following the comments on the internet, consumers can see and solve the problems they may experience with the products and see the user manual of the product. These comments might be an important resource, especially for products that require technical support and have a complex structure (Godes et al., 2005).

These comments or EWOM are WOM's reaching the masses through internet-based platforms. Although the only difference between EWOM and WOM seems to be the presence of the internet, this difference has had a significant impact on the functioning of WOM. Brands, which are aware of the importance of these comments, play an active role on EWOM to encourage people to write online comments (Schamari & Schaefers, 2015) and they aim to gain new customers and prevent customer losses by managing these comments (Xiong & Bharadwaj, 2014).

While the message senders (source) of this communication type consist of customers who are satisfied with the product or service they consume and customers who want to share their dissatisfaction (Gebauer et al., 2013), message recipients are the target audience who tries to decide on the product or services by reading these comments (Senecal et al., 2005).

To understand and evaluate the social image of the product, consumers read comments about the product in virtual environments. Besides that, consumers, who like to

communicate with people, use the internet, which is a very good tool in this regard (Hennig-Thurau & Walsh, 2004).

Considering all the outputs of EWOMC search motives, online experiences consumers have with the product/service offer consumers to minimize costs in their purchasing decisions and keep the benefit they can obtain at the highest level (Aydin, 2014).

Consumers do not get the information about the products and services only from their friends but they can also get this information from people, who they have never met, through EWOMC (Henning & Walsh, 2003). The majority of these consumers are those who have experience with a product/service and like to share it in a virtual environment. Other groups consist of potential consumers who seek information about a product/service (Sarisik & Ozbay, 2012). Thus, the virtual environment that brings both consumer groups together reveals different EWOMC search and provision motives.

3.1.2 Motives to provide electronic word-of-mouth communication

Consumers differ from each other in terms of their wishes and needs. Besides, consumers can affect each other in terms of what, when, where and in what amount to buy (Palvia, 2009:213). Consumers rely more on sources in informal settings rather than the communication they establish with their environment or the communication methods used by businesses such as advertising (Bansal & Voyer, 2000:166).

During consumption, WOMC is defined as individuals sharing their ideas about products and services without seeking information or providing information (Bone, 1992: 579). WOMC can be not only about a brand or product but sometimes about a business, and this communication can only be performed face-to-face and literally without WOM via internet tools (Buttle, 1998: 243). In addition to the development of the Internet and technology, the changes in consumption habits and the definitions of WOMC change over time (Carl, 2006: 604). EWOMC studies have gained importance with the transfer of WOMC to the internet environment by changing with technology.

Consumers can transmit the information they obtain about a product/service, positive and negative experiences in online communities, social networking sites, blogs, forums to many people that they cannot predict without time and place restrictions (Yildiz & Tehci,

2014). Different motives can be mentioned that encourage consumers to share information in a virtual environment and to write comments (Yildiz, 2016). These motives were revealed and determined in different studies under different numbers and dimensions. These are in the form of thinking of consumers, willingness to help companies, pioneering personal development, offering economic and social gains, being able to speak to companies, considering recommendations, offering appropriate solutions, platforms acting, expressing positive and negative evaluations as intermediaries between individuals and companies (Aydin, 2014).

For example, many consumers like to express the experiences and impressions about the product or service which they buy and to spread them among other consumers (Ditcher, 1966). Consumers share their experiences and impressions in the electronic environment to help others in their decisions and protect them from their negative experiences (Engel et al., 1993).

Besides, consumers share on the internet to help companies (Shen et al., 2011). Consumers, who have a long-term relationship with the company and have a high level of loyalty to the company's products, try to express their satisfaction in electronic environments to reach other people for that the profit rate of the company increases (Sundaram et al., 1998).

Consumers also provide EWOMC by considering social benefits (Hennig-Thurau et al., 2004). Social platforms provide consumers to interact and socialize with each other about similar interests and activities. Consumers feel belonging to a community by writing comments on blogs and online communities (Hennig-Thurau et al., 2004). Through EWOMC, Consumers are in social interaction with people they do not know by sharing their opinions and thoughts on products/services (Dellarocas, 2003).

However, consumers seek advice and consult others when they are unsure about the product/service or the company, or when they have negative experiences about them (Yildiz, 2016). Therefore, when consumers encounter problems with a product/service or company in virtual environments, they expect solutions by expressing these problems to other consumers (Hennig-Thurau et al., 2004). Another reason why consumers express their opinions about the product/service on virtual platforms is the motive to increase their

self-esteem by being accepted as a smart customer (Hennig-Thurau et al. 2004). Thus, the consumer can reflect himself as a sensitive buyer and an expert on the product (Aydın, 2014), and show that he has a voice in a subject that can attract the attention of others (Chung & Darke, 2006).

Besides, with the development of the internet, consumers, who are exposed to the problems and difficulties after the use of products and services, use virtual platforms to express their dissatisfaction and their disappointment (Hennig-Thurau et al., 2004).

These platforms, which are used for information exchange, generally provide consumers to freely share their experiences or knowledge and create EWOMC themes (Hennig-Thurau et al., 2004). These platform providers, which can be defined as third parties, enable consumers to share their problems on the internet with the software they develop (Tsao, et al.2015). Besides, if the comments, which are made by the consumers on the platforms, are directed to the companies by the platform managers, the consumers have the opportunity to convey their satisfaction or dissatisfaction with the product/service to the companies by bearing less financial and psychological costs (Aydin, 2014).

Other motives, which drive consumers to provide EWOMC, are the pursuit of economic and social benefits. Social benefits have been considered as an important factor in most empirical and theoretical studies on EWOMC motivation (Sridharan, 2016). Another reason why consumers are involved in these activities is to want to be known by others and to have the opportunity to connect with others (Yen & Tang, 2015). Hennig-Thurau et al. (2004) listed economic benefits as an important factor in the realization of EWOMC motives. Consumers with their comments can gain economic benefits such as increasing awareness of the site, coupons, points and monetary rewards.

3.2 Electronic Word of Mouth Marketing

According to the definition by Arndt (1967), one of the first researchers who conducted WOM, it is a non-commercial form of verbal communication between two or more consumers interested in a brand, good or service (Keskin & Cepni, 2012:100).

WOM, which includes a sender and a receiver, is defined as "a verbal communication that changes the opinions of the buyer about the product, service and brand". Besides, it has

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been stated that it is short-term due to its nature and it emerges spontaneously and disappears spontaneously and ends (Breazeale, 2009:297). According to another definition; It is the informal communication that they perform by transmitting the information about the characteristics or the sellers of these goods and services to other consumers in case of owning or using certain products and services (Aba, 2011:47).

The formation of WOM will be defined as the customers' personal experience with the product or service. For example; Lena can tell Leandra about her experience on her new cell phone. WOM transfer, on the other hand, is the transfer of information about the experience of the consumer about a product or service to another person. Later, the statements about the experience of the third person will either be forgotten or will be forwarded to someone else 'second hand' (Huseyinoglu, 2009: 42). This transfer might be repeated.

WOM plays an intermediary role to create a trust (Ciobanu et. al., 2019: 36). It is also determinant in accelerating buyers' tendency and purpose to find goods on social commerce sites (Gibreel et. al., 2018).

WOM; An organization can also be expressed as a message conveyed from one person to another about some issues such as the image, services, mode of activity of the organization. In other words, it is a kind of the transmissions of the information, which is obtained by the consumers regarding the product or service to other consumers without mass media or sales personnel. The consumer as the independent sender of the message, who has personal experience with the organization, is seen as a completely objective source in the eyes of the recipient. For this reason, consumers exchange ideas with family members or friends before making a purchasing decision and think that the information they obtain with this method is more reliable (Yavuzyilmaz, 2015:432).

When WOM researches on publication motivation are examined, customers seem to be the biggest motivation on WOM. By using WOM, consumers can access all the pre-sales and post-sales information of products and services (Yusuf, 2018). As a result, WOM is one of the most effective sources of information in the virtual environment today. Therefore, it has great marketing value for brands. In this context, WOM is a current and intensely researched topic (Kalini¢ et. al., 2019).

The influence of technology and trust factors on purchase intention on the Internet has proven to be quite significant (Ye et al., 2019). The expansion of the Internet's network has led to the emergence of electronic word of mouth (EWOM), which is supposed to be one of the daily news sources and a new WOM method to persuade customers (Tanvir et al., 2020:367).

2004 to present, while WOM has contributed to development in marketing, the advancement and growth of e-commerce have made EWOM interesting for practitioners and researchers (Hussain et al., 2020:1-13). Because, EWOM is a very important information provider for digital consumers (Bulut & Karabulut, 2018).

EWOM consists of one of a lot of resources, which makes it easier for customers to obtain information and gain ideas by sharing their experiences with other customers on websites, forums, blogs or online platforms (Saura et al., 2020:1-14).

Consumer-to-consumer (C2C) data transfers in electronic environments shape repurchase behaviour by affecting WOM and EWOM (Ralston et al., 2018; Bigne et al., 2018).

3.2.1 Emergence and importance of electronic word of mouth marketing

In recent years, along with the rapidly developing technology, changes in perspectives reveal diversity in marketing as well as in many areas of our lives. This diversity and developments, which we encounter, cause consumers to be indecisive in purchasing, to need for advice and to increase their expectations. Advertising and marketing methods, which remained insufficient and are not reliable anymore, have been replaced by WOM method. With this method, people eliminate their indecision in purchasing with the advice of their reliable environment, family and friends (Cengiz, 2013).

With the increasingly widespread use of electronic communication via the Internet, new (virtual) environments, where WOMC can take place, have emerged and there is no need for face-to-face, WOM and short-term communication in these environments. For example, people, who are thousands of miles away can have an influence on each other through forums, e-mails, websites or communication tools such as telephone and share their opinions about any product, brand or service (Islamoglu & Altunisik, 2013).

The use of EWOM today is very extensive so that consumers around the world can evaluate their views on products and services without limit (Makrides et al., 2020).

The method, which people use to communicate has drastically changed and it has become easier for people to share their personal views and experiences on the internet. This process has created a new approach for WOM and this emerging approach has been named as EWOM or online WOM (Erkan & Evans, 2014: 9-14).

Internet as one of the digital technologies emerges as an important driver, which provides a competitive advantage to organizations to reach potential customers and differentiate the organization from its competitors (Apăvăloaie, 2014). Therefore, both internet technology and understanding the personal characteristics of the customers, who use this technology, are very important for businesses (Kocak, 2017: 26-31).

The dramatic increase in the number of Internet users with the development of smartphones with the developing technology has increased the interest in informal communication types and facilitated the sharing of comments on brands and services (Allsop et al., 2007). In the other words, the Internet has reached billions of users around the world and social networks allow consumers to share their experiences in an electronic environment more easily (Kemp, 2017).

On the other hand, to seek the opinions of others and share their own opinions, consumers are actively growing EWOM networks and using this network to assist in their purchasing process (Moran et al., 2014). In general, consumers tend to EWOM for reasons such as determining social position, risk reduction, learning how to use a product, reviewing a new product, shortening the search time, pricing and belonging to a virtual community and reducing post-purchase negativity (Kwon et al., 2011).

EWOM is defined as making the positive, neutral or negative experiences of potential, present or past consumers about a brand, product/service, or company open to a large number of individuals and institutions over the internet (Kietzmann & Canhoto, 2013).

The need for potential customers to share information and search has revealed the need to publish consumer experiences about the products and services of some companies or brands on websites. These brands allow consumers to share information, ideas and advice about destinations and services on their web pages (Bignê et al., 2015).

WOM behaviour is positively or negatively correlated according to consumer satisfaction and trust (Zhang et al. 2019). Therefore, brands launch WOM or EWOM. Then, the consumer implements it. The brand provides its consumer to have knowledge and experience after the sales of the product/service than the consumer shares this experience and triggers the process. This situation is generally expressed as consumer to consumer (B2C2C) from business to consumer (Godes & Mayzlin, 2004: 5).

The presence of WOM is widely considered to be one of the most important factors that affects consumer behaviour and the most important source of information for consumers in making purchasing decisions (Wu & Li, 2020,158827). In this context, EWOM shapes consumer purchase behaviour via the online sharing of buyers' attitudes and practices regarding items for sale employing social media (Hussain et. al., 2018).

Today consumers benefit from many sources of information on the internet before making a purchase. Social media is one of these sources of information because individuals receive help from each other, ask questions and receive answers through these platforms. In short, social media is an area where individuals communicate with each other and its usage continues at an increasing pace. Today, individuals collect information from the internet and social media tools before purchasing a product, service or any brand. Considering that hundreds of millions of people use social media every day, social media naturally has an impact on consumers' product, service, and brand purchasing decisions, and feedbacks have an impact on the brand (Haciefendioglu & Firat, 2014:87). This situation reveals the importance of EWOM.

3.2.2 Features of electronic word of mouth marketing

WOM and EWOM have been increasingly adopted by businesses as a marketing tool. EWOM provides brands to reach wider audiences to push their customers to buy their products or services in a short time. In this word, EWOM is a powerful and persuasive communication tool (Gökmen, 2014: 70).

The features that distinguish EWOM from other marketing techniques are as follows:

3.2.2.1 Transfer of experience

The consumers want to try the product so that they think they will take a low risk and have a real experience before deciding to buy a product. There are two ways of gaining experience; direct and indirect (Yilmaz, 2011:3).

Indirect experience, the customer directly purchases the product or arrives at a place where he can test the product. The cost and risk are high in terms of failure and disappointment in this method than in an indirect method. In indirect experience, information about positive or negative experiences is obtained from people who have experienced those products or services through the WOM or EWOM method. As such, it is profitable in terms of time and cost and has a low risk of failure and disappointment (Aba, 2011: 49). A product that is experienced quickly will be adopted quickly (Gökmen, 2014: 72). EWOM with friends and reference groups helps consumers to learn the results of purchasing decisions and thus reduces the tension arising from trying a new product or service (Uyar, 2019).

3.2.2.2 Reliability

Reliability is one of the most important features of WOM and EWOM. The reliability of WOM and EWOM comes from getting information from an independent, reliable, credible news source. Those who demand the service or product listen to the suggestions of their close circle before purchasing. On the other hand, WOM and EWOM are considered to be more reliable than other marketing methods. The person making WOM and EWOM does not have any commercial concern while giving information about the product or service. Therefore, it is more reliable and persuasive as it is known that the news source impartially expresses his experiences with the product.

3.2.2.3 Being customer-driven

EWOM, which is a lively form of communication and marketing, is completely focused on people. Customers determine how it will be managed (Aba, 2011: 49). EWOM is done when a customer, who initiates the communication, gives the information that another customer needs. EWOM takes place in dialogues or text. In this case, brands are the party, which provides customers to have experienced, and the customer's experiences as positive

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or negative shapes to the direction of EWOM (Gokmen, 2014:73) The negative experience may cause the brand to lose even its existing customers.

3.2.2.4 Save time and money

People want to know about the product/service they would like to have before they buy. They save time when they get the information they need from someone else. In this way, it obtains information quickly from a reliable source. For this reason, the EWOM they prefer is the best choice to save time due to their busy work pace and is because of the low cost.

3.2.3 Electronic word of mouth marketing types

With a radical electronic transformation, WOM has become the EWOM realized by people in electronic media such as social media platforms, blogs, newsletters, online discussion forums. On these platforms, consumers' experiences with products and services are shared reliably (Kim & Lee, 2019: 163-176).

Some social media platforms are as follows (Cheung & Thadani, 2012):

- Blogs (Blogger.com)
- Consumer Review Website (Epinions.com)
- Discussion Forums (UKbusinessforums.co.uk)
- Shopping Websites (Amazon.com)
- Social Media Websites (Facebook.com)

Social media platforms have developed rapidly in the last decade thanks to their ease of use. On these platforms, people share their videos, photos and other posts with hashtags, allowing other people to see them. In this context, brands had the chance to use EWOM as a marketing tool. For example, Instagram is a highly pragmatic and functional EWOM channel and a highly suitable tool for marketing (Url-3).

EWOM has an impact especially on consumers' behaviours such as information seeking, evaluation, and decision making (Kalpaklioglu & Toros, 2011:4114).

Everyone has positive or negative experiences, and people often tend to describe their negative experiences. It can be said that research on the negative EWOM supports this. This does not mean that only negative experiences are described, but it means that negative experiences are shared with people more than positive experiences (Varinli & Cati, 2010:325).

They bring together current and potential consumers electronically to create EWOM activities. These activities, where ideas are exchanged on products and services, affect consumer behaviour (Fu et al., 2015:616), especially, it has a significant positive or negative effect on purchasing activities (You et al., 2015:1547). EWOM has different effects on the person according to personality traits and the trust effect also changes accordingly. In this respect, it can be said that it is one of the most important marketing and communication methods (Algur & Erden, 2015:549).

Consumers express their positive or negative feelings and thoughts about the products and services they have experienced, depending on their satisfaction. In this case, EWOM may affect the target audience as it will be in a positive or negative direction (Ozaslan & Uygur, 2014: 74).

WOM includes the customers' behaviour as positive and negative WOM. In this sense, it is a method where the behaviour of other consumers is followed and the reason of purchasing a product is shaped to a great extent (Mirică, 2018). As a result, the aim is to maximize the likelihood that purchasing and product-related data will be shared on social commerce platforms (Wang & Yu, 2017).

Depending on the structure of the information about a product or company, as positive or negative EWOM, which is shared by previous consumers, a potential customer may develop some level of trust in the examined company or product (Tran & Strutton, 2020).

In this context, it can be said that EWOM has two types. The first of these is positive EWOM, which is a way to be successful. The second is negative EWOM, which is harmful to companies.

3.2.3.1 Positive electronic word of mouth marketing

In the positive EWOM, the consumers talk to their immediate such as their spouse, friend and relative surroundings about the product or service, which they are satisfied (Kurt, 2013:9).

Positive information spreads more slowly than negative information, but it has an impact on consumers' thoughts about the product, service and brand, and their purchasing decisions. Positive EWOM has been defined as an important method preferred to increase interest in the brand's products and services (Cepni, 2011:28).

Customers who emit positive EWOM are highly satisfied, and so when EWOM assumes a positive value, it is clear that there is a direct relationship between satisfaction and EWOM (Matos & Rossi, 2008:578-596).

3.2.3.2 Negative electronic word of mouth marketing

WOM and EWOM is a communication method that almost everyone uses in daily life, consciously or not. It also plays a major role in consumers' purchasing decisions. However, it may not always show the same positive effect for every product group (Atesoglu & Bayraktar, 2011: 97). Because consumers are talking more about products that do not meet their expectations. In this context, the aim is to raise awareness in the immediate environment and to warn people by preventing wrong decisions. It is stated that people with high self-confidence, active in communication with people and responsible for helping people are more willing and prone to this type of communication (Karaoglu, 2010: 29).

EWOM might be positive for customers to purchase the product/service or negative to them not to purchase it. EWOM activities can be initiated by independent experts and well-known persons, as well as between the consumers' immediate environment and acquaintances. Especially in service sectors where uncertainty is high, it has been observed that consumers prefer EWOM as a resource that reduces perceived risk (Murray, 1991).

According to Kurt (2013:10), consumers are talking more about products that are disappointed and unable to meet their expectations. The aim is to make consumers conscious about purchasing and to warn them by preventing wrong decisions.

When consumers cannot provide the expected benefit at the end of the product or service they purchase, or when the negativities they encounter are not met by the brands, they engage in negative EWOM activities to punish the business (Aydin, 2009:20).

Negative experiences are the most effective motivation for the creation of EWOM. In this way, the issue, which marketers should pay attention to, is that negative EWOM has a significant effect on consumers' decisions. The features of negative experiences are emotional, memorable, and motivate consumers to speak (Guven, 2014:87). In other words, consumers may react differently when problems arise with the product or service.

While positive EWOM is considered to result from satisfactory experiences, negative EWOM is considered to be the result of many unsatisfied needs. Negative information can have more impact and spread quickly. EWOM might cause a significant impact on brands, especially the negative EWOM might cause a significant impact on brands as serious problems (Peneva, 2015:14-15). For example; At the beginning of 2018, Jenner shared just a brief message about 18 words with her followers (Fornal et al., 2020:99; Url-4):

Figure 3.1 : Jenner's Comment on Social Media

Due to this post, this company, which is open to the public, lost billions of dollars in value in a short time.

In this context, EWOM; negative EWOM is considered to spread more rapidly than positive EWOM. EWOM may cause the products of brands that fail to achieve their satisfaction from the market. This shows the power of EWOM (Sen, 2013: 21).

3.2.4 Electronic word of mouth marketing methods

Internet is the ever-growing communication network in which many computer mechanisms are connected, which is widespread all around the world (Dede, 2004:11). WOM, with the development of the Internet, has now been moved to social networking sites such as WhatsApp, Twitter, and Facebook. Customers can influence the purchasing behaviour of other consumers who read this form by commenting on the product and service they are satisfied or disappointed with.

Besides, sites have been created where we can write products that we are not satisfied with, such as sikayetvar.com, where we can share our ideas. These developments show how far WOM can spread through the internet and gain a different dimension.

Below are some of the methods of benefiting from EWOM (Silverman, 2006:75-77):

- Brands need to figure out why consumers buy their products and services.
- Dominant adoptive species need to be followed in markets. In this context, brands should pay attention to their opinion leaders and have a positive image by their sight. Because opinion leaders make a great impact on the purchasing preferences of consumers (Cepni, 2011: 41).
- It is necessary to determine the keywords that consumers will spread among them.
- For the communication process to be successful, it is necessary to create and implement a planned EWOM campaign.

Below are some of the ways to design an EWOM campaign (Silverman, 2006:171-172):

- Finding out how to enable brands to present their products with some promotions to active people in the community and to try them. Thus, these people are aimed to realize EWOM.

- Opening pages in electronic media where people can discuss the brand's products. Thus, brands aim to provide necessary information to consumers and create positive EWOM by keeping the EWOM process under control.
- Giving them promotional gifts to their loyal or special customers.
- Doing WOM and EWOM things that attract everyone's attention.
- Connecting customers with experience with the product to others.

3.2.5 Benefiting from electronic word of mouth marketing

Today, consumers can access a lot of information about products and services. In this situation, examining everything related to products and brands and making purchasing decisions has become a difficult process for the consumer (Yavuzyilmaz, 2015: 432). In this process, the information that customers receive from their immediate surroundings or from people, who have experience with the products is the safest element.

EWOM is a communication and marketing method that aim to strengthen the brand image and increase sales by enabling consumers to communicate positively with each other about the products of the brands (Yozgat & Deniz, 2011: 45). EWOM affects purchasing possibilities, thus, helps to create changes in the desired direction in perceptions and decisions regarding services (Yilmaz, 2011:3).

As a result, EWOM channels are perceived as more reliable than advertisements, and the majority of consumers resort to this method. According to the research findings, it can be said that it has an important place for consumers to obtain information about products and services. In this way, it has an impact on customers' purchasing decision (Onurlubas & Dincer, 2016: 198-199).

3.2.6 Electronic word of mouth marketing process

EWOM is a result of the increase in the number of consumers, the development of internet technology and these customers' quest for information about the product or the company (Jeong & Jang, 2011: 356-366).

The new age of the Internet has provided consumers with a lot of platforms, where they can produce content and they have started communicating and sharing their information

there. Thus, WOM has become a system where consumers talk about brands and products and share their experiences by moving to the online environment. This communication style, which is widely used in recent years, affects consumers' purchasing decisions (Yesilada, 2011: 4).

Technically, this process consists of 4 main components and 3 basic steps are (Url-5):

- These components are source (consumers who have experiences about products or services in the electronic environment), message (consumption-related content), channel (electronic sharing tools) and receiver (other consumers).
- According to this definition, it consists of three stages: the consumer having knowledge or experience about the product or service, the consumer sharing this information with other consumers electronically, and other consumers taking and analyzing this information.

Today, EWOM mostly occurs on social media platforms, which are provided by internet technologies.

3.3 Internet and Social Media

As Web 2.0 technology, social media which is the third stage of the ever-growing internet is a very powerful EWOM channel. When the literature is examined, it is understood that there are three stages from the birth of the internet to the birth of social media.

The first stage was the birth of the internet in 1962. TCP/IP, which is the distributed transport protocols, enabling the data to be transmitted electronically by backing up all over the world. Later, the World Wide Web (WWW) was created in 1989, which simplifies the organization and publication of data based on hypertext numbers. The second phase was the rapid increase in the number of servers connected to the Internet (We are Social 2018). As of 2019, the number of internet servers in the world has reached approximately one billion and the number of internet users has reached approximately four billion (ISC 2019). The final stage was the invention of mobile devices as Web 2.0 technology that could access the Internet in 2001. Moreover, since the invention of these devices, the use of these devices has increased extremely rapidly. In 2004, the foundations

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of social media platforms were established with Web 2.0 technologies. Thus, internet users had the opportunity to create and share content in a virtual environment (Art & Reinhold, 2020:2).

Current statistical data on the internet and social media usage on Digital 2020 Global Overview Report is as follows (Url-6):

- Today, the number of internet users has exceeded 4.5 billion (at least 60% of the total population of the world), 3.8 billion of this number (almost half of the total population of the world) are using it on social media. When the latest trends are examined, it is predicted that the number of social media users will exceed half of the world population by the end of this year.
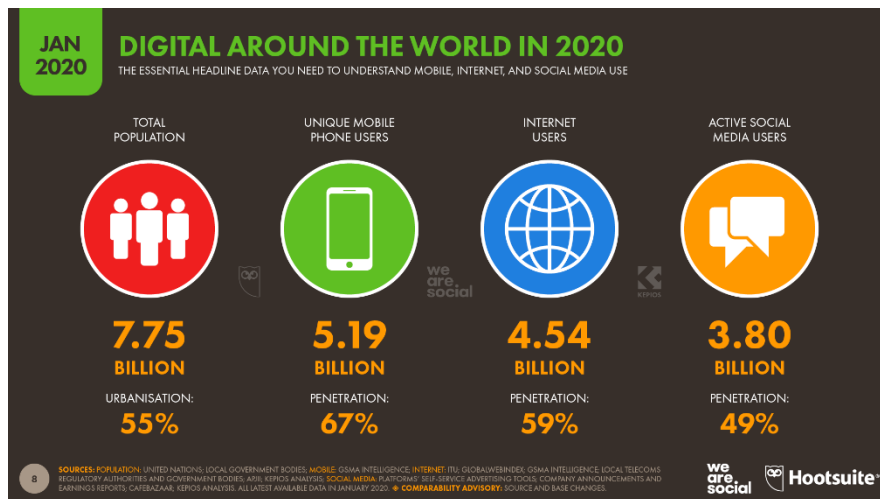
Figure 3.2 : Population all Around the World

- Average daily internet usage time per person is 6 hours and 43 minutes. Last year, it was 6 hours 40 minutes (less 3 minutes than this year). This means that a total internet user has connected to the internet for more than 100 days a year.

Figure 3.3 : Average Usage of Internet per Day

- When these data are analyzed on country basis; While people between the ages
  of 16-64 in the Philippines spend an average of 4 hours a day on social media,
  the people in Japan spend only 45 minutes.

Figure 3.4 : Average Usage of Social Media per Day

- It shows that Facebook is still the most popular social media platform. When the
  statements of the company are examined, it is seen that the monthly active users
  exceed 2.5 billion and this number is getting even more.

Figure 3.5 : Most Popular Social Media Platforms

- When the GlobalWebIndex reports are examined in general, it is understood that internet users make searches to discover new brands and products with search engines rather than television advertisements. Advertisements on television are the second place, WOM recommendation is the third place, and social media platforms are in the fourth place in this respect.
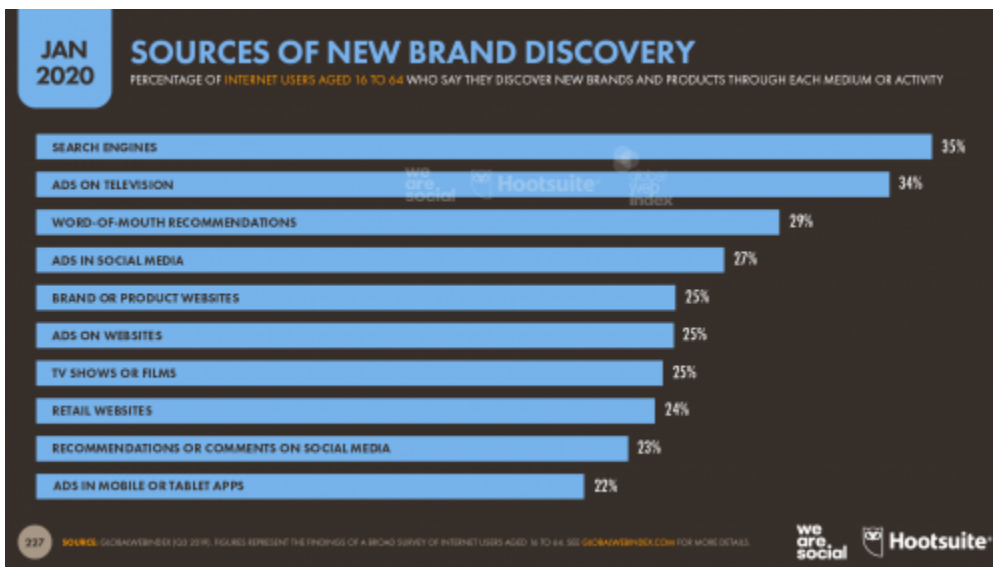
Figure 3.6 : New Brand Discovery

These data show us how effective social media platforms and WOM/EWOM can be on customer preferences.

3.4 Purchase Journey

In this section, some data will be given according to Globalwebindex (URL-7):

When the Figure 3.7 is examined, it is understood that search engines (34%) and television (32%) advertisements are still the most effective channels for brands. However, the tendency of the young generation to new communication tools (social media) causes brand discovery to be concentrated on these new channels. For example, the relevant data show that the overwhelming majority of Generation Z (more than 70%) use social media to discover brands. On the other hand, it is seen that Generation Y and Generation X have also benefited from social media to find them.
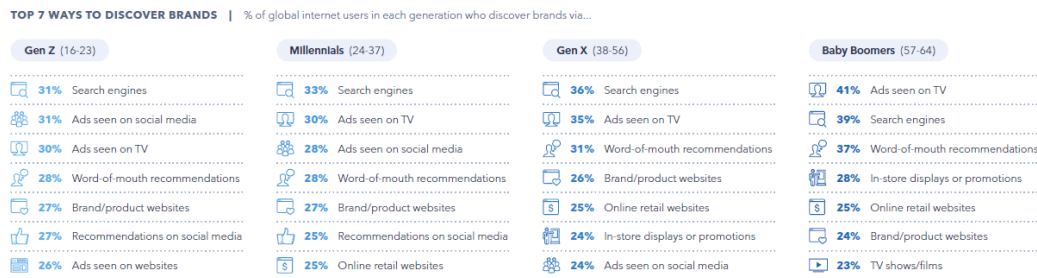
Figure 3.7: Generation Game

When Figure 3.8 examined:

- Less than half (47%) of consumers say the brands they like have loyal customers, while more than half (55%) say they do research electronically before shopping. Social media and the internet have presented new ways for product research for customers. In this case, brand loyalty alone is no longer enough for them.

- While 53% of customers mostly use search engines, this ratio is 44% in social networks. However, while looking at the data, it is seen that Gen Z uses social media more than search engines, and even Baby Boomers use social media for information.

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Brand research in a social media era

THE RISE OF SOCIAL MEDIA FOR PRODUCT RESEARCH
% of global internet users in each generation who use social networks to learn more about brands, products, and services
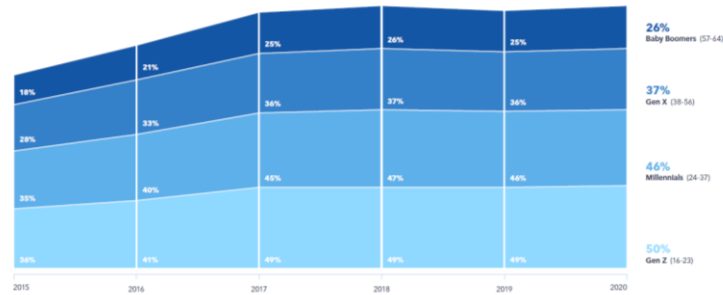
Figure 3.8: Brands Research in Social Media

- Customers search online for expensive products as well as low-cost products. For example, in the last month, 26% of these researchers researched personal care products, while 29% researched groceries.

- As a result, it conducts online researches about products from every industry and price before purchasing. In this context, brands must make their online profiles attractive to influence the purchasing preferences of the potential customer.

4. CUSTOMER SATISFACTION

4.1 Definition of Customer Satisfaction

Today consumers are more powerful than ever and getting stronger day by day. Some may deny this or its origin (the birth of the internet or the information age) (Fornel et. al. 2020:17). However, this is an undeniable fact.

For this reason, one of the most important issues in marketing in terms of both the customer and the brands examined in the literature is customer satisfaction.

4.1.1 Customer concept

TDK defines a person who buys things like products or services for a fee as a customer (Url-8).

According to another definition, an institution or person who purchases a branded product purchased from an institution or business for private or commercial purposes is called a customer (Taskin, 2014:18).

Customer is the end-user who gives value to the product or service offered in a tangible or intangible concrete form from a specific business. They are not included in the business's balance sheet but are the most precious assets about the business. For this reason, marketing methods should be created according to customers' demands and purchasing experiences and reactions (Berry, 1991:3).

With the development of information technology and communication methods, it has revealed open global trade regimes, created various needs for customers and made their procurement more transparent. For this reason, businesses have needed to be more customer-centric by keeping their technology expenditures at a low level and they have turned to customer needs (Teece, 2010:172). Besides, they are a source of earnings for firms and are the people who want to be valued and want these companies to act accordingly (Kuzucu, 2019: 18).

4.1.1.1 Internal customer

An internal customer is everyone who exists as an employee within the business. Besides, they are employees, who contribute to the presentation of the product or service produced by the firm to external customers (Coban, 2004: 89).

According to another definition, an internal customer is everyone working within the organization. They aim to provide products and services to satisfy external customers in terms of their expectations (Taskin, 2014: 22).

Internal customers are the people who play an active role in the internal affairs of the business, supervise and plan them, therefore, the higher their expectation is, the greater the impact on the external customer because they are the most important factor that makes the product valuable, demonstrates its quality and enables it to be conveyed to the external customer.

4.1.1.2 External customer

External customers are called consumers whose needs and expectations must be met with the products and services produced by the enterprise (Kagnicioglu, 2002: 80).

The relationship to be established with the external customer should be conscious and consistent with them. Thus, it is ensured that the external customer feels valuable.

4.2 Customer Satisfaction

The word satisfaction is rooted in the Latin words facio and satis. While satis means extremely good, facio means suitable. In general, this concept is the entire evaluation of customers about products or services after their purchasing behaviour (Ningsih & Segoro, 2014:1016).

Since the 1960s, the different approaches have been used to measure customer satisfaction. The concept of customer satisfaction is defined as the tangible evaluation of the connection between customers' perceptions about products and the intangible form of these products and consumer experience (Kozak, 2008).

According to Ciftyildiz (2010), customer satisfaction as a concept is intangible and difficult to understand. For this reason, it is seen that there is no consensus among marketers on the definition of customer satisfaction. Generally, customer satisfaction is considered as a concept related to the search for solutions, meeting their expectations and purchasing goods or services (Ciftyildiz, 2010: 74).

Customer satisfaction is a concept that has existed since the birth of trade. As a concept, it has been used to make a difference since the 1980s. It is becoming more and more important in the increasingly intense competitive environment of the globalizing and changing world (Sendogdu, 2014: 92).

According to Kotler and Keller, customer satisfaction is the feeling of satisfaction or dissatisfaction that emerges after comparing the expectations of the person with the product performance (Kotler & Keller, 2009: 789).

In other words, the customers make expectations as a result of their experiences and satisfaction after these expectations are called customer satisfaction (Cardozo, 1965:244). Besides, satisfaction as a result of the evaluation of the product cost, which is predicted by the consumers, is called customer satisfaction (Churchill and Surprenant, 1982:493).

Similarly, firms have values and goals. These elements should be analyzed in detail and customer satisfaction should be created. Thus, the process of creating customer satisfaction is carried out more easily (Sucu, 2020:4).

Firms should anticipate the customer's expectation well, because the customer's expectation before purchasing may be too high. On the other hand, if their customers have a good experience, their expectation will be positive and they will have positive thoughts. However, the companies, which do not access this information, may lose their customers (Kuzucu, 2019: 22).

The target audience, who can reach many companies and products but whose number does not increase, is extremely valuable. All businesses aim to gain new customers while retaining their existing customers (Altunisik et al., 2006: 33).

The general meaning of customer satisfaction is the satisfaction level thanks to the capacity of meeting the expectations, needs and wishes of the customer who experiences

the product or service, the feeling of relaxation and inner peace that the experienced products or services provide compared to other options (Hellier et al., 2003:1765).

Oliver says that businesses that lack customer satisfaction cannot provide customer loyalty (Oliver, 1999:34). If businesses do not consist of customer loyalty, they can not continue their life in the marketing area. For this reason, businesses need to have organizational structures that unite the customers and their lives and satisfy the customer.

Unsatisfied customers can perceive their dissatisfaction face to face or in the electronic environment. This is the biggest source of negative EWOM. Brands should be aware of this situation and act accordingly. Because a dissatisfied customer can affect all other customers in the chain and the brand may suffer a huge loss of customers due to this situation.

4.2.1 Importance and benefits of customer satisfaction

In today's increasingly difficult competition conditions, companies, which offer products or services close to each other, have to pay more attention to the satisfaction of their customers to make a profit by selling their products or services and to survive in the marketing area (Serarslan & Kepoglu, 2006).

The customer satisfaction process is a variable process in which the customer's needs are met and perceived value, as well as all processes before and after the purchase. In this context, this process is sensitive and important enough to determine the company's presence in the market (Yilmaz, 2020:8).

After the importance of the customer for businesses has understood, many studies have emerged to measure customer satisfaction (Eroglu, 2005:9).

Fornel (2009), in his study at the University of Michigan, concluded that customers who perceive quality are satisfied and this situation increases income (Gutmann, 2020). In this context, it is understood that it is important for a company to ensure customer satisfaction for economic gain. In this sense, the primary element of repeat purchasing action is consumer satisfaction (Kasmer, 2005: 16).

The way to make decisions according to customers' perspectives is to analyze customer behaviour well. Because the presence of a large number of products and brands in the

market possibly causes the customer to purchase some product that meets their needs. Therefore, the customer is not only considered as the purchaser of the product but also people who have needs such as caring, obtaining information and solving their problems. Meeting these is a common duty of customer relations and public relations (Sirzad & Turanci, 2019: 423).

There is a prerequisite to ensure customer satisfaction to gain financial gain in competitive market conditions. Firms have established departments related to customer relations just to control and improve these customer satisfaction processes. Besides, various scientific studies and books are published for the analysis of consumer behaviour (Steenkamp & Baumgartner, 2000:196).

Customer satisfaction, besides being the cheapest element that enables a brand to reach its target audience, is the most effective weapon. A customer who is satisfied with the brand's products and services will convey their positive thoughts to other customers, while a dissatisfied customer will convey their negative thoughts to other customers. And this is an extremely risky situation (Dubrovski, 2001: 924).

For example, according to the study of 10,000 American consumers included in the Temkin Group Q3 2017 Consumer Benchmark Study report, 44% of customers, who have a very bad experience with a company, transfer to their environment while this percentage is 46.7% for the customers who have a bad experience (Url-9). As a result, it is understood that the propagation velocity of negative experiences is faster than positive experiences.

Similarly, according to Suce (2020), customer dissatisfaction spreads very rapidly, and customers in the environment where dissatisfaction spreads are likely to be adversely affected (Sucu, 2020:4).

On the other hand, a better satisfaction of the brands to its customers results in positive results for them. It also offers brands to increase their profit margin by affecting WOM and EWOM (Ilieska, 2013: 328).

When the effects of customer satisfaction, in general, are investigated, brands with high customer satisfaction can maintain and even increase the number of customers, reduce costs by reducing the possibility of failure, determine the prices of their products or services independently of the market value, carry out future commercial transactions at a

lower cost, and can grow its reputation. These are the benefits of having good customer satisfaction (Anderson et al., 1994: 55).

Below are the advantages and benefits of customer satisfaction for brands (Yamamoto, 2003:107):

- **Financial Benefits**
  - They repeat business transaction and make a profit by building customer loyalty.
  - They reduce the extra cost to gain new customers by protecting the number of customers.
  - They create positive WOM and positive EWOM for themselves by having their customers as a positive reference for them. Thus, they gain new customers without extra costs.
- **Benefits Through the Relations with Their Customers**
  - They strengthen their correlation with customers.
  - They provide an advantage in difficult market conditions with these bonds they strengthen.
- **Benefits from Customer Satisfaction**
  - Brands show their customers the value they give.
  - They show that they are sensitive to their customers by considering their complaints.
  - They meet customer expectations and demands.
  - They solve customers' problems.

As a result, brands will have many advantages when customer satisfaction is achieved. For example, increasing the number of satisfied customers will increase the number of loyal customers of the brand. Besides, it will strengthen the brand's reputation by sharing the positive experiences of satisfied customers with the brand's products or services with other people. This situation reveals that customers are positive references in their environment to the brand, thus they create a positive WOM or EWOM for the brand.

In this context, companies have to repeat their transactions to exist in the market, but customers only experience many products one time. Companies must make sure that the

customer with a large number of options is satisfied. Otherwise, the customer does not choose the company again, so the market value of the firm decreases. As an example, firms with high customer satisfaction over 15 years have had equity funds with good returns, according to ACSI data. The stocks of these companies earned more than 5 times (518%) over 14 years (from March 2000 to March 20142). This earning rate is well above the market. For example, the Standard & Poor's 500's (S&P 500) value increase in the same period is only 31% (Fornel et. al., 2020):

The line graph of these data is given in Figure 4.1 below (American Customer Satisfaction Index data and methods).
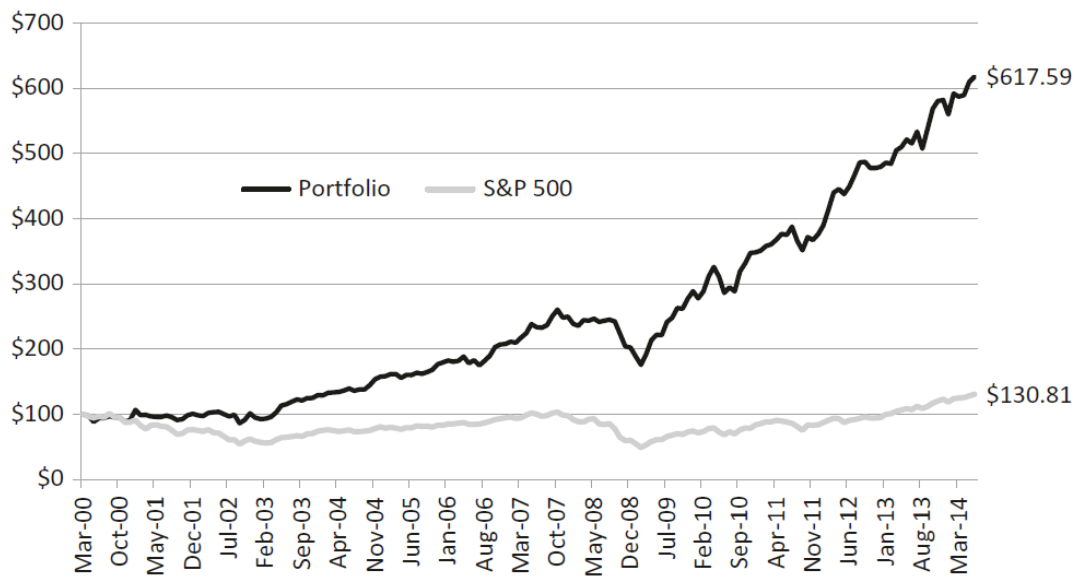
Figure 4.1 : Customer Satisfaction Portfolio Versus The S&P 500

This shows that the return of every investment made for customer satisfaction is higher than the investment.

4.2.2 Factors affecting customer satisfaction

Customer satisfaction is shaped by many situations. For this reason, if a brand wants to create customer satisfaction, it should not have a good quality in only its product, service and technical competencies but, also in all its interactions inside and outside the company (Klementova et. al., 2015:127).

Researches show that not only the behaviour of internal customers but external customers, who are satisfied with the operations of the business, also affect customer satisfaction. In other words, the sources affecting external customers are not only sourced from the brand but also external customers as service providers affect their judgments about the brand (Singh, 1991:225). In this case, it is understood that internal customer behaviour is also an important factor for brands to create customer satisfaction.

4.2.2.1 Quality

Quality is expressed as an indispensable element in terms of definition and continuity of businesses, which has gained more importance today compared to the past (Pakdil & Aydin, 2007:229). On the other hand, in long-term, the perception of quality or perceived quality is seen as an indicator of how efficient and effective the business is, which changes with the expectations and demands of the customers (Taskin, 2005:53).

Perceived quality is the opinion of the consumer that the product is perfect or superior. In this context, one of the elements of customer satisfaction is the perception of service quality and the quality, which brands want to achieve, is different from the perceived quality. Studies have also confirmed this (Zeithaml, 1988: 3-5). While businesses reveal their values with their products and services, their customers value products and services based on their perceptions and evaluate the process according to their perception management.

Perceived performance is interpreted as the emergence of performance as a result of the relationship between the value the customer gives to the product or service and the benefit provided by them. According to the studies in the literature, performance is the relationship between the emergence of benefit and value, in the same lane with quality, and even equated in some studies.

4.2.2.2 Customer's expectations

Expectations are defined as predictions made by customers for upcoming shopping (Parasuraman et al., 1988: 17). In other words, expectations are predictions of future outcomes based on previous experience, current conditions, and other resources. In terms of customer satisfaction, expectations are different for all customers, so they face at different levels (Kamaruddin et al., 2012: 432).

Customer relationship is important in determining needs and expectations, performing necessary studies and creating customer loyalty. Besides, Customer relationship is very effective in some cases in customers' perception and evaluation of the product or service as quality (Basanbas, 2012:17).

Today, besides the developments in technology and changes in the competitive environment, customer expectations and demands are as follows (Odabasi, 2017: 14):

- Customer expects to be valued due to the awareness of the customer and the increase in his knowledge about the products and his selectivity.
- Customer expects the goods and services offered to him to be of good quality but at low prices.
- Customer expects that the goods and services offered to him are at a level that can meet his expectations and requests.
- Customer expects to establish and maintain a transparent relationship with him based on trust.

Customer expectation; it consists of customers' experiences related to the goods or services, predictions about the quality of the future products and information obtained as a result of advertisement and WOM or EWOM (Aydin & Ozer, 2005:488). Previous experiences of customers affect their opinions, so customer experiences are an extremely important factor in customers' expectations. (Yi & La, 2004: 355). Expectations also affect customer satisfaction level regarding their future consumption (Kucukergin, 2012:13)

Since the satisfaction of the customers is directly related to the expectations, knowing the expectations is extremely important in terms of achieving satisfaction. Failure to perceive the expectations completely by the management of the company brings serious problems. The problems that arise affect service quality and customer satisfaction negatively (Sandikci, 2007: 44).

In short, customer satisfaction, it can exist by meeting customer expectations and requests, and even by going beyond customer expectations (Ilter, 2009: 99).

4.2.2.3 Customer's wishes

The basic concept underlying marketing is human needs. It refers to the deprivation of need in human beings. Wishes are integrated with needs and are shaped by needs by culture and personality. The changing demands and needs of customers should be understood correctly and companies should act in this direction (Kotler et al., 2016:31-32).

4.2.2.4 Perception of performance

Perceived performance is a cognitive-based evaluation of product characteristics or outputs associated with the consumption process (Kucukergin, 2012:14). In other words, it is the internalization of the product or service performance, which is experienced, by the customer (Simsek, 2017:59). Therefore, perceived performance may differ in line with customers' expectations (Yi, 1989:13).

If the perceived performance is at the desired level, it ensures that the existing customers are retained in the enterprises and the enterprises stand out in the competition (Cicek & Dogan, 2009: 200).

4.2.2.5 Competitors in the market

By meeting the expectations of customers better than their competitors in the market, businesses with satisfied customers improve their competitive power, make a difference in the market and make a difference to their competitors. Businesses, which connect with their competitors and follow them, are businesses which adhere to their strategies, advance and manage their current positions in an outward-looking and open-ended manner.

Businesses spend more to gain new customers than keeping the customer they have. In this context, creating customer loyalty in existing customers is important not to lose customers to rival businesses (Lin & Wang, 2005: 272).

4.2.3 Continuity in customer satisfaction

Today, the interaction between customers and companies is becoming very significant. With this relationship, companies aim to retain customers in the long term, not in the short

term (Camli, 2010). For this reason, companies aim to create customer loyalty by creating customer satisfaction.

When customers have a strong bond with companies, they do not follow any other market's product and do not evaluate the companies' offers (Uyar, 2019). However, if the customer is not satisfied with the product and service, it may also mean that their loyalty is not guaranteed.

4.2.3.1 Customer loyalty

The increasing importance of the brand concept has led to the examination of many concepts related to it. Brand loyalty comes first among these concepts (Gounaris & Stathakopoulos, 2010). Kumar and Shah (2004) defined customer loyalty as a behavioural measure. These criteria include many aspects of purchasing behaviour such as purchase rate, the probability to buy, and frequency of purchases.

Brand loyalty is a keyword that enables businesses to profit and be successful (Gumus, 2014). According to Dick and Basu (1994), it is the strength of the relationship between personal attitude and being a loyal customer. Therefore, brand loyalty is discussed in terms of behaviour and attitude (Devrani, 2009).

The concept of brand loyalty expresses the extent to which consumers depend on the brand (Aaker, 1991). In this respect, if brands provide customer satisfaction by keeping the brand experience at a high level, by being noticeable to them, and by submitting them a strong brand value they can create a loyal customer base (Elden, 2009). With experiential marketing, companies offer their customers experiences that make them feel special and they aim to be loyal customers (Uzunkaya, 2016).

On the other hand, the rise of the information revolution brought about the invention of the internet. Later, by this invention, commerce started to be made in the electronic environment. As a result of these developments, country borders for markets disappeared and consumers had the chance to access unlimited information, products and opportunities. Market conditions, which are quite dynamic, have raised concerns about the potential loss of customer loyalty. In short, consumers, who experience the period when they have the most potential in history, will not be loyal to one brand and may prefer

another company. In this context, some concerns arise that customer loyalty is not there tomorrow (Fornel et al., 2020:118).

Similarly, according to Gronholdt, even if customers are satisfied with the business, it is not certain that they are loyal customers of that business (Gronholdt et al., 2000). In this context, companies are looking for new techniques and methods to retain their loyal customers because the cost of customer loss for companies is increasing day by day (Nili & Keramati, 2012). Therefore, having loyal customers for brands is more important than ever.

For this reason, the point that every business wants to reach is to create consumers who are loyal to their brands. With the stability to be achieved in this way, it will be possible to preserve the market share (Yalcin & Ene, 2013).

If brands aim to gain loyal customers, existing customers must first be satisfied. In this context, customer satisfaction has a positive effect on customer loyalty and ensures customer retention (Barutcugil, 2009). Besides, it helps to retain customers by acting as an important bridge between satisfaction and happiness (Ozkaya, 2002). From another perspective, brands reveal new methods to retain their customers according to the scoring criteria of businesses (Ziethaml et al., 1993).

When looking at the literature, it is seen that customer, who are satisfied with the service or the brand, tend to repurchase it and talk about positive things about the brand. These positive statements are used extensively in electronic media today. This situation reveals the positive effect of customer satisfaction on EWOM. For this reason, managing public relations in the digital environment has become important.

4.3 Digital Public Relationship

The era of marketing and communication strategy has emerged in the 90s, and since then, customers' demands and needs have always come to the fore. According to Alabay, businesses, which used to be product-centred in an environment where competition is increasing, have a customer-centric approach today. For this reason, the concept of customer relations has emerged (Alabay, 2008:19). In the literature, customer relationship

is the term that includes all actions for their benefits and needs satisfaction between the customer and the company before and after-sales (Odabasi, 2010:3).

Today, brands or service providers offer these technologies that improve customers' experiences and increase customer satisfaction and loyalty (Yasin et al., 2019; Paul & Jacob, 2019). Therefore, more service providers continue to invest in these technology-based interfaces to meet their customers' expectations and follow developments in technology (Taillon & Huhmann, 2019).

On the other hand, public relations have started to be carried out on digital platforms and the spread of the internet has also created many opportunities for customer relationship management. For example, search engines made it easier for customers and online commercial networks to come together and interact, enabled two-way communication, and at the same time enabled internet customers to get better service (Dyché, 2002: 10).

Besides, the most basic expectations of today's customers; Taking into account, being cared for, accessing the information they need and being able to communicate in this sense, it is thought that these elements, which will be considered as their basic duties in public relations, can be realized more easily through digital platforms. In line with this thought, it is clear that both a systematic public relations process and a planned customer relationship management in line with customer needs and expectations are also important in terms of ensuring the expected interest and relevance and establishing a dialogue.

The development of technology has provided the change of public relationship and communication methods. These changes have created areas of activity such as the digitalization of these methods. The conditions of our age have enabled platforms where public relations are managed to be digitized and transferred to online channels. Thus, public relations have spread over a wide area with traditional and digital media tools (Sirzad & Turanci, 2019: 424).

It is not enough for businesses with the modern marketing approach to responding to the expectations of their customers by focusing only on the functionality and benefit of the products. Under conditions such as increasing competition and digitalization, businesses have difficulties in creating customer loyalty with traditional marketing approaches and try to gain competitive advantage by creating unique experiences to solve this problem.

Creating an effective and unique customer experience for a business in today's conditions where information and communication develop and become universal so rapidly, it is one of the most effective methods for the business to differentiate its goods and services (Bahcecioglu, 2014: 64).

Especially the use of new communication technologies; digital public relationship, including social media management, creating and disseminating online press releases, creating and managing digital platforms such as corporate and brand-related blogs, forums and news sites or corporate web pages; It is also important in many areas such as establishing relationships and communication with stakeholders, expanding market share, conducting image and reputation studies, promoting, contributing to corporate identity studies, corporate social responsibility and crisis management practices (Ozel & Sert, 2014: 303-304). Besides, digital public relations, which is seen as an important component of digital marketing, may enable the implementation of the mentioned applications more efficiently and effectively (Gulerman & Apaydin, 2017:259).

Briefly, this concept refers to all actions taken regarding public relations conducted in electronic media (Ozel & Sert, 2014: 304). With the development of the Internet, this method has reached a level that cannot be reached with traditional methods (Gifford, 2010:62). In this context, it is seen that digital public relations have a dynamic, dialogue-based and innovative structure within the framework of their potential and opportunities.

Looking at these explanations, it is seen that customer relationship management has 3 basic components. These are explained as "human, process and technology" (Alabay, 2008: 90-91). These components also reveal the connection of digital public relations applications, which can be seen as a technology-based strategic communication management process, with the customer relationship management process. In summary, businesses, which do not communicate with the target audience, do not receive feedback, do not provide trust and cooperation, and do not take into account the expectations, opinions and attitudes of the target audience, cannot be successful, and this is also valid in public relations (Aktepe, 2015:81).

Although there are many definitions in the literature, briefly; establishing a healthy dialogue based on mutual interest between this concept, the organization and its target

audience and as a result of this, it is defined as the strategic communication management process that aims to create a positive image about the institution or organization in the public. In this context, it is a field that requires working in coordination with many different management processes (Asna, 2012: 17; Peltekoglu, 2018:8). On the other hand, the digital public relationship includes the use of online networks to inform the stakeholders about the services of the organization and to spread information over the internet (Gifford, 2010:63).

4.4 Online Customer Experience and Its Concepts

According to TDK, experience is all the information a person has acquired in a certain period or a lifetime (Url-10). According to another expression, experience includes influencing, feeling, and affecting, and transforming goods and services into emotionally and intellectually meaningful things (Dirsehan, 2012: 9). Besides, The concept of experience adds value to the business by making customers feel like a part of the business and impressing their inner world with the customization and offers them an unforgettable experience by gaining acceptance at a high price (Kalyoncuoglu, 2018: 24-25).

Brand experience is a situation related to the brand on all emotions, cognitions and reactions that arise to the brand (Brakus et al., 2009). In other words, it covers all interactions between customers and goods/services (Huaman-Ramirez & Merunka, 2019). Brand experience is a subjective term where the brand is the customer's assessment and shows how customers perceive the brand (Colak, 2019). It is literally all of the physical and emotional reactions of customers (Brakus et al., 2009). For this reason, it leads to many positive results among the brand, customers, and brand satisfaction such as creating value, establishing stronger bonds (Baser, 2011).

On the other hand, the concept of online customer experience that emerged with the age of digital transformation, according to Hoffman et al. (2000), it is the cognitive state experienced during orientation. Later, this definition is given by Rose et al. (2012:309), by adding the affective state to the cognitive state in the online experience, it is a psychological condition that occurs as a result of the customers evaluating the sensory data from the website in a cognitive and affective subjective way.

To create meaningful experiences in the web environment, Schmitt (1999)'s strategic experience modules consisting of five dimensions, perception, feeling, thinking, activity dimensions, were adapted to online experience by Liu and Chen (2006). These dimensions are a sensory experience, interaction experience, pleasant experience, flow experience and community relations (Bahcecioglu, 2014:68).

- **Sensory Experience:** In the online environment, sensory experiences are tried to be revealed by appealing to the sight and hearing of the customers. In an environment where there is no physical experience, the senses motivate the customers by creating a sense of aesthetics and excitement and plays an important role in the differentiation of goods and services (Chen et al., 2008:4).

- **Interaction Experience:** It is the psychological state of the site visitor while connecting to the site (Mollen & Wilson, 2009:4).

- **Experience of Pleasure:** When the customer experiences the pleasure experience positively during online shopping, this will affect their desire to visit the same site again or to use the site continuously. In the opposite case, if the experience does not meet their expectations, they may turn to another shopping site (Luo et al., 2011:2170).

- **Flow experience:** According to Csikszentmihalyi (1975), flow; It is the total feeling people experience in the wraps (Skadberg & Kimmel, 2004:404). The customer streaming experience is instantly deeply involved in the flow and focuses entirely on interaction, eliminating non-navigational thoughts.

- **Community Relations (Relational Experience):** Relational experience encourages customers to feel they are part of the community by identifying with a particular social group (Schmitt, 2000: 56). Social identity with a group or community affects attitude development. Members of the community often have feelings of loyalty and fellowship towards the community (Luo et al., 2011:2171).

Following these definitions, the terms e-service, e-satisfaction and e-loyalty emerged. As can be guessed, these terms emerged as a result of the electronic form of the terms of satisfaction and loyalty that existed before the digital transformation era.

4.4.1 E-Service and e-service quality

With the development of information technologies in the 21st century, electronic media have become an effective tool to become an information society. This effective tool has increased the number of users in electronic media and online shopping has also provided opportunities every day (Tsao & Tseng, 2011:1007). These technologies have made products and services more visible in electronic environments. The interactive presence of products and services in these environments also strengthens the interaction between customers and suppliers (Sukaseme, 2005:2).

According to Bond and Seiler (2000), with this increased accessibility in mass marketing, businesses have also made strategic progress and internet technologies have become a "powerful arsenal" for corporate marketers (Beneke et. al., 2011:75). At this point, in the virtual market environment, it is all of the service types that include after-sales support starting from pre-sales (Voss, 2000) and e-service has now become accepted as one of the important determinants of successful electronic commerce (Hsu et. al., 2012:72).

With the emergence of the concept of e-commerce, service companies have also started to carry out commercial activities in electronic environments. Within the adoption of the e-service that emerged in this process, the level of the quality of the service provided in electronic media has started to gain importance (Al-Tarawneh, 2012:124).

The diversification of services and the increase in the number of service businesses have made the phenomenon of producing quality services important (Kalyoncuoglu and Faiz, 2016: 67). Quality service understanding is also important in electronic services. However, to provide quality service in these environments, businesses need to determine how customers perceive the service provided, which points customers pay attention to in their shopping, and develop strategies accordingly. Besides, it is known that customers who receive e-service have expectations about how the service is delivered as well as the result. These expectations also reveal the necessity of providing service quality that can

meet the different expectations of customers, and that only quality product presentation is not sufficient (Ilter, 2009: 99).

4.4.2 E-Customer satisfaction

With the rapid access to information, customers have started to access the products and services they want without restrictions. A large number of options and the fact that customers can reach one of the numerous competitors without any cost in case of any dissatisfaction shows how important it is for businesses to keep the loyal customer that they will gain with satisfaction (Kayik, 2013).

Anderson and Srinivasan (2003:125), e-customer satisfaction refers to the satisfaction of the customer due to his previous shopping in an electronic environment. Considering the results of many studies conducted with satisfaction and loyalty in the literature, it is seen that e-customer satisfaction significantly affects e-customer loyalty in parallel with the effect of satisfaction on loyalty (Mutlubas & Soybali, 2017).

4.4.3 E-Customer loyalty

The success of an experience depends on the customer's ability to touch their senses and capture their loyalty. For a customer to be defined as a loyal customer, the customer regularly purchases more than one goods and services from that business, as well as voluntarily providing positive comments, referrals, recommendations about the business, as well as price fluctuations compared to competitors and regardless of the conditions. He should not leave the business he has chosen (Demirelli & Dursun, 2013: 272). According to Srivasan et al. (2002), e-loyalty is the repeat behaviour of customers towards products or service providers (Ozturk et al., 2012: 253).

5. METHODOLOGY

5.1 Purpose and Importance of The Research

Today, the survival of businesses with increasing competition in the market environment is becoming tougher. Therefore, businesses have tended to make a difference in the product they offer to consumers in order to achieve their goals and make a profit. In this context, businesses try to create a brand image in order to ensure that the products they produce are preferred by consumers. Because the image that the product possesses is at the top of the preference of the consumers. The fact that businesses have a positive image contribute to the consumers' marketing of this brand in an electronic environment. On the contrary, the bad image of the enterprises will lead to a negative word of mouth marketing. For this reason, businesses need to have a strong brand image in order to turn their electronic word of mouth marketing activities in favour of electronic media. At the same time, if the consumer is not satisfied with the product used, it will change the progression of the word of mouth marketing in the electronic environment positively or negatively.

In this context, the main purpose of the research is to see whether the mediation role of customer satisfaction in the effect of brand image on electronic word of mouth marketing.

5.2 Research Limitations

Limitations of the study include:

- This research is limited to the users in Istanbul of 4 Turkish origin Ready-to-Wear Clothing Brands (Koton, Mavi, Defacto and LC Waikiki) Operating Internationally.
- The research is limited to the qualities measured by "Brand Image Scale" developed by Low and Lamb (2000: 365) for the measurement of brand image, "Electronic Word of Mouth Marketing Scale" developed by Goyette et al. (2010: 13) for the measurement of electronic word of mouth marketing, "Customer Satisfaction Scale" developed by

Westbrook and Oliver (1981: 94-99) for the measurement of customer satisfaction and finally "Personal Information Form" to measure the demographic characteristics of the participants.

- Finally, participants in the survey questions in the survey were answered instantly and their psychology might show rapid changes. This is another limitation of our research.

5.3 Pilot Study

The scales, which are used to represent the expressions in this research, are demonstrated their validity and reliability in many studies before. Since the expressions in all scales (brand image, electronic word of mouth marketing and customer satisfaction) are in English and the native language of the majority of the participants in our sample is Turkish. Thus, the scales were first translated into Turkish. Then, the expressions were arranged and made meaningful for the research, and then a Turkish questionnaire form was created. Finally, this questionnaire was translated into English for participants who do not speak Turkish.

Before the questionnaire part of the research, a pilot study was conducted in Kadikoy in Istanbul to test the reliability of the statements. Another aim of this study is to determine whether the expressions in the distributed questionnaire form are understandable for the participants and to control the hypotheses. In line with this goal, 50 participants were reached in this pilot study. Participants generally completed the questionnaire in 4 minutes. This time is reasonable so that the participants are not distracted. At the end of this study, the collected data were transferred to the SPSS program for analysis.

Frequency analysis and descriptive statistics of demographic variables were made with the data collected within the scope of the research with SPSS program. The results of the analysis showed that the data generally within the reasonable limits of the normal distribution and the skewness and kurtosis values. Then, reliability values of all scales and their sub-dimensions were analyzed. Although sample size (N=50) in this study was limited, it was observed that the reliability values of the scales were (0.72) high for the brand image scale, (0.880) very high for the electronic word of mouth and (0.915) very high for customer satisfaction. In this context, it was seen that the expressions in the scale

were understandable and it was decided to distribute the questionnaires to the participants as the sample group in this pilot study.

After the pilot study, reliability analyzes will be applied when the sample size reaches a sufficient level. After these analyzes are completed, the hypotheses will be tested with regression and correlation analysis. Finally, the fundamental analyzes will be made to reveal whether consumers' brand image perception, its effect on electronic word of mouth marketing, and whether the mediation role of customer satisfaction in this relationship is shaped by demographic characteristics.

5.4 Method

In the method section of the research, the explanations about the research model and hypothesis, population and sampling and data collection tools will be made.

5.4.1 Research models and hypotheses

The model designed for the mediation role of customer satisfaction in the effect of brand image on electronic word of mouth marketing is shown in Figure 5.1 and Figure 5.2.
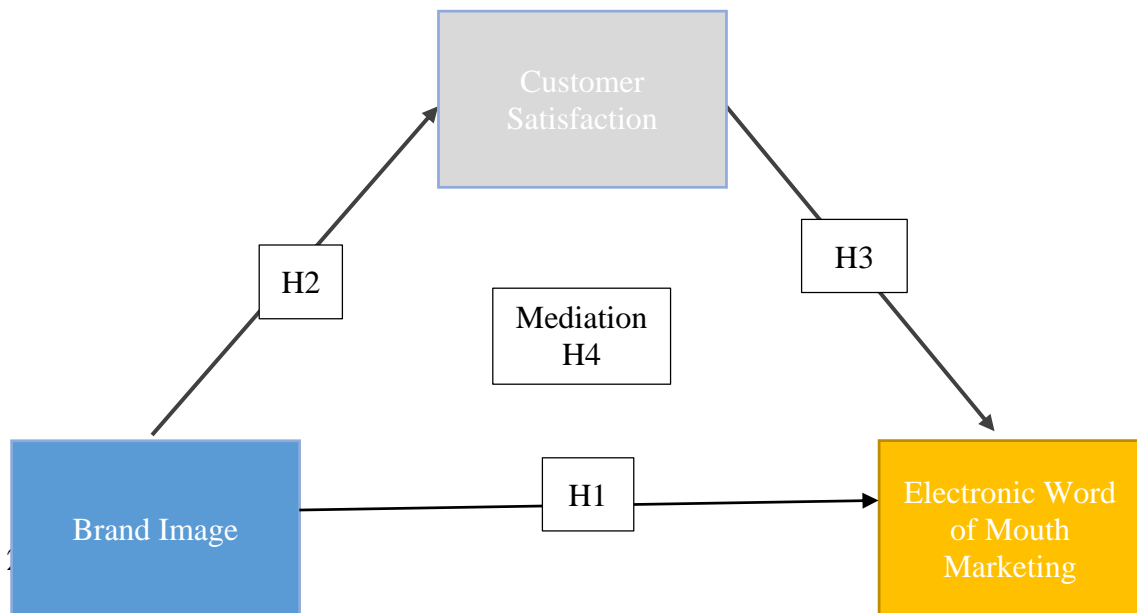
Figure 5.1 : Research Model

69
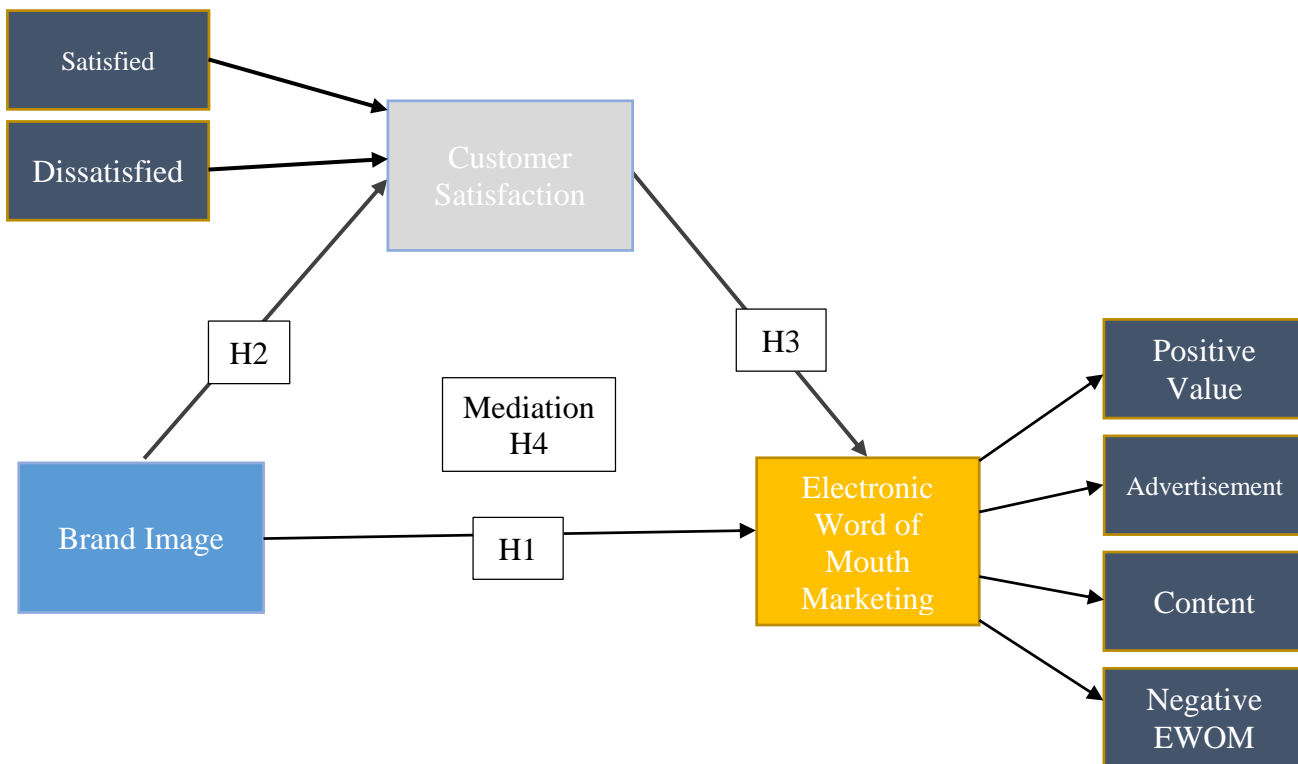
Figure 5.2 : Research Model with Subdimensions

Hypotheses;

H₁: Brand image positively affects electronic word of mouth marketing.

H₁ₐ: Brand image positively affects the advertisement dimension of electronic word of mouth marketing.

H₁ᵦ: Brand image positively affects the positive valence dimension of electronic word of mouth marketing.

H₁ᵧ: Brand image positively affects the content dimension of electronic word of mouth marketing.

H₁ᵤ: Brand image positively affects the negative electronic word of marketing dimension of electronic word of mouth marketing.

H₂: Brand image positively affects customer satisfaction.

H₂ₐ: Brand image positively affects satisfied.

H₂ᵦ: Brand image positively affects dissatisfied.

H₃: Customer satisfaction positively affects electronic word of mouth marketing.

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H₃ₐ: Customer satisfaction positively affects the advertisement dimension of electronic word of mouth marketing.

H₃ᵦ: Customer satisfaction positively affects the positive valance dimension of electronic word of mouth marketing.

H₃c: Customer satisfaction positively affects the content dimension of electronic word of mouth marketing.

H₃d: Customer satisfaction positively affects the negative EWOM dimension of electronic word of mouth marketing.

H₃e: The satisfied dimension of customer satisfaction positively affects electronic word of mouth marketing.

H₃f: The satisfied dimension of customer satisfaction positively affects the advertisement dimension of electronic word of mouth marketing.

H₃g: The satisfied dimension of customer satisfaction positively affects the positive valance dimension of electronic word of mouth marketing.

H₃h: The satisfied dimension of customer satisfaction positively affects the content dimension of electronic word of mouth marketing.

H₃i: The satisfied dimension of customer satisfaction positively affects the negative EWOM dimension of electronic word of mouth marketing.

H₃j: The dissatisfied dimension of customer satisfaction positively affects electronic word of mouth marketing.

H₃k: The dissatisfied dimension of customer satisfaction positively affects the advertisement dimension of electronic word of mouth marketing.

H₃l: The dissatisfied dimension of customer satisfaction positively affects the positive valance dimension of electronic word of mouth marketing.

H₃m: The dissatisfied dimension of customer satisfaction positively affects the content dimension of electronic word of mouth marketing.

H$_{3n}$: The dissatisfied dimension of customer satisfaction positively affects the negative EWOM dimension of electronic word of mouth marketing.

H$_4$: Customer satisfaction has a mediating role in the effect of brand image on electronic word of mouth marketing.

H$_{4a}$: Customer satisfaction has a mediating role in the effect of brand image on the advertisement dimension of electronic word of mouth marketing.

H$_{4b}$: Customer satisfaction has a mediating role in the effect of brand image on the positive value dimension of electronic word of mouth marketing.

H$_{4c}$: Customer satisfaction has a mediating role in the effect of brand image on the content dimension of electronic word of mouth marketing.

H$_{4d}$: Customer satisfaction has a mediating role in the effect of brand image on the negative electronic word of mouth marketing dimension of electronic word of mouth marketing.

H$_{4e}$: Satisfied dimension of customer satisfaction has a mediating role in the effect of brand image on electronic word of mouth marketing.

H$_{4f}$: Satisfied dimension of customer satisfaction of customer satisfaction has a mediating role in the effect of brand image on the advertisement dimension of electronic word of mouth marketing.

H$_{4g}$: Satisfied dimension of customer satisfaction has a mediating role in the effect of brand image on the positive value dimension of electronic word of mouth marketing.

H$_{4h}$: Satisfied dimension of customer satisfaction of customer satisfaction has a mediating role in the effect of brand image on the content dimension of electronic word of mouth marketing.

H$_{4i}$: Satisfied dimension of customer satisfaction of customer satisfaction has a mediating role in the effect of brand image on the negative electronic word of mouth marketing dimension of electronic word of mouth marketing.

H$_{4j}$: Dissatisfied dimension of customer satisfaction has a mediating role in the effect of brand image on the positive value dimension of electronic word of mouth marketing.

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H$_{4k}$: Dissatisfied dimension of customer satisfaction has a mediating role in the effect of brand image on content dimension of electronic word of mouth marketing.

H$_{4l}$: Dissatisfied dimension of customer satisfaction has a mediating role in the effect of brand image on the negative electronic word of mouth marketing dimension of electronic word of mouth marketing.

5.5 Population and Sampling

The population of the research is A Research on Ready-to-Wear Clothing Brands Operating Internationally. The sample of the study consists of the users of four Turkish-made ready-to-wear clothing brands (Cotton, Blue, Defacto, and LC Waikiki) operating internationally. These brands were selected because they are in the list of Turkey's top 10 ready-to-wear clothing brands and are not intended for a single-gender (Url-11). It is impossible to reach the whole population due to time and financial limitation. For this reason, "Easy Sampling Technique", which is one of the non-random sampling methods, was preferred in collecting the research data.

At least, it is recommended to reach 10 times the number of items in the scale in order to provide more reliable results in the size of the sample selection (Gurbuz & Sahin, 2018: 128). All of the necessary permissions within the scope of the study were obtained from the participants to fill the questionnaire. In this context, approximately 750 people were contacted to collect research data. Only %71.3 (535) of the questionnaires distributed in the digital environment has been filled. 18 of these questionnaires were excluded from the study due to incomplete coding. Consequently, 517 datas collected shows that the sample size is sufficient.

5.6 Data Collection Tools

Questionnaire technique was used to collect research data and these questionnaires were collected digitally over the Internet. The necessary explanations had been made to the participants before the questionnaire form was distributed. The feedback, which is received from participants, showed that the statements were clear and understandable. The

questionnaire consists of four parts, which are three scales and a personal information form. In this context;

- One-dimensional and 6-expression "Brand Image Scale" developed by Low and Lamb (2000: 365) for the measurement of brand image,

- 4-dimensional (intensity, positive valence, negative valence and content) and 19-expressions "Electronic Word of Mouth Marketing Scale" developed by Goyette at al. (2010: 13) for the measurement of electronic word of mouth marketing,

- One-dimensional and 12-expression "Customer Satisfaction Scale" developed by Westbrook and Oliver (1981: 94-99) for the measurement of customer satisfaction and

- Finally, "Personal Information Form" containing questions related to their age, gender, marital status, educational background, monthly income and preferences among the 4 Turkish origin Ready-to-Wear Clothing Brands (Koton, Mavi, Defacto, and LC Waikiki) Operating Internationally in order to measure the demographic characteristics of the participants were used.

The questionnaire form used in this research consists of 43 questions in total. Scales were measured with a 5-point Likert scale rating (1 = Strongly Disagree… 5 = Strongly Agree). These scales and personal information form are listed below:

5.6.1 Personal information form

It is the section organized by the researcher that shows the age, gender, marital status, education level, education level, monthly income of the consumers and the brand they prefer. The purpose of preparing the personal information form in which similar variables are used in similar studies in the field is to reveal whether the differences in thinking occur within the framework of demographic variables.

5.6.2 Brand image scale

One-dimensional and 6-expression "Brand Image Scale" developed by Low and Lamb (2000: 365) was used for the measurement of brand image. The fourth item on the scale is located opposite expressions. The Cronbach Alpha coefficient of the brand image scale

developed by Low and Lamb (2000: 365) was found 0.76. The expressions on the scale are included in Table 5.1.

Table 5.1 : Brand Image Scale

Brand Image	1	I think this brand is friendly.
	2	I think this brand is trendy.
	3	I think this brand is useful.
	4	I think this brand is **not** popular.
	5	I think this brand is insightful.
	6	I think this brand is unique.

5.6.3 Electronic word of mouth marketing scale

4-dimension and 19-statement "Customer Satisfaction Scale" developed by Goyette et al. (2010: 13) was used to measure electronic word of mouth marketing. The Cronbach Alpha coefficient for the intensity dimension in the electronic word of mouth marketing scale is 0.69, the Cronbach Alpha coefficient for the positive valence dimension in the electronic word of mouth marketing scale is 0.89, the Cronbach Alpha coefficient for the negative valence dimension in the electronic word of mouth marketing scale is 0.82 and finally, the Cronbach Alpha coefficient for the scope dimension in the electronic word of mouth marketing scale is 0.80 has been identified. Expressions on the scale are included in Table 5.2.

Table 5.2 : Electronic Word of Mouth Marketing Scale

Intensity	1	I talk about the online services of this brand much more frequently than about others.
	2	I talk about this brand much more than other brands.
	3	I talk to people around me about this brand.
Positive Valence	4	I recommend this brand.
	5	I talk about the good aspects of this brand.
	6	I'm happy to be users of this brand.
	7	I definitely recommend those around me to buy the products of this brand online.
	8	I say mostly positive things about this brand to those around me.
	9	I'll tell people around me about this brand as my favourite.
Negative Valence	10	I say mostly negative things about this brand to those around me.
	11	I say bad things about this brand around me.
Content	12	I talk about the ease of use of this brand's website to those around me.
	13	I talk about the security of this brand's website to those around me.
	14	I talk about the product prices of this brand to those around me.
	15	I talk about the variety of products offered by this brand to those around me.
	16	I talk about the product quality offered by this brand to those around me.
	17	I talk about the convenience of this brand to the people around me.
	18	I talk about the speed of delivery of this brand to those around me.
	19	I talk about the notoriety of this brand to those around me.

5.6.4 Customer satisfaction scale

One-dimension and 12-statement "Customer Satisfaction Scale" developed by Westbrook and Oliver (1981: 94-99) was used for the measurement of customer satisfaction. In the third, fifth, seventh, ninth and tenth items in the scale, there is an inverse expression. The Cronbach Alpha coefficient of the customer satisfaction scale developed by Westbrook and Oliver (1981: 94-99) was determined as 0.93 and 0.96 as a result of studies conducted at different times. Expressions on the scale are included in Table 5.3.

Table 5.3 : Customer Satisfaction Scale

Customer Satisfaction	1	This is one of the best brands I can buy.
	2	This brand fully meets my needs.
	3	This brand did **not** come out as good as I expected.
	4	I'm happy with my decision to buy this brand.
	5	I am **indecisive** about choosing this brand.
	6	This is a wise brand to buy for me.
	7	I will **not** buy this brand from now on.
	8	I really like this brand.
	9	I feel **bad** about my decision to buy this brand**.**
	10	I am **not** happy that I bought this brand.
	11	Owning this brand has been a good experience.
	12	I'm sure it was the right thing to buy this brand.

5.7 Data Analysis

The research data were collected in July, August and September of 2020. Following the data collection, Statistical Package for the Social Sciences (SPSS 21.0) and Analysis of Moment Structures (AMOS 21.0) programs were used to perform the necessary analyzes. In this context, reliability, descriptive statistics and validity analyzes (explanatory and confirmatory factor analyzes) were performed first. Then frequency analyzes were made. Finally, Pearson correlation analysis, regressions were performed to test the research hypotheses.

6. FINDINGS

6.1 Normality Analysis

The skewness and kurtosis coefficients and Q-Q Plot charts of the brand image, electronic word of mouth marketing and customer satisfaction scales were examined in order to determine whether the data set exhibits normal distribution for the new structures formed after the factor analysis. The skewness and kurtosis values of the scales are given in Table 6.1 and the Q-Q Plot graphs in Figure 6.1, Figure 6.2 and Figure 6.3.

Table 6.1 : Calculated Skewness and Kurtosis Coefficients for the Scales

Variables	Skewness	Kurtosis
Brand Image	-0.230	0.831
Electronic Word of Mouth Marketing	-0.460	0.389
Advertisement	-0.453	0.185
Positive Valence	-0.735	1.023
Content	-0.954	1.545
Negative EWOM	0.945	1.681
Customer Satisfaction	-0.186	-0.122
Satisfied	-0.684	1.444
Dissatisfied	-0.865	1,411

While the literature review shows that there are different assumptions, according to Gurbuz and Sahin (2018: 351), the normal distribution range of values for skewness and kurtosis (t) is $\pm$ 1.96 and the expressions with t values outside this range are excluded from the analysis. When Table 6.1 is examined, it is seen that the skewness and kurtosis coefficients of all scales are in the normal distribution range (+1.96).
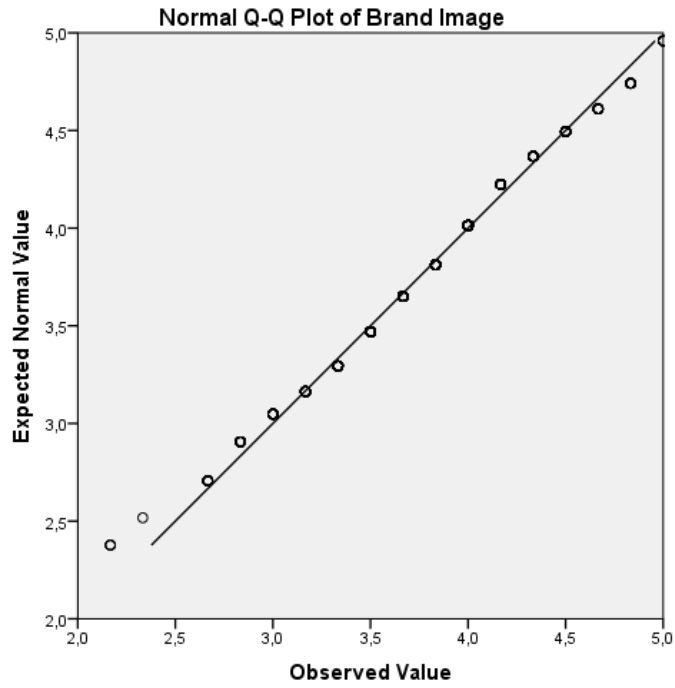
Figure 6.1 : Brand Image Scale Q-Q Plot Chart
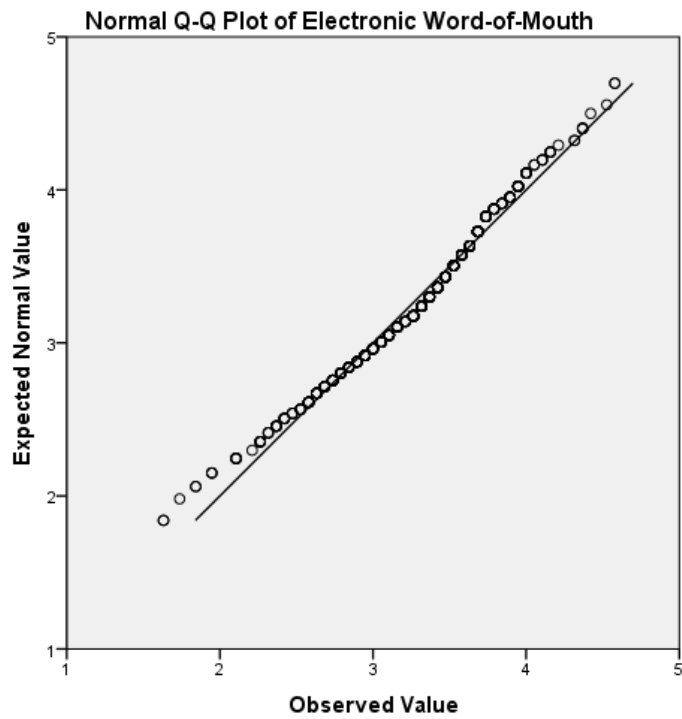
Figure 6.2 : Electronic Word of Mouth Marketing Scale Q-Q Plot Chart

Figure 6.3 : Customer Satisfaction Scale Q-Q Plot Chart

When Q-Q Plot graphs of brand image, electronic word of mouth marketing and customer satisfaction scales in Figure 6.1, Figure 6.2 and Figure 6.3 are examined, it is seen that the data belonging to all scales are collected on or around the line. This situation shows that Q-Q Plot analysis performed after skewness and kurtosis also confirms the normality of the distribution. Due to these results, parametric analysis techniques will be used for hypothesis testing.

6.2 Descriptive Findings

Besides the reliability, descriptive statistics were examined for brand image, electronic word of mouth and customer satisfaction. As a result of the analysis, descriptive statistics of the scales are given in Table 6.2, Table 6.3 and Table 6.4.

Table 6.2 : Descriptive Statistics of the Brand Image Scale

	BRAND IMAGE	Mean.	Std. Deviation	Skewness	Kurtosis
1	I think this brand is friendly.	3.5164	0.86391	-0.703	0.668
2	I think this brand is trendy.	3.9052	0.76548	-1.477	3.867
3	I think this brand is useful.	4.0464	0.69171	-1.119	3.493
4	I think this brand is **not** popular.	3.9478	0.96407	-1.081	0.952
5	I think this brand is insightful.	3.5648	0.78142	-0.510	0.383
6	I think this brand is unique.	3.5822	0.89546	-0.639	0.047

While the literature review shows that there are different assumptions, according to Gurbuz and Sahin (2018: 351), the normal distribution range of values for skewness and kurtosis (t) is $\pm$ 1.96 and the expressions with t values outside this range are excluded from the analysis. When Table 6.2 is examined, it is seen that all of the expressions in the brand image scale are within this range.

Table 4.3 : Descriptive Statistics of the Electronic Word of mouth Marketing Scale

	ELECTRONIC WORD OF MOUTH	Mean.	Std. Deviation	Skewness	Kurtosis
1	I talk about the online services of this brand much more frequently than about others.	3.0193	1.00561	-0.234	-0.413
2	I talk about this brand much more than other brands.	3.3540	1.03263	-0.665	-0.317
3	I talk to people around me about this brand.	3.3230	1.03528	-0.677	-0.460
4	I recommend this brand.	3.9207	0.73102	-1.191	2.919
5	I talk about the good aspects of this brand.	3.7563	0.80610	-1.313	2.314
6	I'm happy to be users of this brand.	3.9671	0.66827	-1.019	2.694
7	I definitely recommend those around me to buy the products of this brand online.	3.3946	0.95591	-0.485	-0.061

Table 6.3 (Cont.) : Descriptive Statistics of the Electronic Word of mouth Marketing

Scale

8	I say mostly positive things about this brand to those around me.	3.7582	0.73503	-1.232	2.559
9	I'll tell people around me about this brand as my favourite.	3.2398	1.04014	-0.430	-0.391
10	I say mostly negative things about this brand to those around me.	2.0077	0.82590	1.187	2.061
11	I say bad things about this brand around me.	1.8337	0.84873	1.298	1.998
12	I talk about the ease of use of this brand's website to those around me.	3.1954	0.98562	-0.314	-0.403
13	I talk about the security of this brand's website to those around me.	3.2360	0.99729	-0.392	-0.295
14	I talk about the product prices of this brand to those around me.	3.7718	0.83186	-1.113	1.627
15	I talk about the variety of products offered by this brand to those around me.	3.6480	0.88257	-1.135	1.295
16	I talk about the product quality offered by this brand to those around me.	3.7079	0.86142	-1.116	1.479
17	I talk about the convenience of this brand to the people around me.	3.4565	0.92371	-0.731	0.246
18	I talk about the speed of delivery of this brand to those around me.	3.3404	0.93395	-0.583	0.060
19	I talk about the notoriety of this brand to those around me.	2.1702	0.97946	0.834	0.189

When Table 6.3 is examined, it is seen that the expressions in the electronic word of mouth scale are mostly within the normal range.

Table 6.4 : Descriptive Statistics of the Customer Satisfaction Scale

	CUSTOMER SATISFACTION	Mean	Std. Deviation	Skewness	Kurtosis
1	This is one of the best brands I can buy.	3.2863	1.08159	-0.514	-0.667
2	This brand fully meets my needs.	3.4081	0.94509	-0.536	-0.256
3	This brand did **not** come out as good as I expected.	3.7988	0.88602	-0.753	0.501
4	I'm happy with my decision to buy this brand.	3.8685	0.69195	-1.405	4.135
5	I am **indecisive** about choosing this brand.	3.6151	0.95479	-0.627	-0.220
6	This is a wise brand to buy for me.	3.8762	0.70171	-1.378	3.754
7	I will **not** buy this brand from now on.	4.1277	0.83245	-1.315	2.527
8	I really like this brand.	3.9400	0.68077	-0.850	2.229
9	I feel **bad** about my decision to buy this brand.	3.9787	0.88129	-1.186	1.911
10	I am **not** happy that I bought this brand.	4.0658	0.85336	-1.084	1.476
11	Owning this brand has been a good experience.	3.7350	0.79081	-1.073	1.751
12	I'm sure it was the right thing to buy this brand.	3.8201	0.82625	-1.062	1.856

When Table 6.4 is examined, it is seen that the expressions in the customer satisfaction scale are mostly within the normal range.

6.3 Findings Regarding the Scales

The mean and standard deviation values calculated as a whole regarding brand image, electronic word of mouth marketing and customer satisfaction scales are given in Table 6.5.

Table 6.5 : Average and Standard Deviation Values Calculated for the Scales

Variables	Mean	Standard Deviation
Brand Image	3.76	0.51
Electronic Word of Mouth Marketing	3.27	0.50
• Advertisement	3.27	0.76
• Positive Value	3.68	0.62
• Content	3.71	0.68
• Negative EWOM	2.00	0.72
Customer Satisfaction	3.79	0.54
• Satisfied	3.70	0.61
• Dissatisfied	3.92	0.73

When the findings in Table 6.5 are examined; It is seen that the overall mean value of the brand image scale is 3.76. According to this result, it is possible to say that the brand image perception of the participants regarding the brands in the research is partially in a positive direction.

It is seen that the overall mean value of the electronic word of mouth marketing scale is 3.27. According to this result, it is possible to say that the electronic word of mouth marketing perception of the participants regarding the brands in the research is in an unstable direction.

In terms of the dimensions of the electronic word of mouth marketing scale;

- It is seen that the average value of the in an advertisement dimension is 3.27. According to this result, it is possible to say that the advertisement perception of the participants regarding the brands in the research is in an unstable direction.
- It is seen that the average value of the positive valence dimension is 3.68. According to this result, it is possible to say that the positive valence perception of the participants regarding the brands in the research is partially in a positive direction.

- It is seen that the average value of the content dimension is 3.71. According to this result, it is possible to say that the content perception of the participants regarding the brands in the research is partially in a positive direction.
- It is seen that the average value of the negative EWOM dimension is 2.00. According to this result, it is possible to say that the content perception of the participants regarding the brands in the research is in a positive direction.

It is seen that the overall mean value of the customer satisfaction scale is 3.79. According to this result, it is possible to say that the customer satisfaction perception of the participants regarding the brands in the research is partially in a positive direction.

In terms of the dimensions of the customer satisfaction scale;

- It is seen that the average value of the in an satisfied dimension is 3.70. According to this result, it is possible to say that the satisfied perception of the participants regarding the brands in the research is in an positive direction.
- It is seen that the average value of the in an dissatisfied dimension is 3.92. According to this result, it is possible to say that the dissatisfied perception of the participants regarding the brands in the research is in an positive direction.

Demographic Findings Regarding the Sample Group

Frequency analysis was conducted to determine the findings of age, gender, marital status, education level, monthly income level and brand preference variables in the personal information form regarding the participants. Findings obtained are given in Table 6.6. (ANNEX 1)

Table 6.6 : Demographic Findings

Variable	Group	Frequency (n)	Percent (%)
Age	15-20	38	7.4
	21-30	291	56.3
	31-40	90	17.4
	41 and Above	98	19.0
	Total	517	100.0
Gender	Woman	311	60.2
	Man	206	39.8
	Total	517	100.0
Marital Status	Single	306	59.2
	Married	211	40.8
	Total	517	100.0
Education Level	High School	91	17.6
	Undergraduate	62	12.0
	Bachelor's	276	53.4
	Master's	88	17.0
	Total	517	100.0
Monthly Income Level	2000 TL and Under	89	17.2
	2001-5000	243	47.0
	5001 TL and Above	185	35.8
	Total	517	100.0
Brand Preference	Koton	139	26.9
	Mavi	237	45.8
	Defacto	35	6.8
	LC Waikiki	106	20.5
	Total	517	100.0

When Table 6.6 is examined:

Total sample (517 participants) contain 7.4% (38 people) 15-20, 56.3% (291 people) 21-30, 17.4% (90 people) 31-40, 19% (98 people) 41 ages and above.

When the gender variable is examined; It is seen that 60.2% of the participants (311 people) are female and 39.8% (206 people) are male.

When the marital status variable is examined; It is seen that 59.2% of the participants (306 people) are single and 40.8% (211 people) are married.

When the education level variable is examined; It is seen that 17.6% of the participants (91 people) were high school graduates, 12.0% (60 people) were undergraduate, 53.4% (276 people) were bachelor's graduates and 17.0% (88 people) were master's graduates.

When the monthly income level is examined; It is seen that 17.2% of the participants (89 people) had an income of 2000 TL and less, 47.0% (243 people) had an income of 2001-5000 TL, 35.8% (185 people) had an income of 5001 TL and above.

When the brand preference variable is examined; It is seen that 26.9% of the participants (139 people) prefer Koton, 45.8% (237 people) prefer Blue, 6.8% (35 people) prefer Defacto and 20.5% (106 people) prefer LC Waikiki brands.

6.4 Brand Image Scale Exploratory Factor Analysis

Exploratory factor analysis (EFA) is a method in which variables are defined, summarized and the suitability of factors is tested. In other words, it is benefited from common knowledge of variables by keeping information loss with EFA as low as possible and these variables are expressed with a low number of the variables by transforming them into a component (Gurbuz & Sahin, 2018: 319). In this context, EFA was made in order to determine the structure of the variable of the brand image scale.

There are some prerequisites to achieve correct results from EFA (Gurbuz & Sahin, 2018: 319-320):

These conditions are as follows;

- Parametric data must be utilized. In this context, the measurement of variables should be made at an equal and low-range scale level.

- It should be ensured that the distribution of variables is normal and must be viewed as multivariate normality.

- In the correlation matrix, the correlation between the variables should be reasonable and linear. In this context, Bartlett sphericity is performed and the results to be statistically significant ($p < 0.05$) shows the analysis will be made.

- The number of variables which are used in the EFA method at least three.

- Kaiser-Meyer-Olkin (KMO) test is performed to see the adequacy of the sample size and the result is expected to be above 0.60. The sample size is also commonly accepted as 5 to 10 times the number of variables.

In this context, the distribution of the variables has been determined to be normal in the results of the analysis which are performed for the normality of the brand image scale. Besides, after the correlation matrices had been examined, it was determined that the values which show the internal consistency between the items were significant. Then, the results of Bartlett's sphericity test were examined and a significant p (0.000<0.05) value was achieved. The 517 data within the scope of the research show the adequacy of the sample size. Furthermore, the KMO value (0.738) above 0.60 indicates the adequacy of the sample size.

Principal Components Analysis was applied to factor the scale of brand image. As a result of this, it was determined that the brand image scale, which originally consisted of one dimension and 6 expressions, consists of one dimension and 5 expressions explaining 43.76% of the total variance on consumers using Koton, Mavi, Defacto and LC Waikiki brands. Since the factor load value (0.42) of the fourth expression in the scale (I think this brand is not popular) was below 0.50, this item was removed from the scale and the analysis was repeated. KFA results of the brand image scale are given in Table 6.7.

Table 6.7 : Brand Image Scale EFA Results

Expressions	Brand Image
1. I think this brand is friendly.	0.734
6.I think this brand is unique.	0.670
5.I think this brand is insightful.	0.639
2.I think this brand is trendy.	0.638
3.I think this brand is useful.	0.622
Eigenvalue	2.188
Explained Variance (%)	43.76
Total Variance Explained (%)	43.76
Cronbach Alpha	0.677
X²: 354.475	**df:** 10
KMO: 0.738	**Bartlett's p:** 0.000
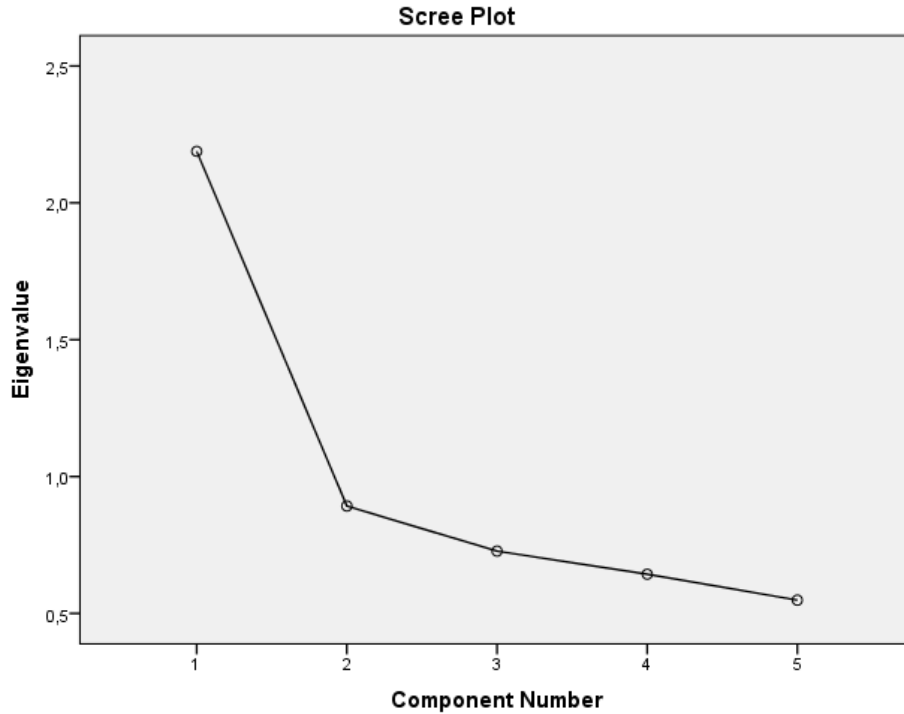
Figure 6.4 : Brand Image Scale EFA Slope Plot

When the slope chart is examined, it is seen that the brand image scale is divided into one dimension. As a result of EFA, it is seen that the Cronbach Alpha value (0.677) of the brand image scale, which consists of one dimension and 5 expressions, is at a high-reliability level.

6.5 Brand Image Scale Confirmatory Factor Analysis

Structural equation modelling (SEM) in confirmatory factor analysis (CFA), the goodness of fit indices which are used to test the level of fit of model and data: are chi-square goodness of fit (X^2), the division of X^2 value to the degree of freedom (X^2/df), comparative fit index (CFI) and chi-square goodness of fit index (GFI), adjusted goodness-of-fit index (AGFI) and root mean square error of approximation (RMSEA). The acceptable coefficients of the goodness of fit are given below (Gurbuz and Sahin, 2018: 344-346):

Acceptable coefficients of the goodness of fit:

X2/df	≤ 5
CFI	≥ 0.90
GFI	≥ 0.90
AGFI	≥ 0.90
RMSEA	≤ 0.08

CFA was performed to test the validity of the brand image scale, which consists of one dimension and 6 statements. Then, the analyzes were made on the bases the model goodness of fit indices to test validity. In this context, the goodness of fit coefficients of the brand image scale have been examined and the validity of the scale was provided by confirming the compatibility of the model with the data. The CFA diagram of the brand image scale is in Figure 6.5 and the model goodness of fit indexes are given in Table 6.8.
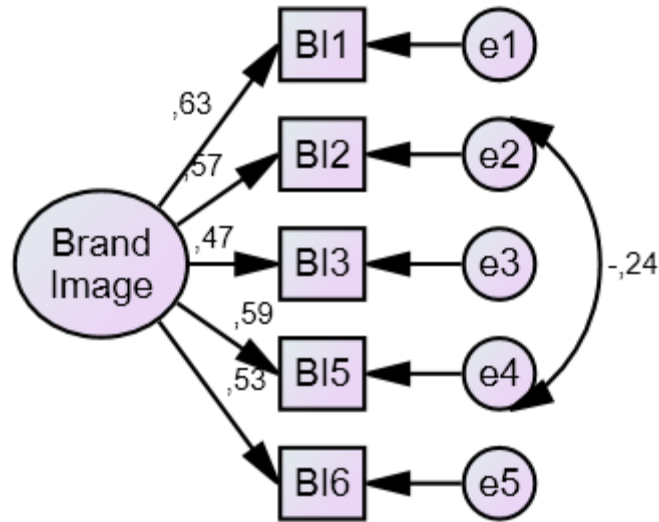
Figure 6.5 : Brand Image Scale Confirmatory Factor Analysis Diagram

Table 6.8 : Brand Image Scale Fit Index Values

Indexes	Values
Chi-square (X^2)	11.395
df	4
X^2/df	2.849$\leq$5
P	0.022
CFI	0.979$\geq$0.90
GFI	0.991$\geq$0.90
AGFI	0.967$\geq$0.90
RMSEA	0.06$\leq$0.08

When Table 6.8 is examined, it is seen that the values of X^2/df (2.849$\leq$5), CFI (0.979$\geq$0.90), GFI (0.991$\geq$0.90), AGFI (0.967$\geq$0.90) and RMSEA (0.06$\leq$0.08) are within the acceptable boundaries.

6.6 Electronic Word of Mouth Marketing Scale Exploratory Factor Analysis

EFA was made in order to determine the variable structure of the electronic word of mouth marketing scale. As a result of the normality analysis performed for the electronic word of mouth marketing scale, it was determined that the distribution of the variables was normal. Besides, after the correlation matrices had been examined, it was determined that the values which show the internal consistency between the items were significant. Then, the results of Bartlett's sphericity test were examined and a significant p (0.000<0.05) value was achieved. The 517 data within the scope of the research show the adequacy of the sample size. Furthermore, the KMO value (0.877) above 0.60 indicates the adequacy of the sample size.

Principle Component Analysis was applied in order to factor the electronic word of mouth marketing scale. As a result, the electronic word-of-mouth marketing scale, which originally consists of 4 dimensions (Density, Positive Value, Negative Value and Scope) and 19 expressions, has 4 dimensions and 18 dimensions explaining 63.70% of the total variance on consumers using the Koton, Blue, Defacto and LC Waikiki brands. It was determined that it consists of the expressions. With the application of the Varimax technique, this 9th item was removed from the scale and the analysis was repeated because the ninth statement in the scale (I'll tell people around me about this brand as my favourite.) was overlapped. The KFA results of the electronic word of mouth marketing scale are given in Table 6.9.

Table 6.9 : Electronic Word of Mouth Marketing Scale EFA Results

Expressions	Advertising	Positive Value	Content	Negative EWOM
12.I talk about the ease of use of this brand's website to those around me.	0.809			
13.I talk about the security of this brand's website to those around me.	0.807			
18.I talk about the speed of delivery of this brand to those around me.	0.759			
1.I talk about online services of this brand much more frequently than about others.	0.671			
17.I talk about the convenience of this brand to the people around me.	0.643			
7.I definitely recommend those around me to buy the products of this brand online.	0.629			
2.I talk about this brand much more than other brands.		0.723		
5.I talk about the good aspects of this brand.		0.673		
8.I say mostly positive things about this brand to those around me.		0.662		
4.I recommend this brand.		0.656		
6.I'm happy to be users of this brand.		0.643		
3.I talk to people around me about this brand.		0.639		
15.I talk about the variety of products offered by this brand to those around me.			0.728	
14.I talk about the product prices of this brand to those around me.			0.657	
16.I talk about the product quality offered by this brand to those around me.			0.563	
11.I say bad things about this brand around me.				0.852
10.I say mostly negative things about this brand to those around me.				0.830
19.I talk about the notoriety of this brand to those around me.				0.687
Eigenvalue	3.656	3.328	2.342	2.140
Explained Variance (%)	20.31	18.49	13.01	11.89
Total Variance Explained (%)	63.70			
Cronbach Alpha	0.879	0.823	0.701	0.732

X²: 4386.856 **df:** 153
KMO: 0.877 **Bartlett's p:** 0.000
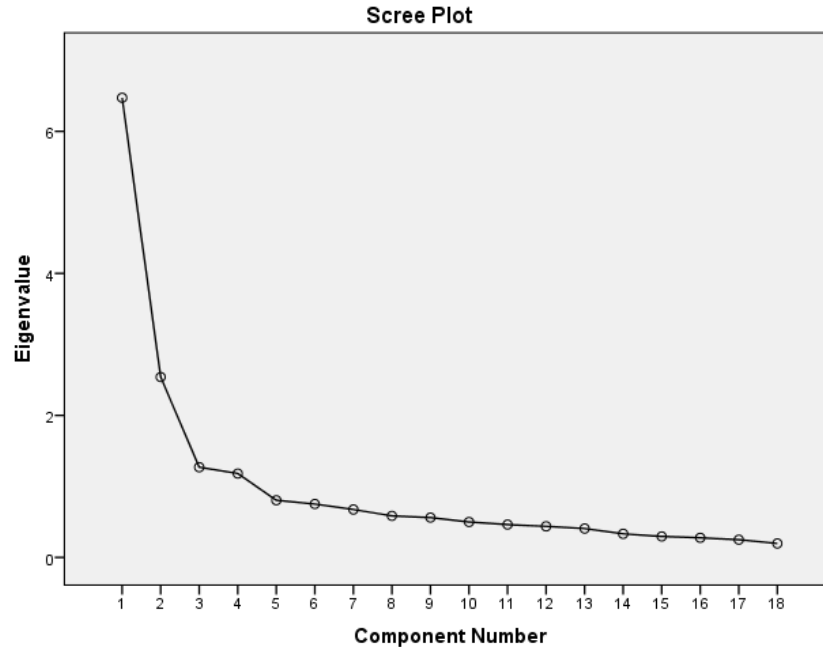
Figure 6.6 : Electronic Word of Mouth Marketing Scale EFA Slope Plot

When the slope chart is examined, it is seen that the electronic word of mouth marketing scale is divided into 4 dimensions. As a result of EFA for the brand image scale, which consists of 4 dimensions and 18 expressions:

- Since the 1st, 7th, 12th, 13th, 17th and 18th expressions evoke perceptions towards advertising, these expressions are named as advertisement dimension. Accordingly, the advertisement dimension consisting of 6 statements explains 20.31% of the total variance and it is seen that the Cronbach Alpha coefficient (0.879) is at a very high level of reliability.

- Since the 2nd, 3rd, 4th, 5th, 6th ve 8th expressions evoke perceptions towards positive values, these expressions are named as advertisement dimension. Accordingly, the positive value dimension consisting of 6 statements explains 18.49% of the total variance and it is seen that the Cronbach Alpha coefficient (0.823) is at a very high level of reliability.

- Since the 14th, 15th and 16th expressions evoke perceptions towards content, these expressions are named as advertisement dimension. Accordingly, the content

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dimension consisting of 3 statements explains 13.01% of the total variance and it is seen that the Cronbach Alpha coefficient (0.701) is at a high level of reliability.

- Since the 10th, 11th ve 19th expressions evoke perceptions towards Negative EWOM, these expressions are named as negative EWOM dimension. Accordingly, the negative EWOM dimension consisting of 3 statements explains 11.89% of the total variance and it is seen that the Cronbach Alpha coefficient (0.732) is at a high level of reliability.

6.7 Electronic Word of Mouth Marketing Scale Confirmatory Factor Analysis

Confirmatory Factor Analysis (CFA) was performed to test the validity of the electronic word of mouth marketing scale, which consists of 4 dimension and 18 statements. Then, the analyzes were made on the bases the model goodness of fit indices to test validity. In this context, the goodness of fit coefficients of the electronic word of mouth marketing scale was examined and modifications were made in order to achieve a better fit of the model with the data. Covariance was created between the expressions 2-4, 5-6, 7-8, 8-12, 13-14 and 13-15 in the electronic word of mouth marketing scale with similar errors. The new model goodness-of-fit indices obtained with the creation of the covariance entered the threshold limits and the validity of the scale was ensured by confirming the fit of the model with the data. The CFA diagram of the electronic word of mouth marketing scale is in Figure 6.7 and the model goodness of fit indexes are given in Table 6.10.
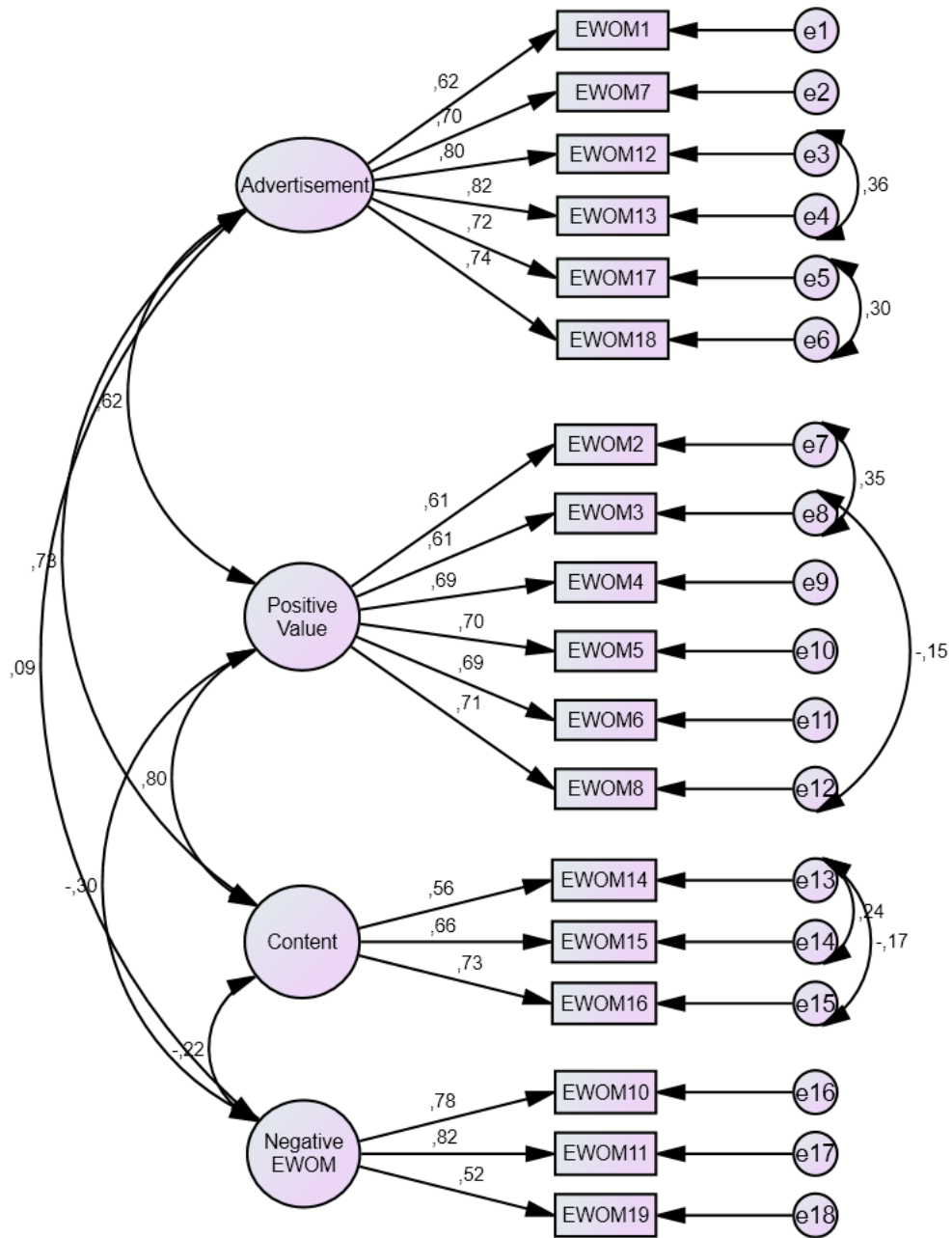
Figure 6.7 : Electronic Word of Mouth Marketing Scale Confirmatory Factor Analysis Diagram

Table 6.10 : Electronic Word Of Mouth Marketing Scale Fit Index Values

Indexes	Values
Chi-square (X^2)	595.225
df	123
X^2/df	4.839$\leq$5
P	0,000
CFI	0.914$\geq$0.90
GFI	0.910$\geq$0.90
AGFI	0.908$\geq$0.90
RMSEA	0.076$\leq$0.08

When Table 6.10 is examined, it is seen that the values of X^2/df (4.839$\leq$5), CFI (0.914$\geq$0.90), GFI (0.910$\geq$0.90), AGFI (0.908$\geq$0.90) and RMSEA (0.076$\leq$0.08) are within the acceptable boundaries.

6.8 Customer Satisfaction Scale Exploratory Factor Analysis

The distribution of the variables has been determined to be normal in the results of the analysis which are performed for the normality of the customer satisfaction scale. Besides, after the correlation matrices had been examined, it was determined that the values which show the internal consistency between the items were significant. Then, the results of Bartlett's sphericity test were examined and a significant p (0.000<0.05) value was achieved. The 517 data within the scope of the research show the adequacy of the sample size. Furthermore, the KMO value (0.884) above 0.60 indicates the adequacy of the sample size.

The "Principle Component Analysis" was applied in order to factor the scale of customer satisfaction. As a result of this, it was determined that the customer satisfaction scale, which originally consists of one dimension and 12 expressions, consists of 2 dimensions and 12 expressions which explain %61.61 of the total variance on consumers who use Koton, Mavi, Defacto and LC Waikiki brands. EFA results of the customer satisfaction scale are given in Table 6.11.

Table 6.11 : Customer Satisfaction Scale EFA Results

Expressions	Satisfied	Dissatisfied
12.I'm sure it was the right thing to buy this brand.	0.792	
11. Owning this brand has been a good experience.	0.764	
8.I really like this brand.	0.753	
2.This brand fully meets my needs.	0.743	
1.This is one of the best brands I can buy.	0.695	
6.This is a wise brand to buy for me.	0.685	
4.I'm happy with my decision to buy this brand.	0.670	
9.I feel bad about my decision to buy this brand.		0.849
10.I am not happy that I bought this brand.		0.848
7.I will not buy this brand from now on.		0.848
3.This brand did not come out as good as I expected.		0.754
5.I am indecisive about choosing this brand.		0.751
Eigenvalue	3.869	3.524
Explained Variance (%)	32.24	29.36
Total Variance Explained (%)	61.61	
Cronbach Alpha	0.857	0.882
X²: 3033.690	**df:** 66	
KMO: 0.884	**Bartlett's p:** 0.000	
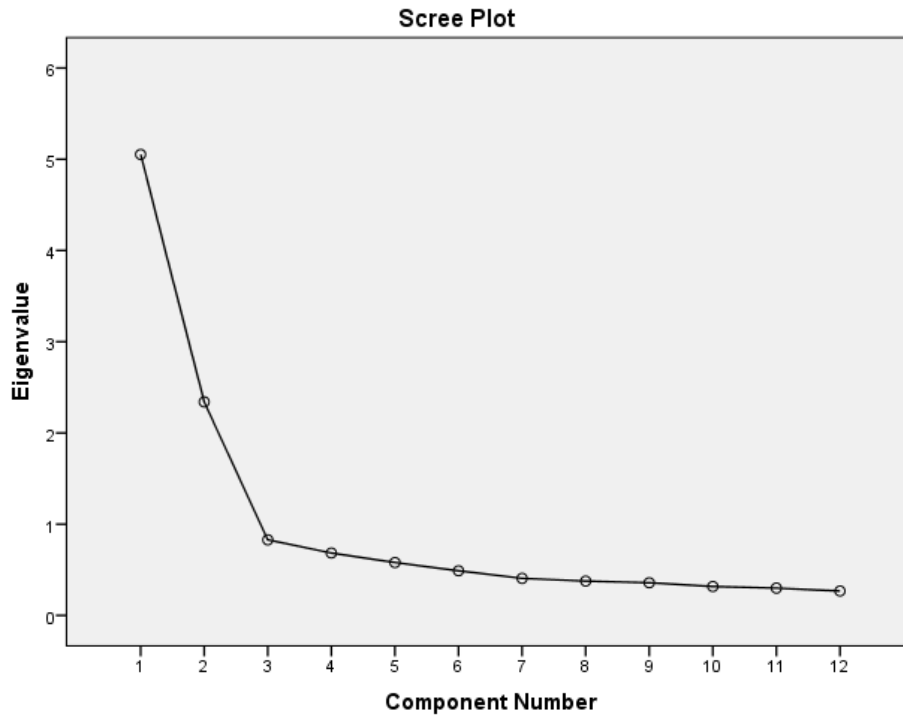
Figure 6.8 : Customer Satisfaction Scale KFA Slope Plot

When the slope plot is examined, it is seen that the customer satisfaction scale is divided into 2 dimensions. As a result of EFA, in the customer satisfaction scale consisting of 2 dimensions and 12 expressions as a result of KFA:

- Since the 1st, 2nd, 4th, 6th, 8th, 11th and 12th expressions evoke perceptions of satisfying, these expressions are named as the satisfaction dimension. Accordingly, the satisfaction dimension consisting of 7 expressions explains 32.24% of the total variance and it is seen that the Cronbach Alpha coefficient (0.857) is at a very high level of reliability.

- Since the 3rd, 5th, 7th, 9th and 10th expressions evoke perceptions of dissatisfying, these expressions are named as the dissatisfaction dimension. Accordingly, the dissatisfaction dimension consisting of 5 expressions explains 29.36% of the total variance and it is seen that the Cronbach Alpha coefficient (0.882) is at a very high level of reliability.

6.9 Customer Satisfaction Scale Confirmatory Factor Analysis

Confirmatory factor analysis (CFA) was conducted to test the validity of the customer satisfaction scale consisting of 2 dimensions and 12 statements. In this context, analyzes were made based on model goodness of fit indices to test validity. And the goodness of fit coefficients of the customer satisfaction scale was examined and a modification was made in order to achieve a better fit of the model with the data. In this context, covariance was created between the 1st and 2nd statements in the customer satisfaction scale with similar errors. The new model goodness-of-fit indices obtained with the creation of the covariance entered the threshold limits and the validity of the scale was ensured by confirming the fit of the model with the data. CFA diagram of customer satisfaction scale is given in Figure 6.9 and model fit indices are given in Table 6.12.
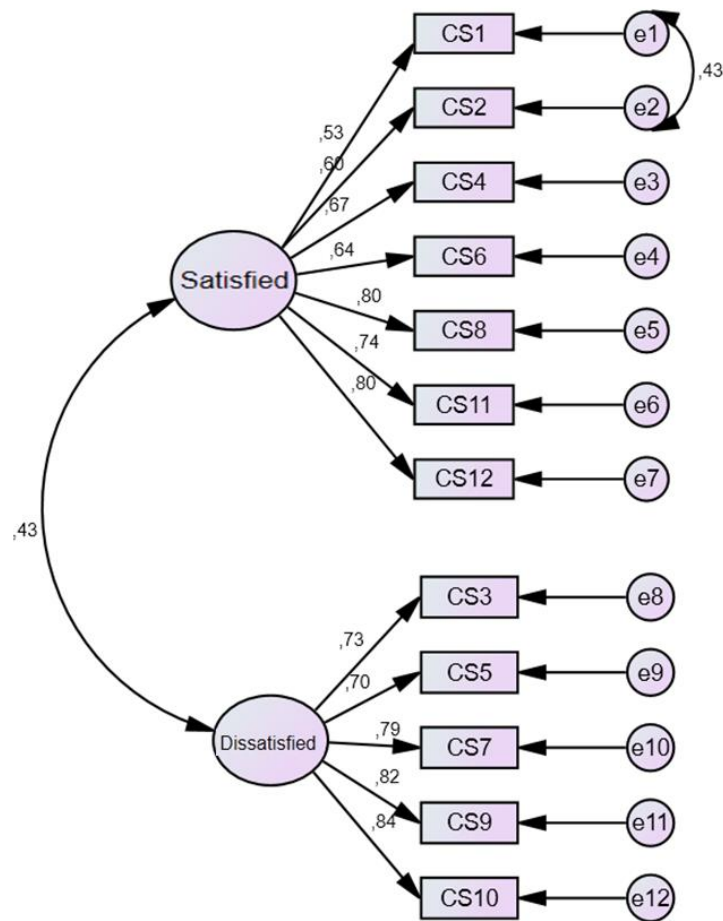
Figure 6.9 : Customer Satisfaction Scale Confirmatory Factor Analysis Diagram

Table 6.12 : Customer Satisfaction Scale Fit Index Values

Indexes	Values
Chi-square (X^2)	207.551
df	52
X^2/df	$3.991 \leq 5$
P	0.000
CFI	$0.948 \geq 0.90$
GFI	$0.935 \geq 0.90$
AGFI	$0.902 \geq 0.90$
RMSEA	$0.076 \leq 0.08$

When Table 6.12 is examined, it is seen that the values of X^2/df ($3.991 \leq 5$), CFI ($0.948 \geq 0.90$), GFI ($0.935 \geq 0.90$), AGFI ($0.902 \geq 0.90$) and RMSEA ($0.076 \leq 0.08$) are within the acceptable boundaries.

6.10 Convergent and Discriminant Validity

For convergent values, all CR values of the scale are expected to be greater than AVE (Average Variance Expected) values and AVE values to be greater than 0.5 (Yaslioglu, 2017:82). In order to provide discrimant validity, the square roots of the AVE values calculated for each variable must be greater than the correlation values of that variable with other variables (Fornell & Larcker, 1981:41). The convergent and discriminant validity results calculated for all variables are shown in Table 6.13.

Table 6.13 : Validity and Reliability Results

Variable	AVE	CR	Cronbach Alpha	Brand Image	Advertisement	Positive Value	Content	Negative EWOM	Satisfied	Dissatisfied
Brand Image	0.52	0.70	0.68	**0.721**						
Advertisement	0.54	0.88	0.88	0.380	**0.735**					
Positive Value	0.53	0.83	0.82	0.502	0.564	**0.728**				
Content	0.51	0.70	0.70	0.397	0.574	0.579	**0.714**			
Negative EWOM	0.52	0.76	0.73	-0.312	0.064	-0.230	-0.101	**0.721**		
Satisfied	0.54	0.86	0.86	0.529	0.411	0.600	0.524	-0.269	**0.735**	
Dissatisfied	0.61	0.88	0.88	0.431	0.074	0.318	0.210	-0.704	0.358	**0.781**

When Table 6.13 is examined, it is seen that the AVE values of the all scales are greater than 0.5 and the CR values are greater than the AVE value. According to this, it was decided to use the brand image scale, which consists of one dimension and 5 expressions, to test the hypothesis. Moreover, it has been determined that the square roots of the AVE values calculated for each variable are greater than the correlation values of that variable with other variables.

6.11 Reliability Analysis

Reliability is related to whether an application made with a measurement tool gives similar results in a different period, different space and similar population. In short, if the similarity rate is close to 100%, this measurement tool is highly reliable (Gurbuz & Sahin, 2018: 155). Cronbach Alpha measurement method was used to analyze the reliability of the data collected in the research. Cronbach Alpha (α) is a coefficient used to measure reliability (Alpar, 2017).

The formula used in calculating this coefficient is given below (Url-12):

$$\alpha = \frac{K}{K-1}\left(1 - \frac{\sum_{i=1}^{K}\sigma_{Y_i}^2}{\sigma_X^2}\right)$$

The number of items used in the formula, the total test score variance and the variance of the item in the total sample are expressed with the symbols K, $\sigma^2_{Y_i}$ and σ^2_X and respectively.

Cronbach Alpha coefficients, which are widely used, are given (Alpar, 2011: 814):

- $1.0 > \alpha \geq 0.8$ Very High Reliability
- $0.8 > \alpha \geq 0.6$ High Reliability
- $0.6 > \alpha \geq 0.4$ Low Reliability
- $0.4 > \alpha \geq 0.0$ Unreliable

According to the results of the reliability analysis which were made before the analysis of the scales within the study, Cronbach Alpha (α) coefficients are given in Table 6.14.

Table 6.14 : Reliability Alpha Results for Scale and Sub-Dimensions

Variables	α
Brand Image Scale	**0.68**
Electronic Word of Mouth Scale	**0.87**
- Advertisement	0.88
- Positive Valeance	0.82
- Content	0.70
- Negative EWOM	0.73
Customer Satisfaction Scale	**0.87**
- Satisfied	0.86
- Dissatisfied	0.88

When Table 6.14 is analyzed, it is seen that brand image scale is highly reliable and electronic word of mouth marketing and customer satisfaction scales are very highly reliable. These findings show that the data of the scales are reliable.

6.12 Correlation Analysis

Correlation is the relationship of multiple variables with each other and does not imply cause and effect relationship. The correlation coefficient is expressed with the symbol "r". This coefficient gives an idea about the direction and degree of the relationship. The correlation coefficients are given below (Gurbuz & Sahin, 2018: 261-263):

Correlation coefficients:

- $-1.0 \leq r < -0.7$ (-) Strong
- $-0.7 \leq r < -0.3$ (-) Medium
- $-0.3 \leq r < 0.0$ (-) Weak
- $0.0 < r \leq 0.3$ (+) Weak
- $0.3 < r \leq 0.7$ (+) Medium
- $0.7 < r \leq 1.0$ (+) Strong

Pearson correlation analysis was performed to examine the relationship between brand image, electronic word of mouth marketing, and customer satisfaction scales. Analysis results are given in Table 6.15.

Table 6.15 : Pearson Correlation Analysis Results

Variables	Brand Image	EWOM	Advertisement	Positive Value	Content	Negative EWOM	Customer Satisfaction	Satisfied	Dissatisfied
Brand Image	1								
EWOM	0.421**	1							
Advertisement	0.380**	0.899**	1						
Positive Value	0.502**	0.786**	0.564**	1					
Content	0.397**	0.743**	0.574**	0.579**	1				
Negative EWOM	-0.312**	0.156**	0.064	-0.230**	-0.101*	1			
Customer Satisfaction	0.586**	0.366**	0.310**	0.570**	0.460**	-0.569**	1		
Satisfied	0.529**	0.518**	0.411**	0.600**	0.524**	-0.269**	0.853**	1	
Dissatisfied	0.431**	0.049	0.074	0.318**	0.210**	-0.704**	0.792**	0.358**	1

**p<0.01   *p<0.05

The results of the Pearson correlation analysis conducted to test whether there is a statistically significant relationship between variables are shown in Table 6.15. When these results are examined;

It is seen that the relationship between brand image and electronic word of mouth marketing is in a positive direction and moderately (r=0.421, p=0.000<0.05). This shows that as the degree of brand image increases, the degree of electronic word of mouth marketing also increases.

It is seen that the relationship between brand image and the advertisement dimension of the electronic word of mouth marketing is is in a positive direction and moderately (r=0.380, p=0.000<0.05). This shows that as the degree of brand image increases, the degree of the advertisement dimension of the electronic word of mouth marketing also increases.

It is seen that the relationship between brand image and the positive valence dimension of the electronic word of mouth marketing is in a positive direction and moderately (r=0.502, p=0.000<0.05). This shows that as the degree of brand image increases, the degree of the positive valence dimension of the electronic word of mouth marketing also increases.

It is seen that the relationship between brand image and the content dimension of the electronic word of mouth marketing is in a positive direction and moderately (r=0.397, p=0.000<0.05). This shows that as the degree of brand image increases, the degree of the content dimension of the electronic word of mouth marketing also increases.

It is seen that the relationship between brand image and the negative EWOM dimension of the electronic word of mouth marketing is in a negative direction and moderately (r=-0.312, p=0.000<0.05). This shows that as the degree of brand image increases, the degree of the negative EWOM dimension of the electronic word of mouth marketing decreases.

It is seen that the relationship between brand image and customer satisfaction is in a positive direction and moderately r=0.586, p=0.000<0.05). This shows that as the degree of brand image increases, the degree of customer satisfaction also increases.

It is seen that the relationship between brand image and the satisfied dimension of the customer satisfaction is in a positive direction and moderately (r=0.529, p=0.000<0.05). This shows that as the degree of brand image increases, the degree of the satisfied dimension of the customer satisfaction increases.

It is seen that the relationship between brand image and the dissatisfied dimension of the customer satisfaction is in a positive direction and moderately (r=0.431, p=0.000<0.05). This shows that as the degree of brand image increases, the degree of the dissatisfied dimension of the customer satisfaction increases.

It is seen that the relationship between customer satisfaction and electronic word of mouth marketing is in a positive direction and moderately (r=0.366, p=0.000<0.05). This shows that as the degree of customer satisfaction increases, the degree of electronic word of mouth marketing also increases.

It is seen that the relationship between customer satisfaction and the advertisement dimension of the electronic word of mouth marketing is in a positive direction and moderately (r=0.310, p=0.000<0.05). This shows that as the degree of customer satisfaction increases, the degree of the content dimension of the electronic word of mouth marketing also increases.

It is seen that the relationship between customer satisfaction and the positive valence dimension of the electronic word of mouth marketing is in a positive direction and moderately (r=0.570, p=0.000<0.05). This shows that as the degree of customer satisfaction increases, the degree of the positive valence dimension of the electronic word of mouth marketing also increases.

It is seen that the relationship between customer satisfaction and the content dimension of the electronic word of mouth marketing is in a positive direction and moderately (r=0.460, p=0.000<0.05). This shows that as the degree of customer satisfaction increases, the degree of the content dimension of the electronic word of mouth marketing also increases.

It is seen that the relationship between customer satisfaction and the negative EWOM dimension of the electronic word of mouth marketing is in a negative and high degree (r=-0.569, p=0.000<0.05). This shows that as the degree of customer satisfaction increases, the degree of the content dimension of the electronic word of mouth marketing also decreases.

It is seen that the relationship between satisfied and electronic word of mouth marketing is in a positive direction and moderately (r=0.518, p=0.000<0.05). This shows that as the degree of satisfied increases, the degree of electronic word of mouth marketing also increases.

It is seen that the relationship between satisfied and the advertisement dimension of the electronic word of mouth marketing is in a positive direction and moderately (r=0.411, p=0.000<0.05). This shows that as the degree of satisfied increases, the degree of the advertisement dimension of the electronic word of mouth marketing also increases.

It is seen that the relationship between satisfied and the positive valence dimension of the electronic word of mouth marketing is in a positive direction and moderately (r=0.600, p=0.000<0.05). This shows that as the degree of satisfied increases, the degree of the positive valence dimension of the electronic word of mouth marketing also increases.

It is seen that the relationship between satisfied and the content dimension of the electronic word of mouth marketing is in a positive direction and moderately (r=0.524, p=0.000<0.05). This shows that as the degree of satisfied increases, the degree of the content dimension of the electronic word of mouth marketing also increases.

It is seen that the relationship between satisfied and the negative EWOM dimension of the electronic word of mouth marketing is in a negative and low degree (r=-0.269, p=0.000<0.05). This shows that as the degree of satisfied increases, the degree of the negative EWOM dimension of the electronic word of mouth marketing also decreases.

It is seen that there is no relationship between dissatisfied and electronic word of mouth marketing (r=0.049, p=0.000>0.05).

It is seen that there is no relationship between dissatisfied and advertisement dimension of the electronic word of mouth marketing (r=0.074, p=0.000>0.05).

It is seen that the relationship between dissatisfied and the positive valence dimension of the electronic word of mouth marketing is in a positive direction and moderately (r=0.318, p=0.000<0.05). This shows that as the degree of dissatisfied increases, the degree of the positive valence dimension of the electronic word of mouth marketing also increases.

It is seen that the relationship between dissatisfied and the content dimension of the electronic word of mouth marketing is in a positive direction and low (r=0.210, p=0.000<0.05). This shows that as the degree of dissatisfied increases, the degree of the content dimension of the electronic word of mouth marketing also increases.

It is seen that the relationship between dissatisfied and the negative EWOM dimension of the electronic word of mouth marketing is in a negative and high degree (r=-0.704, p=0.000<0.05). This shows that as the degree of dissatisfied increases, the degree of the negative EWOM dimension of the electronic word of mouth marketing also decreases.

6.13 Regression Analysis

Regression analysis is a type of analysis that examines the variables in terms of cause and effect relations with each other. In other words, in this type of analysis, variables are explained with a model as a dependent and an independent variable. (Gurbuz & Sahin, 2018: 269).

Simple linear regression analysis was performed to determine the effects of brand image on electronic word of mouth marketing and customer satisfaction on electronic word of mouth marketing. Analysis results are given in Table 6.16.

Table 6.16 : Regression Analysis Results

Independent Variable	Dependent Variable	F	Sig.	R^2	Unstandardized B Coefficient	Beta	t	P
Brand Image	Electronic Word of Mouth Marketing	111.216	0.000	0.178	0.392	0.421	10.546	0.000
Brand Image	Advertisement	87.105	0.000	0.145	0.548	0.380	9.333	0.000
Brand Image	Positive Value	173.815	0.000	0.252	0.585	0.502	13.184	0.000
Brand Image	Content	96.132	0.000	0.157	0.508	0.397	9.805	0.000
Brand Image	Negative EWOM	55.619	0.000	0.312	-0.421	-0.312	-7.458	0.000
Brand Image	Customer Satisfaction	270.030	0.000	0.344	0.600	0.586	16.433	0.000
Brand Image	Satisfied	200.520	0.000	0.280	0.606	0.529	14.161	0.000
Brand Image	Dissatisfied	117.508	0.000	0.186	0.591	0.431	10.840	0.000
Customer Satisfaction	Electronic Word of Mouth Marketing	79.580	0.000	0.134	0.333	0.366	8.921	0.000
Customer Satisfaction	Advertisement	54.731	0.000	0.096	0.437	0.310	7.398	0.000
Customer Satisfaction	Positive Value	247.974	0.000	0.325	0.649	0.570	15.747	0.000
Customer Satisfaction	Content	137.969	0.000	0.211	0.576	0.460	11.746	0.000
Customer Satisfaction	Negative EWOM	245.961	0.000	0.323	-0.750	-0.569	-15.683	0.000
Satisfied	Electronic Word of Mouth Marketing	188.700	0.000	0.268	0.421	0.518	13.737	0.000
Satisfied	Advertisement	104.613	0.000	0.169	0.517	0.411	10.228	0.000
Satisfied	Positive Value	290.376	0.000	0.361	0.610	0.600	17.040	0.000
Satisfied	Content	194.756	0.000	0.274	0.586	0.524	13.956	0.000
Satisfied	Negative EWOM	40.080	0.000	0.072	-0.317	-0.269	-6.331	0.000
Dissatisfied	Electronic Word of Mouth Marketing	1.257	0.263	0.002	0.033	0.049	1.121	0.263
Dissatisfied	Advertisement	2.862	0.091	0.006	0.078	0.074	1.692	0.091
Dissatisfied	Positive Value	58.139	0.000	0.101	0.271	0.318	7.625	0.000
Dissatisfied	Content	23.847	0.000	0.044	0.197	0.210	4.883	0.000
Dissatisfied	Negative EWOM	505.603	0.000	0.495	-0.693	-0.704	-22.486	0.000

Regression analysis results are shown in Table 6.16. When these results are examined;

According to the results of the simple linear regression analysis which were performed to determine the effect of brand image on electronic word of mouth marketing; In this meaningful model (F=111.216, sig.=0.000<0.05), it is seen that brand image is a significant predictor of electronic word of mouth marketing (t=10.546, p=0.000<0.05). Brand image explains 17.8% of the change in electronic word of mouth marketing. According to this, the hypothesis named "H$_1$: Brand image positively affects electronic word of mouth marketing" was accepted.

According to the results of the simple linear regression analysis conducted to determine the effect of brand image on the advertisement dimension of electronic word of mouth marketing; In this meaningful model (F=87.105, sig.=0.000<0.05), it is seen that brand image is a significant predictor of the advertisement dimension of electronic word of mouth marketing (t=9.333, p=0.000<0.05). Brand image explains 14.5% of the change in the advertisement dimension of electronic word of mouth marketing. According to this, the hypothesis named "H$_{1a}$: Brand image positively affects the advertisement dimension of electronic word of mouth marketing" was accepted.

According to the results of the simple linear regression analysis conducted to determine the effect of brand image on the positive valence dimension of electronic word of mouth marketing; In this meaningful model (F=173.815, sig.=0.000<0.05), it is seen that brand image is a significant predictor of the positive valence dimension of electronic word of mouth marketing (t=13.184, p=0.000<0.05). Brand image explains 25.2% of the change in the positive valence dimension of electronic word of mouth marketing. According to this, the hypothesis named "H$_{1b}$: Brand image positively affects the positive valence dimension of electronic word of mouth marketing" was accepted.

According to the results of the simple linear regression analysis conducted to determine the effect of brand image on the content dimension of electronic word of mouth marketing; In this meaningful model (F=96.132, sig.=0.000<0.05), it is seen that brand image is a significant predictor of the content dimension of electronic word of mouth marketing (t=9.805, p=0.000<0.05). Brand image explains 15.7% of the change in the content

dimension of electronic word of mouth marketing. According to this, the hypothesis named "H$_{1c}$: Brand image positively affects the content dimension of electronic word of mouth marketing" was accepted.

According to the results of the simple linear regression analysis conducted to determine the effect of brand image on the negative EWOM dimension of electronic word of mouth marketing; In this meaningful model (F=55.619, sig.=0.000<0.05), it is seen that brand image is a significant predictor of the negative EWOM dimension of electronic word of mouth marketing (t=-7.458, p=0.000<0.05). Brand image explains 31.2% of the change in the negative EWOM dimension of electronic word of mouth marketing. According to this, the hypothesis named "H$_{1d}$: Brand image positively affects the negative electronic word of marketing dimension of electronic word of mouth marketing" was accepted.

According to the results of the simple linear regression analysis which were performed to determine the effect of brand image on customer satisfaction; In this meaningful model (F=270.030, sig.=0.000<0.05), it is seen that brand image is a significant predictor of customer satisfaction (t=16.433, p=0.000<0.05). Brand image explains 34.4% of the change in customer satisfaction. According to this, the hypothesis named "H$_2$: Brand image positively affects customer satisfaction " was accepted. Through the effect of the second condition, it is also provided.

According to the results of the simple linear regression analysis which were performed to determine the effect of brand image on satisfied; In this meaningful model (F=200.520, sig.=0.000<0.05), it is seen that brand image is a significant predictor of satisfied (t=14.161, p=0.000<0.05). Brand image explains 28% of the change in satisfied. According to this, the hypothesis named "H$_{2a}$: Brand image positively affects satisfied " was accepted. Through the effect of the second condition, it is also provided.

According to the results of the simple linear regression analysis which were performed to determine the effect of brand image on dissatisfied; In this meaningful model (F=117.508, sig.=0.000<0.05), it is seen that brand image is a significant predictor of dissatisfied (t=10.840, p=0.000<0.05). Brand image explains 18.6% of the change in dissatisfied.

According to this, the hypothesis named "H$_{2b}$: Brand image positively affects dissatisfied " was accepted. Through the effect of the second condition, it is also provided.

According to the results of the simple linear regression analysis which were performed to determine the effect of customer satisfaction on electronic word of mouth marketing; In this meaningful model (F=79.580, sig.=0.000<0.05), it is seen that customer satisfaction is a significant predictor of electronic word of mouth marketing (t=8.921, p=0.000<0.05). Customer satisfaction explains 13.4% of the change in electronic word of mouth marketing. According to this, the hypothesis named "H$_3$: Customer satisfaction positively affects electronic word of mouth marketing" was accepted. Through the effect of the third condition, it is also provided.

According to the results of the simple linear regression analysis conducted to determine the effect of customer satisfaction on the advertisement dimension of electronic word of mouth marketing; In this meaningful model (F=54.731, sig.=0.000<0.05), it is seen that customer satisfaction is a significant predictor of the advertisement dimension of electronic word of mouth marketing (t=7.398, p=0.000<0.05). Customer satisfaction explains 9.6% of the change in the advertisement dimension of electronic word of mouth marketing. According to this, the hypothesis named "H$_{3a}$: Customer satisfaction positively affects the advertisement dimension of electronic word of mouth marketing" was accepted.

According to the results of the simple linear regression analysis conducted to determine the effect of customer satisfaction on the positive value dimension of electronic word of mouth marketing; In this meaningful model (F=247.974, sig.=0.000<0.05), it is seen that customer satisfaction is a significant predictor of the positive value dimension of electronic word of mouth marketing (t=15.747, p=0.000<0.05). Customer satisfaction explains 32.5% of the change in the positive value dimension of electronic word of mouth marketing. According to this, the hypothesis named "H$_{3b}$: Customer satisfaction positively affects the positive valance dimension of electronic word of mouth marketing" was accepted.

According to the results of the simple linear regression analysis conducted to determine the effect of customer satisfaction on the content dimension of electronic word of mouth marketing; In this meaningful model (F=137.969, sig.=0.000<0.05), it is seen that customer satisfaction is a significant predictor of the content dimension of electronic word of mouth marketing (t=11.746, p=0.000<0.05). Customer satisfaction explains 21.1% of the change in the content dimension of electronic word of mouth marketing. According to this, the hypothesis named "H$_{3c}$: Customer satisfaction positively affects the content dimension of electronic word of mouth marketing" was accepted.

According to the results of the simple linear regression analysis conducted to determine the effect of customer satisfaction on the negative EWOM dimension of electronic word of mouth marketing; In this meaningful model (F=245.961, sig.=0.000<0.05), it is seen that customer satisfaction is a significant predictor of the negative EWOM dimension of electronic word of mouth marketing (t=-15.683, p=0.000<0.05). Customer satisfaction explains 32.3% of the change in the negative EWOM dimension of electronic word of mouth marketing. According to this, the hypothesis named "H$_{3d}$: Customer satisfaction positively affects the negative EWOM dimension of electronic word of mouth marketing" was accepted.

According to the results of the simple linear regression analysis which were performed to determine the effect of the satisfied dimension of customer satisfaction on electronic word of mouth marketing; In this meaningful model (F=188.700, sig.=0.000<0.05), it is seen that the satisfied dimension of customer satisfaction is a significant predictor of electronic word of mouth marketing (t=13.737, p=0.000<0.05). The satisfied dimension of customer satisfaction explains 26.8% of the change in electronic word of mouth marketing. According to this, the hypothesis named "H$_{3e}$: The satisfied dimension of customer satisfaction positively affects electronic word of mouth marketing" was accepted. Through the effect of the third condition, it is also provided.

According to the results of the simple linear regression analysis conducted to determine the effect of the satisfied dimension of customer satisfaction on the advertisement dimension of electronic word of mouth marketing; In this meaningful model (F=104.613,

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sig.=0.000<0.05), it is seen that the satisfied dimension of customer satisfaction is a significant predictor of the advertisement dimension of electronic word of mouth marketing (t=10.228, p=0.000<0.05). The satisfied dimension of customer satisfaction explains 16.9% of the change in the advertisement dimension of electronic word of mouth marketing. According to this, the hypothesis named "H_{3f}: The satisfied dimension of customer satisfaction positively affects the advertisement dimension of electronic word of mouth marketing" was accepted.

According to the results of the simple linear regression analysis conducted to determine the effect of the satisfied dimension of customer satisfaction on the positive value dimension of electronic word of mouth marketing; In this meaningful model (F=290.376, sig.=0.000<0.05), it is seen that the satisfied dimension of customer satisfaction is a significant predictor of the positive value dimension of electronic word of mouth marketing (t=17.040, p=0.000<0.05). The satisfied dimension of customer satisfaction explains 36.1% of the change in the positive value dimension of electronic word of mouth marketing. According to this, the hypothesis named "H_{3g}: The satisfied dimension of customer satisfaction positively affects the positive valance dimension of electronic word of mouth marketing" was accepted.

According to the results of the simple linear regression analysis conducted to determine the effect of the satisfied dimension of customer satisfaction on the content dimension of electronic word of mouth marketing; In this meaningful model (F=194.756, sig.=0.000<0.05), it is seen that the satisfied dimension of customer satisfaction is a significant predictor of the content dimension of electronic word of mouth marketing (t=13.956, p=0.000<0.05). The satisfied dimension of customer satisfaction explains 27.4% of the change in the content dimension of electronic word of mouth marketing. According to this, the hypothesis named "H_{3h}: The satisfied dimension of customer satisfaction positively affects the content dimension of electronic word of mouth marketing" was accepted.

According to the results of the simple linear regression analysis conducted to determine the effect of the satisfied dimension of customer satisfaction on the negative EWOM

dimension of electronic word of mouth marketing; In this meaningful model (F=40.080, sig.=0.000<0.05), it is seen that the satisfied dimension of customer satisfaction is a significant predictor of the negative EWOM dimension of electronic word of mouth marketing (t=-6.331, p=0.000<0.05). The satisfied dimension of customer satisfaction explains 7.2% of the change in the negative EWOM dimension of electronic word of mouth marketing. According to this, the hypothesis named "H$_{3i}$: The satisfied dimension of customer satisfaction positively affects the negative EWOM dimension of electronic word of mouth marketing" was accepted.

According to the results of the simple linear regression analysis which were performed to determine the effect of the dissatisfied dimension of customer satisfaction on electronic word of mouth marketing; In this meaningful model (1.257, sig.=0.263>0.05), it is seen that the dissatisfied dimension of customer satisfaction is not a significant predictor of electronic word of mouth marketing (t=1.121, p=0.263>0.05). The dissatisfied dimension of customer satisfaction explains 0.2% of the change in electronic word of mouth marketing. According to this, the hypothesis named "H$_{3j}$: The dissatisfied dimension of customer satisfaction positively affects electronic word of mouth marketing" was not accepted. Thus, the third condition is not provided.

According to the results of the simple linear regression analysis conducted to determine the effect of the dissatisfied dimension of customer satisfaction on the advertisement dimension of electronic word of mouth marketing; In this meaningful model (F=2.862, sig.=0.091>0.05), it is seen that the dissatisfied dimension of customer satisfaction is not a significant predictor of the advertisement dimension of electronic word of mouth marketing (t=1.692, p=0.091>0.05). The dissatisfied dimension of customer satisfaction explains 0.6% of the change in the advertisement dimension of electronic word of mouth marketing. According to this, the hypothesis named "H$_{3k}$: The dissatisfied dimension of customer satisfaction positively affects the advertisement dimension of electronic word of mouth marketing" was not accepted. Thus, the third condition is not provided.

According to the results of the simple linear regression analysis conducted to determine the effect of the dissatisfied dimension of customer satisfaction on the positive value

dimension of electronic word of mouth marketing; In this meaningful model (F=58.139, sig.=0.000<0.05), it is seen that the dissatisfied dimension of customer satisfaction is a significant predictor of the positive value dimension of electronic word of mouth marketing (t=7.625, p=0.000<0.05). The dissatisfied dimension of customer satisfaction explains 10.1% of the change in the positive value dimension of electronic word of mouth marketing. According to this, the hypothesis named "H$_{3l}$: The dissatisfied dimension of customer satisfaction positively affects the positive valance dimension of electronic word of mouth marketing" was accepted.

According to the results of the simple linear regression analysis conducted to determine the effect of the dissatisfied dimension of customer satisfaction on the content dimension of electronic word of mouth marketing; In this meaningful model (F=23.847, sig.=0.000<0.05), it is seen that the dissatisfied dimension of customer satisfaction is a significant predictor of the content dimension of electronic word of mouth marketing (t=4.883, p=0.000<0.05). The dissatisfied dimension of customer satisfaction explains 4.4% of the change in the content dimension of electronic word of mouth marketing. According to this, the hypothesis named "H$_{3m}$: The dissatisfied dimension of customer satisfaction positively affects the content dimension of electronic word of mouth marketing" was accepted.

According to the results of the simple linear regression analysis conducted to determine the effect of the dissatisfied dimension of customer satisfaction on the negative EWOM dimension of electronic word of mouth marketing; In this meaningful model (F=505.603, sig.=0.000<0.05), it is seen that the dissatisfied dimension of customer satisfaction is a significant predictor of the negative EWOM dimension of electronic word of mouth marketing (t=-22.486, p=0.000<0.05). The dissatisfied dimension of customer satisfaction explains 49.5% of the change in the negative EWOM dimension of electronic word of mouth marketing. According to this, the hypothesis named "H$_{3n}$: The dissatisfied dimension of customer satisfaction positively affects the negative EWOM dimension of electronic word of mouth marketing" was accepted.

6.14 Regression Analysis with Mediating Variable

Tool variable is a regulatory variable that exists between the time that the independent variable begins to affect the dependent variable and the time when this effect becomes evident. This situation implies the existence of the time dimension for the mediating variable. Mediating variables are a regulatory function of independent variables and provide the conceptualization and explanation of the effect on dependent variables (Sekaran, 2000: 94).

According to Baron and Kenny (1986); While performing classical regression analysis, there are some prerequisites for proving the mediation relationship. These prerequisites are given below (Meydan and Sesen, 2015: 130):

- The independent variable (brand image) must have an effect on the dependent variable (electronic word of mouth marketing).
- The independent variable (brand image) must have an effect on the mediating variable (customer satisfaction).
- The mediating variable (customer satisfaction) must have an effect on the dependent variable (electronic word of mouth marketing).
- When the mediating variable (customer satisfaction) is put into regression analysis alongside the independent variable (brand image), while the effect of the independent variable (brand image) on the dependent variable (electronic word of mouth) is decreasing, the mediating variable (customer satisfaction) should also have a significant effect on the independent variable (brand image).

Multiple regression analysis was performed to determine whether customer satisfaction has a mediation role in the effect of brand image on electronic word of mouth marketing. Analysis results are given in Table 6.17, Table 6.18 and Table 6.19.

Table 6.17 : Multiple Regression Analysis Results with Mediating Variable

Independent Variable	Dependent Variable	F	Sig.	R^2	Unstandardized B-Coefficient	Beta	t	P
Brand Image	Electronic Word of Marketing	63.877	0.000	0.199	0.293	0.315	6.470	0.000
Customer Satisfaction					0.165	0.181	3.712	0.000
Brand Image	Advertisement	47.564	0.000	0.156	0.436	0.303	6.051	0.000
Customer Satisfaction					0.186	0.132	2.647	0.008
Brand Image	Positive Value	149.659	0.000	0.368	0.298	0.256	5.914	0.000
Customer Satisfaction					0.478	0.420	9.700	0.000
Brand Image	Content	79.338	0.000	0.236	0.248	0.194	4.067	0.000
Customer Satisfaction					0.433	0.346	7.271	0.000
Brand Image	Negative EWOM	123.128	0.000	0.324	0.040	0.032	0.723	0.470
Customer Satisfaction					-0.775	0.588	-13.121	0.000

As a result of the regression analysis conducted to determine the effect of brand image on electronic word of mouth marketing, it has been determined that brand image has a positive effect on electronic word of mouth marketing. With the inclusion of customer satisfaction as a mediating variable in the analysis, the decrease in the coefficient of relationship between brand image and electronic word of mouth marketing (0.315) indicates that customer satisfaction has a partial mediating effect on this relationship. Accordingly, the hypothesis of the research that "H4: Customer satisfaction has a mediating role in the effect of brand image on electronic word of mouth marketing" has been partially accepted.

As a result of the regression analysis conducted to determine the effect of brand image on the advertisement dimension of electronic word of mouth marketing, it has been determined that brand image has a positive effect on the advertisement dimension of electronic word of mouth marketing. With the inclusion of customer satisfaction as a mediating variable in the analysis, the decrease in the coefficient of relationship between brand image and the advertisement dimension of electronic word of mouth marketing (0.303) indicates that customer satisfaction has a partial mediating effect on this relationship. Accordingly, the hypothesis of the research that "H_{4a}: Customer satisfaction has a mediating role in the effect of brand image on the advertisement dimension of electronic word of mouth marketing" has been partially accepted.

As a result of the regression analysis conducted to determine the effect of brand image on the positive value dimension of electronic word of mouth marketing, it has been determined that brand image has a positive effect on the positive value dimension of electronic word of mouth marketing. With the inclusion of customer satisfaction as a mediating variable in the analysis, the decrease in the coefficient of relationship between brand image and the positive value dimension of electronic word of mouth marketing (0.256) indicates that customer satisfaction has a partial mediating effect on this relationship. Accordingly, the hypothesis of the research that "H_{4b}: Customer satisfaction has a mediating role in the effect of brand image on the positive value dimension of electronic word of mouth marketing" has been partially accepted.

As a result of the regression analysis conducted to determine the effect of brand image on the content dimension of electronic word of mouth marketing, it has been determined that brand image has a positive effect on the content dimension of electronic word of mouth marketing. With the inclusion of customer satisfaction as a mediating variable in the analysis, the decrease in the coefficient of relationship between brand image and the content dimension of electronic word of mouth marketing (0.194) indicates that customer satisfaction has a partial mediating effect on this relationship. Accordingly, the hypothesis of the research that "H_{4c}: Customer satisfaction has a mediating role in the effect of brand

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image on the content dimension of electronic word of mouth marketing" has been partially accepted.

As a result of the regression analysis conducted to determine the effect of brand image on the negative electronic word of mouth marketing dimension of electronic word of mouth marketing, it has been determined that brand image has a negative effect on the negative electronic word of mouth marketing dimension of electronic word of mouth marketing. With the inclusion of customer satisfaction as a mediating variable in the analysis, the relationship between brand image and the negative electronic word-of-mouth marketing dimension has turned into meaningless, indicating that customer satisfaction has a full mediating effect on this relationship. Accordingly, the hypothesis of the research that "H4d: Customer satisfaction has a mediating role in the effect of brand image on the negative electronic word of mouth marketing dimension of electronic word of mouth marketing" has been accepted.

Table 6.18 : Multiple Regression Analysis Results with Mediating Variable

Independent Variable	Dependent Variable	F	Sig.	R^2	Unstandardized B-Coefficient	Beta	t	P
Brand Image	Electronic Word of Marketing	109.252	0.000	0.298	0.190	0.205	4.699	0.000
Satisfied					0.333	0.410	9.403	0.000
Brand Image	Advertisement	66.545	0.000	0.206	0.326	0.226	4.882	0.000
Satisfied					0.366	0.291	6.283	0.000
Brand Image	Positive Value	176.991	0.000	0.408	0.298	0.256	6.406	0.000
Satisfied					0.472	0.465	11.617	0.000
Brand Image	Content	107.113	0.000	0.294	0.212	0.166	3.795	0.000
Satisfied					0.488	0.436	9.998	0.000
Brand Image	Negative EWOM	32.524	0.000	0.112	-0.319	-0.236	-4.821	0.000
Satisfied					-0.169	-0.144	-2.934	0.003

As a result of the regression analysis conducted to determine the effect of brand image on electronic word of mouth marketing, it has been determined that brand image has a positive effect on electronic word of mouth marketing. With the inclusion of satisfied dimension of customer satisfaction as a mediating variable in the analysis, the decrease in the coefficient of relationship between brand image and electronic word of mouth marketing (0.205) indicates that satisfied dimension of customer satisfaction has a partial mediating effect on this relationship. Accordingly, the hypothesis of the research that "H$_{4e}$: Satisfied dimension of customer satisfaction has a mediating role in the effect of brand image on electronic word of mouth marketing" has been partially accepted.

As a result of the regression analysis conducted to determine the effect of brand image on the advertisement dimension of electronic word of mouth marketing, it has been determined that brand image has a positive effect on the advertisement dimension of electronic word of mouth marketing. With the inclusion of satisfied dimension of customer satisfaction as a tool variable in the analysis, the decrease in the coefficient of relationship between brand image and the advertisement dimension of electronic word of mouth marketing (0.226) indicates that satisfied dimension of customer satisfaction has a partial mediating effect on this relationship. Accordingly, the hypothesis of the research that "H$_{4f}$: Satisfied dimension of customer satisfaction of customer satisfaction has a mediating role in the effect of brand image on the advertisement dimension of electronic word of mouth marketing" has been partially accepted.

As a result of the regression analysis conducted to determine the effect of brand image on the positive value dimension of electronic word of mouth marketing, it has been determined that brand image has a positive effect on the positive value dimension of electronic word of mouth marketing. With the inclusion of satisfied dimension of customer satisfaction as a mediating variable in the analysis, the decrease in the coefficient of relationship between brand image and the positive value dimension of electronic word of mouth marketing (0.256) indicates that satisfied dimension of customer satisfaction has a partial mediating effect on this relationship. Accordingly, the hypothesis of the research that "H$_{4g}$: Satisfied dimension of customer satisfaction has a mediating role in the effect

of brand image on the positive value dimension of electronic word of mouth marketing" has been partially accepted.

As a result of the regression analysis conducted to determine the effect of brand image on the content dimension of electronic word of mouth marketing, it has been determined that brand image has a positive effect on the content dimension of electronic word of mouth marketing. With the inclusion of satisfied dimension of customer satisfaction as a mediating variable in the analysis, the decrease in the coefficient of relationship between brand image and the content dimension of electronic word of mouth marketing (0.166) indicates that satisfied dimension of customer satisfaction has a partial mediating effect on this relationship. Accordingly, the hypothesis of the research that "H_{4h}: Satisfied dimension of customer satisfaction of customer satisfaction has a mediating role in the effect of brand image on the content dimension of electronic word of mouth marketing" has been partially accepted.

As a result of the regression analysis conducted to determine the effect of brand image on the negative electronic word of mouth marketing dimension of electronic word of mouth marketing, it has been determined that brand image has a positive effect on the negative electronic word of mouth marketing dimension of electronic word of mouth marketing. With the inclusion of satisfied dimension of customer satisfaction as a mediating variable in the analysis, the decrease in the coefficient of relationship between brand image and the negative electronic word of mouth marketing dimension of electronic word of mouth marketing (-0.236) indicates that satisfied dimension of customer satisfaction has a partial mediating effect on this relationship. Accordingly, the hypothesis of the research that "H_{4i}: Satisfied dimension of customer satisfaction of customer satisfaction has a mediating role in the effect of brand image on the negative electronic word of mouth marketing dimension of electronic word of mouth marketing" has been partially accepted.

Table 6.19 : Multiple Regression Analysis Results with Mediating Variable

Independent Variable	Dependent Variable	F	Sig.	R^2	Unstandardized B-Coefficient	Beta	t	P
Brand Image					0.522	0.448	10.699	0.000
	Positive Value	92.713	0.000	0.265				
Dissatisfied					0.106	0.125	2.989	0.003
Brand Image					0.481	0.376	8.383	0.000
	Content	48.665	0.000	0.159				
Dissatisfied					0.045	0.048	1.080	0.281
Brand Image					-0.015	-0.011	-0.312	0.755
	Negative EWOM	252.407	0.000	0.495				
Dissatisfied					-0.688	-0.699	-20.137	0.000

As a result of the regression analysis conducted to determine the effect of brand image on the positive value dimension of electronic word of mouth marketing, it has been determined that brand image has a positive effect on the positive value dimension of electronic word of mouth marketing. With the inclusion of dissatisfied dimension of customer satisfaction as a mediating variable in the analysis, the decrease in the coefficient of relationship between brand image and the positive value dimension of electronic word of mouth marketing (0.448) indicates that dissatisfied dimension of customer satisfaction has a partial mediating effect on this relationship. Accordingly, the hypothesis of the research that "H_{4j}: Dissatisfied dimension of customer satisfaction has a mediating role in the effect of brand image on the positive value dimension of electronic word of mouth marketing" has been partially accepted.

As a result of the regression analysis conducted to determine the effect of brand image on the positive value dimension of electronic word of mouth marketing, it has been determined that brand image has a positive effect on the positive value dimension of electronic word of mouth marketing. With the inclusion of dissatisfied dimension of customer satisfaction as a mediating variable in the analysis, the decrease in the coefficient of relationship between brand image and the positive value dimension of electronic word of mouth marketing (0.376) indicates that dissatisfied dimension of customer satisfaction has a partial mediating effect on this relationship. Accordingly, the hypothesis of the

research that "H$_{4k}$: Dissatisfied dimension of customer satisfaction has a mediating role in the effect of brand image on content dimension of electronic word of mouth marketing" has been partially accepted.

As a result of the regression analysis conducted to determine the effect of brand image on the negative electronic word of mouth marketing dimension of electronic word of mouth marketing, it has been determined that brand image has a negative effect on the negative electronic word of mouth marketing dimension of electronic word of mouth marketing. With the inclusion of dissatisfied dimension of customer satisfaction as a mediating variable in the analysis, the relationship between brand image and the negative electronic word-of-mouth marketing dimension has turned into meaningless, indicating that dissatisfied dimension of customer satisfaction has a full mediating effect on this relationship. Accordingly, the hypothesis of the research that "H$_{4l}$: Dissatisfied dimension of customer satisfaction has a mediating role in the effect of brand image on the negative electronic word of mouth marketing dimension of electronic word of mouth marketing" has been accepted.

Table 6.20 : Collinearity Statistics

	Tolerance	VIF
Independent Variable (Brand Image) Mediation Variable (Customer Satisfaction)	0.656	1.524
	0.656	1.524
Independent Variable (Brand Image) Mediation Variable (Satisfied)	0.720	1.398
	0.720	1.398
Independent Variable (Brand Image) Mediation Variable (Dissatisfied)	0.814	1.228
	0.814	1.228

VIF<10 and Tolerance>0.2 should be (Can, 2014:291).

Table 6.21 : Summary of Research Hypothesis

Hypothesis	Result
H$_1$: Brand image positively affects electronic word of mouth marketing.	Accepted
H$_{1a}$: Brand image positively affects the advertisement dimension of electronic word of mouth marketing.	Accepted
H$_{1b}$: Brand image positively affects the positive valence dimension of electronic word of mouth marketing.	Accepted
H$_{1c}$: Brand image positively affects the content dimension of electronic word of mouth marketing.	Accepted
H$_{1d}$: Brand image positively affects the negative electronic word of marketing dimension of electronic word of mouth marketing.	Accepted
H$_2$: Brand image positively affects customer satisfaction.	Accepted
H$_{2a}$: Brand image positively affects satisfied.	Accepted
H$_{2b}$: Brand image positively affects dissatisfied.	Accepted
H$_3$: Customer satisfaction positively affects electronic word of mouth marketing.	Accepted
H$_{3a}$: Customer satisfaction positively affects the advertisement dimension of electronic word of mouth marketing.	Accepted
H$_{3b}$: Customer satisfaction positively affects the positive valance dimension of electronic word of mouth marketing.	Accepted
H$_{3c}$: Customer satisfaction positively affects the content dimension of electronic word of mouth marketing.	Accepted
H$_{3d}$: Customer satisfaction positively affects the negative EWOM dimension of electronic word of mouth marketing.	Accepted
H$_{3e}$: The satisfied dimension of customer satisfaction positively affects electronic word of mouth marketing.	Accepted
H$_{3f}$: The satisfied dimension of customer satisfaction positively affects the advertisement dimension of electronic word of mouth marketing.	Accepted

Table 6.21 (Cont.): Summary of Research Hypothesis

H$_{3g}$: The satisfied dimension of customer satisfaction positively affects the positive valance dimension of electronic word of mouth marketing.	Accepted
H$_{3h}$: The satisfied dimension of customer satisfaction positively affects the content dimension of electronic word of mouth marketing.	Accepted
H$_{3i}$: The satisfied dimension of customer satisfaction positively affects the negative EWOM dimension of electronic word of mouth marketing.	Accepted
H$_{3j}$: The dissatisfied dimension of customer satisfaction positively affects electronic word of mouth marketing.	Not Accepted
H$_{3k}$: The dissatisfied dimension of customer satisfaction positively affects the advertisement dimension of electronic word of mouth marketing.	Not Accepted
H$_{3l}$: The dissatisfied dimension of customer satisfaction positively affects the positive valance dimension of electronic word of mouth marketing.	Accepted
H$_{3m}$: The dissatisfied dimension of customer satisfaction positively affects the content dimension of electronic word of mouth marketing.	Accepted
H$_{3n}$: The dissatisfied dimension of customer satisfaction positively affects the negative EWOM dimension of electronic word of mouth marketing.	Accepted
H$_4$: Customer satisfaction has a mediating role in the effect of brand image on electronic word of mouth marketing.	Accepted
H$_{4a}$: Customer satisfaction has a mediating role in the effect of brand image on the advertisement dimension of electronic word of mouth marketing.	Accepted
H$_{4b}$: Customer satisfaction has a mediating role in the effect of brand image on the positive value dimension of electronic word of mouth marketing.	Partially Accepted
H$_{4c}$: Customer satisfaction has a mediating role in the effect of brand image on the content dimension of electronic word of mouth marketing.	Partially Accepted
H$_{4d}$: Customer satisfaction has a mediating role in the effect of brand image on the negative electronic word of mouth marketing dimension of electronic word of mouth marketing.	Accepted

Table 6.21(Cont.): Summary of Research Hypothesis

H$_{4e}$: Satisfied dimension of customer satisfaction has a mediating role in the effect of brand image on electronic word of mouth marketing.	Partially Accepted
H$_{4f}$: Satisfied dimension of customer satisfaction of customer satisfaction has a mediating role in the effect of brand image on the advertisement dimension of electronic word of mouth marketing.	Partially Accepted
H$_{4g}$: Satisfied dimension of customer satisfaction has a mediating role in the effect of brand image on the positive value dimension of electronic word of mouth marketing.	Partially Accepted
H$_{4h}$: Satisfied dimension of customer satisfaction of customer satisfaction has a mediating role in the effect of brand image on the content dimension of electronic word of mouth marketing.	Partially Accepted
H$_{4i}$: Satisfied dimension of customer satisfaction of customer satisfaction has a mediating role in the effect of brand image on the negative electronic word of mouth marketing dimension of electronic word of mouth marketing.	Partially Accepted
H$_{4j}$: Dissatisfied dimension of customer satisfaction has a mediating role in the effect of brand image on the positive value dimension of electronic word of mouth marketing.	Partially Accepted
H$_{4k}$: Dissatisfied dimension of customer satisfaction has a mediating role in the effect of brand image on content dimension of electronic word of mouth marketing.	Partially Accepted
H$_{4l}$: Dissatisfied dimension of customer satisfaction has a mediating role in the effect of brand image on the negative electronic word of mouth marketing dimension of electronic word of mouth marketing.	Accepted

7. CONCLUSION

This research took place in the sample group of 517 people and includes the opinions of the users in Istanbul of 4 Turkish origin Ready-to-Wear Clothing Brands (Koton, Mavi, Defacto and LC Waikiki) operating Internationally. In this study, an answer was sought to the question of whether customer satisfaction has a mediation role in the effect of brand image on electronic word of mouth marketing.

In this study, where four main hypotheses were tested, exploratory factor analyzes were performed for the scales. In this context:

EFA was made in order to determine the variable structure of the brand image scale. As a result of the analysis, it was determined that the brand image scale, which originally consisted of one dimension and 6 expressions, consists of one dimension and 5 statements explaining 43.76% of the total variance on consumers using Koton, Mavi, Defacto and LC Waikiki brands.

EFA was made in order to determine the variable structure of the electronic word of mouth marketing scale. As a result of the analysis, It was determined that the electronic word-of-mouth marketing scale, which originally consists of 4 dimensions (Density, Positive Value, Negative Value and Content) and 19 expressions, has 4 dimensions and 18 dimensions that explain 63.70% of the total variance on consumers using Koton, Blue, Defacto and LC Waikiki brands. The new factors that occurred are named as advertising, positive value, content and negative electronic word of mouth marketing.

EFA was made in order to determine the variable structure of the customer satisfaction scale. As a result of the analysis, It was determined that the customer satisfaction scale, which originally consists of one dimension and 12 expressions, has 2 dimensions and 12 dimensions that explain 61.61% of the total variance on consumers using Koton, Blue, Defacto and LC Waikiki brands. The new factors that occurred are named as satisfied and dissatisfied.

Secondly, confirmatory factor analyzes were conducted for brand image, electronic word of mouth marketing and customer satisfaction scales. In this context, modifications were made in order to make the model fit better with the data. With the modifications, the compatibility of the model with the data was verified and the validity of all scales was accepted.

The skewness and kurtosis coefficients of the scales and the Q-Q plot graphs were examined in order to determine whether the data set displayed normal distribution for the new structures formed after factor analysis. As a result, it was determined that the skewness and kurtosis coefficients of the brand image, electronic word of mouth marketing and customer satisfaction scales are in the normal range (+1.96). Q-Q Plot analyzes also confirmed the normality of the distribution.

Frequency analysis was conducted to determine the findings on the variables of age, gender, marital status, education level, monthly income level and brand preference in the personal information form regarding the participants. As a result of the analysis, it was determined that most of the participants were in the young age group. The number of women in terms of gender variable is high. It was seen that there were mostly singles in terms of the marital status variable. In terms of the education level variable, it was observed that the majority of the participants had a bachelor's degree. In terms of monthly income variable, participants have an income in the range of 2001-5000 TL. Finally, in terms of the brand preference variable, it was determined that the participants mostly preferred the Mavi brand.

Descriptive statistics were analyzed to determine the participants' perceptions on brand image, electronic word of mouth marketing and customer satisfaction. As a result, it was determined that the overall average value of the brand image scale was 3.76, the overall average value of the electronic word of mouth marketing scale was 3.27, and the overall average value of the customer satisfaction scale was 3.79. This result shows that the image and satisfaction levels of the participants about the brand are partially positive. It was determined that the participants displayed an indecisive attitude in terms of electronic word of mouth marketing activities related to the brand they preferred.

Pearson correlation analysis was conducted to examine the relationship between brand image, electronic word of mouth marketing, and customer satisfaction scales. As a result of the analysis, it was determined that all variables apart from dissatisfied with EWOM and dissatisfied with advertisement are related to each other. In this context, it has been observed that the relationship between brand image and electronic word of mouth marketing is positive and moderate. It has been observed that the relationship between brand image and customer satisfaction is positive and moderate. It has been observed that the relationship between customer satisfaction and electronic word of mouth marketing is positive and moderate.

Regression analysis was performed to test the H_1, H_{1a}, H_{1b}, H_{1c} and H_{1d} hypotheses within the scope of the research. In this context, as a result of the simple linear regression analysis conducted to determine the effect of brand image on electronic word of mouth marketing; it was seen that brand image is a significant predictor of electronic word of mouth marketing. As a result of the simple linear regression analysis performed to determine the effect of brand image on the sub-dimensions of electronic word of mouth marketing, it was seen that brand image was a significant predictor of advertising, positive value, content, and negative electronic word of mouth marketing dimensions.

Regression analysis was performed to test the H_2, H_{2a} and H_{2b} hypothesis within the scope of the research. In this context, as a result of the simple linear regression analysis to determine the effect of brand image on customer satisfaction; it has been observed that the brand image is a significant predictor of customer satisfaction. Moreover, it has been observed that the brand image is a significant predictor of dimensions of customer satisfaction.

Regression analysis was performed to test the H_3, H_{3a}, H_{3b}, H_{3c}, H_{3d}, H_{3e}, H_{3f}, H_{3g}, H_{3h}, H_{3i}, H_{3j}, H_{3k}, H_{3l}, H_{3m} and H_{3n} hypotheses within the scope of the research. In this context, as a result of the simple linear regression analysis conducted to determine the effect of customer satisfaction on electronic word of mouth marketing; it was seen that customer satisfaction is a significant predictor of electronic word of mouth marketing. As a result of the simple linear regression analysis performed to determine the effect of customer satisfaction on the sub-dimensions of electronic word of mouth marketing, it was seen that

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customer satisfaction was a significant predictor of advertising, positive value, content, and negative electronic word of mouth marketing dimensions.

It was seen that satisfied dimension of customer satisfaction is a significant predictor of electronic word of mouth marketing. As a result of the simple linear regression analysis performed to determine the effect of satisfied dimension of customer satisfaction on the sub-dimensions of electronic word of mouth marketing, it was seen that satisfied dimension of customer satisfaction was a significant predictor of advertising, positive value, content, and negative electronic word of mouth marketing dimensions.

It was seen that dissatisfied dimension of customer satisfaction is not a significant predictor of electronic word of mouth marketing and advertisement dimension of it while it is a significant predictor of positive valance, content and negative EWOM dimensions of EWOM. As a result of the simple linear regression analysis performed to determine the effect of customer satisfaction on the sub-dimensions of electronic word of mouth marketing, it was seen that dissatisfied dimension of customer satisfaction was a significant predictor of positive value, content, and negative electronic word of mouth marketing dimensions apart from advertising.

Multiple regression analysis was conducted to test the H_4, H_{4a}, H_{4b}, H_{4c}, H_{4d}, H_{4e}, H_{4f}, H_{4g}, H_{4h}, H_{4i}, H_{4j}, H_{4k}, and H_{4l} hypothesis within the scope of the research. As a result of the regression analysis performed to determine the effect of brand image on electronic word of mouth marketing, it has been determined that brand image has a positive effect on electronic word of mouth marketing. With the inclusion of customer satisfaction as a tool variable in the analysis, the correlation coefficient between brand image and electronic word of mouth marketing decreased and it was observed that customer satisfaction had a partial mediating effect on this relationship.

Multiple regression analysis was conducted to test the H_{4a} hypothesis within the scope of the research. As a result of the simple linear regression analysis performed to determine the effect of brand image on the advertisement dimension of electronic word of mouth marketing, it was determined that brand image has a positive effect on the advertisement dimension of electronic word of mouth marketing. With the inclusion of customer satisfaction as a tool variable in the analysis, there was a decrease in the coefficient of

relationship between brand image and advertising dimension, and it was observed that customer satisfaction had a partial mediating effect on this relationship.

Multiple regression analysis was conducted to test the H_{4b} hypothesis within the scope of the research. As a result of the simple linear regression analysis performed to determine the effect of brand image on the positive value dimension of electronic word of mouth marketing, it was determined that brand image has a positive effect on the positive value dimension of electronic word of mouth marketing. With the inclusion of customer satisfaction as a tool variable in the analysis, there was a decrease in the coefficient of relationship between brand image and positive value, and it was observed that customer satisfaction had a partial mediating effect on this relationship.

Multiple regression analysis was conducted to test the H_{4c} hypothesis within the scope of the research. As a result of the simple linear regression analysis performed to determine the effect of brand image on the content dimension of electronic word of mouth marketing, it was determined that brand image has a positive effect on the content dimension of electronic word of mouth marketing. With the inclusion of customer satisfaction as a tool variable in the analysis, there was a decrease in the coefficient of relationship between brand image and content, and it was observed that customer satisfaction had a partial mediating effect on this relationship.

Multiple regression analysis was conducted to test the H_{4d} hypothesis within the scope of the research. As a result of the simple linear regression analysis performed to determine the effect of brand image on the negative electronic word of marketing dimension of electronic word of mouth marketing, it was determined that brand image has a positive effect on the negative electronic word of marketing dimension of electronic word of mouth marketing. With the inclusion of customer satisfaction as a tool variable in the analysis, there was a decrease in the coefficient of relationship between brand image and negative electronic word of marketing, and it was observed that customer satisfaction had a partial mediating effect on this relationship.

Multiple regression analysis was conducted to test the H_{4e} hypothesis within the scope of the research. As a result of the simple linear regression analysis performed to determine the effect of brand image on electronic word of mouth marketing, it was determined that

brand image has a positive effect on the advertisement dimension of electronic word of mouth marketing. With the inclusion of satisfied dimension of customer satisfaction as a tool variable in the analysis, there was a decrease in the coefficient of relationship between brand image and electronic word of mouth marketing, and it was observed that satisfied dimension of customer satisfaction had a partial mediating effect on this relationship.

Multiple regression analysis was conducted to test the H_{4f} hypothesis within the scope of the research. As a result of the simple linear regression analysis performed to determine the effect of brand image on the advertisement dimension of electronic word of mouth marketing, it was determined that brand image has a positive effect on the advertisement dimension of electronic word of mouth marketing. With the inclusion of satisfied dimension of customer satisfaction as a tool variable in the analysis, there was a decrease in the coefficient of relationship between brand image and advertising dimension, and it was observed that satisfied dimension of customer satisfaction had a partial mediating effect on this relationship.

Multiple regression analysis was conducted to test the H_{4g} hypothesis within the scope of the research. As a result of the simple linear regression analysis performed to determine the effect of brand image on the positive value dimension of electronic word of mouth marketing, it was determined that brand image has a positive effect on the positive value dimension of electronic word of mouth marketing. With the inclusion of satisfied dimension of customer satisfaction as a tool variable in the analysis, there was a decrease in the coefficient of relationship between brand image and positive value, and it was observed that satisfied dimension of customer satisfaction had a partial mediating effect on this relationship.

Multiple regression analysis was conducted to test the H_{4h} hypothesis within the scope of the research. As a result of the simple linear regression analysis performed to determine the effect of brand image on the content dimension of electronic word of mouth marketing, it was determined that brand image has a positive effect on the content dimension of electronic word of mouth marketing. With the inclusion of satisfied dimension of customer satisfaction as a tool variable in the analysis, there was a decrease in the coefficient of relationship between brand image and content, and it was observed that

satisfied dimension of customer satisfaction had a partial mediating effect on this relationship.

Multiple regression analysis was conducted to test the H_{4i} hypothesis within the scope of the research. As a result of the simple linear regression analysis performed to determine the effect of brand image on the negative electronic word of marketing dimension of electronic word of mouth marketing, it was determined that brand image has a positive effect on the negative electronic word of marketing dimension of electronic word of mouth marketing. With the inclusion of satisfied dimension of customer satisfaction as a tool variable in the analysis, there was a decrease in the coefficient of relationship between brand image and negative electronic word of marketing, and it was observed that satisfied dimension of customer satisfaction had a partial mediating effect on this relationship.

Multiple regression analysis was conducted to test the H_{4j} hypothesis within the scope of the research. As a result of the simple linear regression analysis performed to determine the effect of brand image on the positive value dimension of electronic word of mouth marketing, it was determined that brand image has a positive effect on the positive value dimension of electronic word of mouth marketing. With the inclusion of dissatisfied dimension of customer satisfaction as a tool variable in the analysis, there was a decrease in the coefficient of relationship between brand image and positive value, and it was observed that dissatisfied dimension of customer satisfaction had a partial mediating effect on this relationship.

Multiple regression analysis was conducted to test the H_{4k} hypothesis within the scope of the research. As a result of the simple linear regression analysis performed to determine the effect of brand image on the content dimension of electronic word of mouth marketing, it was determined that brand image has a positive effect on the content dimension of electronic word of mouth marketing. With the inclusion of dissatisfied dimension of customer satisfaction as a tool variable in the analysis, there was a decrease in the coefficient of relationship between brand image and content, and it was observed that dissatisfied dimension of customer satisfaction had a partial mediating effect on this relationship.

Multiple regression analysis was conducted to test the H_{41} hypothesis within the scope of the research. As a result of the simple linear regression analysis performed to determine the effect of brand image on the negative electronic word of marketing dimension of electronic word of mouth marketing, it was determined that brand image has a positive effect on the negative electronic word of marketing dimension of electronic word of mouth marketing. With the inclusion of dissatisfied dimension of customer satisfaction as a tool variable in the analysis, there was a decrease in the coefficient of relationship between brand image and negative electronic word of marketing, and it was observed that dissatisfied dimension of customer satisfaction had a partial mediating effect on this relationship.

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APPENDICES

Appendix A: Questionnaire Form

Appendix B: Ethics Approval Form

Appendix A: Questionnaire Form

Dear Participants;

The survey questionnaire below has been formed within the scope of a master's thesis titled "The Mediation Role of Customer Satisfaction in The Effect of Brand Image on Electronic Word of Mouth Marketing: A Research on Ready-to-Wear Clothing Brands Operating Internationally" which has been prepared under the consultancy of Assist Prof. Dr. Özgül Uyan at Istanbul Aydın University, Institute of Graduate Studies. Your responses to the survey questions will contribute greatly to our study. Besides, your answers to the survey questions will be kept confidential and not be shared with third parties. We kindly ask that the statements in our study to be answered sincerely for the research to reach the correct result,

Thank you for your contribution to the research.

Hakan GÜMÜŞSOY

Student of Istanbul Aydin University
Institute of Graduate Studies
Master of Business Administration

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CHAPTER 1	

Age: ( ) 15-20   ( ) 21-30   ( ) 31-40   ( ) 41 and Above

Gender: ( ) Woman   ( ) Man

Marital Status: ( ) Single   ( ) Married

Education Level: ( ) High School   ( ) Undergraduate ( ) Bachelor's   ( ) Master's

Monthly Income Level: ( ) 2000 TL and Below   ( ) 2001-5000 TL

( ) 5001 TL and Above

Brand Preference: ( ) Koton   ( ) Mavi   ( ) Defacto   ( ) LC Waikiki

1 = Strongly Disagree 2 = Disagree 3 = Neutral 4 = Agree 5 = Strongly Agree				
1	2	3	4	5

	CHAPTER 2					
1	I think this brand is friendly.					
2	I think this brand is trendy.					
3	I think this brand is useful.					
4	I think this brand is **not** popular.					
5	I think this brand is insightful.					
6	I think this brand is unique.					
	CHAPTER 3					
1	I talk about the online services of this brand much more frequently than about others.					
2	I talk about this brand much more than other brands.					
3	I talk to people around me about this brand.					
4	I recommend this brand.					
5	I talk about the good aspects of this brand.					
6	I'm happy to be users of this brand.					
7	I definitely recommend those around me to buy the products of this brand online.					
8	I say mostly positive things about this brand to those around me.					
9	I'll tell people around me about this brand as my favourite.					
10	I say mostly negative things about this brand to those around me.					
11	I say bad things about this brand around me.					
12	I talk about the ease of use of this brand's website to those around me.					
13	I talk about the security of this brand's website to those around me.					
14	I talk about the product prices of this brand to those around me.					
15	I talk about the variety of products offered by this brand to those around me.					
16	I talk about the product quality offered by this brand to those around me.					
17	I talk about the convenience of this brand to the people around me.					

18	I talk about the speed of delivery of this brand to those around me.					
19	I talk about the notoriety of this brand to those around me.					
CHAPTER 4						
1	This is one of the best brands I can buy.					
2	This brand fully meets my needs.					
3	This brand did **not** come out as good as I expected.					
4	I'm happy with my decision to buy this brand.					
5	I am **indecisive** about choosing this brand.					
6	This is a wise brand to buy for me.					
7	I will **not** buy this brand from now on.					
8	I really like this brand.					
9	I feel **bad** about my decision to buy this brand**.**					
10	I am **not** happy that I bought this brand.					
11	Owning this brand has been a good experience.					
12	I'm sure it was the right thing to buy this brand.					

Appendix B: Ethics Approval Form

T.C.
İSTANBUL AYDIN ÜNİVERSİTESİ REKTÖRLÜĞÜ
Lisansüstü Eğitim Enstitüsü Müdürlüğü

Sayı : E-88083623-020-197
Konu : Etik Onayı Hk.

Sayın Hakan GÜMÜŞSOY

Tez çalışmanızda kullanmak üzere yapmayı talep ettiğiniz anketiniz İstanbul Aydın Üniversitesi Etik Komisyonu'nun 22.12.2020 tarihli ve 2020/11 sayılı kararıyla uygun bulunmuştur.
Bilgilerinize rica ederim.

Dr.Öğr.Üyesi Alper FİDAN
Müdür Yardımcısı

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